

CULTURE AND LEISURE REVIEW COMMITTEE

AGENDA

Meeting to be held in Committee Room 1, Civic Centre, Sunderland, on Tuesday, 12th December, 2006 at 5.30 p.m.

ITEM		PAGE
1.	Apologies for Absence	
2.	Minutes of the last meeting of the Committee held on 14th November, 2006 (Copy herewith).	1
3.	Declarations of Interest (including Whipping Declarations)	
4.	Improving the Usage of Public Libraries – Evidence Gathering Report of the City Solicitor (copy herewith).	6
5.	Library Service Development Report of the City Solicitor (copy herewith).	8
6.	Cultural Programming Activity Report of the Director of Community and Cultural Services (copy herewith).	14

This information can be made available on request in other languages. If you require this, please telephone 0191 553 1059

- | | | |
|-----|--|----|
| 7. | PE and School Sport Strategy Update 2006 | 37 |
| | Report of the Director of Community and Cultural Services (copy herewith). | |
| 8. | Sport & Leisure : Drugs Intervention Programme | 44 |
| | Report of the Director of Community and Cultural Services (copy herewith). | |
| 9. | Audit Summary Report : Better Scrutiny | 49 |
| | Report of the City Solicitor (copy herewith). | |
| 10. | City Leisure Facilities | 54 |
| | Report of the City Solicitor (copy herewith). | |

R.C. RAYNER,
City Solicitor.

Civic Centre,
SUNDERLAND.

1st December, 2006.

At a meeting of the CULTURE AND LEISURE REVIEW COMMITTEE held in the CIVIC CENTRE on TUESDAY, 14TH NOVEMBER, 2006 at 5.30 p.m.

Present:-

Councillor J.B. Scott in the Chair

Councillors Ambrose, P. Gibson, Grey, P. Walker, Wares and B. Williams.

Also Present:-

Councillor Speding – Portfolio Holder for Culture and Leisure

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Foster, Mann, Sidaway and L. Walton.

Minutes of the Last Meeting

1. RESOLVED that the minutes of the last meeting of the Committee held on 17th October, 2006 be confirmed and signed as a correct record.

Declarations of Interest (Including Whipping Declarations)

Item 5 – Reference from Cabinet : Comprehensive Performance Assessment
– Value for Money Self-Assessment

Councillor Grey declared a personal interest in the item as a Council appointed Member of Washington Housing Group.

Improving the Usage of Public Libraries – Evidence Gathering

The City Solicitor submitted a report (copy circulated) which informed Members that Ms. Penny Wilkinson, Chief Executive, Museums, Libraries and Arts Council (MLA) North East, would attend the meeting, as part of the evidence gathering into the study into improving the usage of public libraries within the City.

(For copy report – see original minutes)

Ms. Wilkinson gave a verbal report to the Committee which covered her thoughts and experiences of barriers to greater usage of libraries and ideas and proposals on how to address these in Sunderland and throughout the region.

Ms. Wilkinson's presentation to the Committee covered a number of barriers to usage, which included:-

- the modern day definition of a library;
- uses other than book lending in libraries;
- difficulties in recording and monitoring usage in a relevant way;
- marketing libraries to hard to reach groups;
- different age ranges using different library services;
- institutional barriers including opening hours, stock availability;
- public perception i.e. 'not for us' attitude; and
- competing against other leisure and recreational activities.

Ms. Wilkinson went on to inform the Committee of potential projects to attract current, lapsed or non users of the service, including:-

- improving the library environment;
- offering an even wider range of services;
- a modern marketing plan;
- consulting residents to understand the needs of the community;
- addressing hard to reach groups and increasing involvement e.g. 'Welcome to your Library' project;
- homework clubs, 'Investing in Children' Standard; and
- developing a 'books on prescription' programme at the Bunny Hill Centre.

In closing, Ms. Wilkinson advised that the barriers faced by Sunderland were not uncommon and were being recognised nationally but that she felt Sunderland were doing a lot to widen public participation using new and innovative projects.

In response to a query from Councillor Gibson, regarding the figures used to monitor usage, Ms. Wilkinson informed Members that book issues had always been used to monitor library usage but that due to the changing of facilities these were being reviewed. She advised that work was ongoing to measure the impact of libraries in the community and that the Public Library Standards were also being reviewed, with no conclusion having been reached at this time.

Ms. Wilkinson advised the Committee that the Museums, Libraries and Art Councils North East were looking to launch a project which focussed more on personal outcomes of schemes such as generic learning undertaken in a library which helped improve residents' quality of life to provide a more meaningful statistic than book loans alone.

Having given full consideration to the report, it was:-

2. RESOLVED that the report be received and noted for the purpose of the Committee's policy review.

Reference from Cabinet : Comprehensive Performance Assessment – Value for Money Self Assessment

The City Solicitor and City Treasurer submitted a joint report (copy circulated) which provided the Committee with an opportunity to comment on the Council's Value for Money Statement report, which had been submitted to Cabinet on 8th November, 2006.

(For copy report – see original minutes)

Ms Alison O'Neill, Assistant Head of Community Services advised the Committee that value for money was being achieved in the areas within the terms of reference including libraries, sports and tourism and that the level of spending reflected the high priority allocated to these services and the additional investment made by the Council.

Having given consideration to the report, it was:-

3. RESOLVED that the report be received and it be noted that a synopsis of the Review Committee's issues raised above would be prepared for Cabinet by the Policy and Co-ordination Review Committee.

Resorts Service – End of Season Report

The Director of Community and Cultural Services submitted a report (copy circulated) which advised Members of the Resorts Service provided at Roker and Seaburn during the Summer Season 2006.

(For copy report – see original minutes)

Mr. Peter Mooney, Resorts Development Manager, took Members through the report advising of staff numbers, training, recorded incidents and event attendances.

Councillor Walker asked if there was any consistency in the seasonal staff employed from year to year and was advised that most of the staff were university students so it was common to have the same people applying every year, over a period of three to four years.

Councillor Gibson queried how many seasonal staff had been employed for the summer season 2005 and was informed that the numbers would be similar, if not the same, as 2006 as the same provision was given.

In future reports, Councillor Gibson asked if the previous year's figures for staff and attendances could be included to provide a comparison.

Councillor Gibson requested that a letter of congratulations be sent to the service from the Committee for their taking part in the North East Beach Lifeguard Competition.

Having considered the content of the report, it was:-

4. RESOLVED that:-

- (i) the report be received and noted; and
- (ii) that comparative data be provided within future Resorts Service end of year reports.

Audit Commission Review : Public Sport and Recreation Facilities

The Director of Community and Cultural Services submitted a report (copy circulated) which advised the Committee of the outcomes of a recent study undertaken by the Audit Commission which examined how local authorities in England were managing their approach to provide public sports and recreation facilities and their attempts to improve access and value for money. The report also set out the approach being taken by Sunderland Council on these issues.

(For copy report – see original minutes)

5. RESOLVED that the report be received and noted.

Culture and Sport Performance Improvement Agenda

The Director of Community and Cultural Services submitted a report (copy circulated) which updated Members on the Directorate's performance improvement agenda and its impact on the Council's forthcoming Comprehensive Performance Assessment (CPA).

(For copy report – see original minutes)

Having given consideration to the report, it was:-

6. RESOLVED that the report be received and noted.

The Chairman then thanked everyone for their attendance and participation and closed the meeting.

(Signed) J.B. SCOTT,
Chairman.



**IMPROVING THE USAGE OF PUBLIC LIBRARIES – EVIDENCE
GATHERING**

LINK TO WORK PROGRAMME – POLICY REVIEW AND DEVELOPMENT

Report of the City Solicitor

1 Purpose of the Report

- 1.1 To receive further evidence in relation to the Committees study into improving the usage of public libraries within the city.

2 Background

- 2.1 On 20th June 2006, the Review Committee agreed to undertake a study into improving the usage of libraries in the city. A summary of the remit and objectives of the study is attached as an appendix.
- 2.2 At previous meetings, the Committee has received evidence on the national and local context shaping the usage of public libraries in the city. The Committee also visited a number of local libraries to view at first hand the service being provided and received guidance on best practice from a number of external witnesses.
- 2.3 As the next stage in the study, Ms Jane Peverley, Senior Marketing Officer within the Community and Cultural Services Directorate has been invited to the meeting to discuss and answer any questions on the marketing of library services within the city.

3 Recommendation

- 3.1 The Review Committee is asked to note the information.

4 Background Papers

Sunderland Strategy 2004/2007
Framework for the Future – Libraries, Learning and Information in the
Next Decade (DCMS)
Sunderland City Council – Spreading the Word - Annual Library Plan
2005/07
Building Better Library Services (Audit Commission) 2002

Contact Officer: Jim Diamond (0191 553 1396)
james.diamond@sunderland.gov.uk

Title of study	Study into the Usage of Public Libraries
Committee	Culture and Leisure Review Committee
Members undertaking study	Councillors Jim Scott (Chair), Ambrose (Vice Chair), N Bohill, T Foster, P Gibson, J Grey, L Mann, B Sidaway, P Walker, L Walton, R Wares, B Williams.
Officer support/ Contacts	Jim Diamond – Review Committee Administrator
Remit and Objectives of the study	To investigate the current levels of usage of public libraries in Sunderland and consider the barriers to future growth and potential options for improving usage in the future.
Key questions/ Evidence to be obtained	<p>During the study the Committee will need to fulfil the following key objectives:-</p> <ul style="list-style-type: none"> <input type="checkbox"/> To obtain an overview of the national and local policy in relation to the library service <input type="checkbox"/> To consider the current levels of usage and the Council's progress in meeting the Public Library Service Standards (PLSS); <input type="checkbox"/> To consider the barriers to greater usage; <input type="checkbox"/> To consider potential means of improving usage among existing users; <input type="checkbox"/> To consider potential means of attracting current lapsed or non users of the service; <input type="checkbox"/> To make appropriate recommendations to the Cabinet based on the evidence received.
Method (Meetings, surveys, visits etc)	Options include inhouse and external bodies providing evidence to full committee, invitations for the submission of written evidence, member visits to examine examples of good practice within other local authorities, views of government bodies and agencies, open forums, surveys, direct consultation with community groups and members of the community.
Participants	<p>The Committee are likely to obtain evidence from representatives of:</p> <p>Service providers within the authority Partner organisations Museums, Libraries and Arts Council (MLA) Advice on good practice within other authorities Views of central government Academic Institutions Representatives of Service Users Views of Non service Users</p>
Timescale	<p>The Committee will formally approved the remit and scope of the study on 18 July 2006 Familiarisation with issues in July 2006 Evidence gathering is expected to take place from September/February 2006/07 This followed by consideration of recommendations in March 2007 and approval of the final report by April 2007</p>

CULTURE AND LEISURE REVIEW COMMITTEE 12th DECEMBER 2006

LIBRARY SERVICE DEVELOPMENT

LINK TO WORK PROGRAMME – POLICY REVIEW AND DEVELOPMENT

Report of the City Solicitor

1 Background

- 1.1 On 6 December 2006, Cabinet will consider the attached report by the Director of Community and Cultural Services.
- 1.2 The report outlines a number of service development issues faced by the Public Library Service and requests additional short and medium term investment to support and boost these areas.
- 1.3 The Cabinet are recommended to consider approval of additional funding of £50,000 in 2006/07 for the Library Service in relation to the Libraries Materials Fund. Approval is also sought for £50,000 for 2006/07 for a marketing and communications campaign and associated initiatives.
- 1.4 The report is submitted to this Committee in view to its direct relevance to the Committees study into improving library the usage of public libraries in the city.

2 Background Papers

- 2.1 There are no background papers.

Contact Officer: Jim Diamond (0191 553 1396)
james.diamond@sunderland.gov.uk

Form A

CABINET MEETING - 6 DECEMBER 2006	
EXECUTIVE SUMMARY SHEET – PART I	
Title of Report: LIBRARY SERVICE DEVELOPMENT	
Author(s): DIRECTOR OF COMMUNITY AND CULTURAL SERVICES	
Purpose of Report: This report outlines a number of service development issues faced by the Public Library Service and requests additional short and medium term investment to support and boost these areas.	
Description of Decision: Cabinet are invited to:- (i) Consider approval of additional funding of £50,000 in 2006/07 for the Library Service in relation to the Library Materials Fund. (ii) Approval is also sought for £50,000 for 2006/2007 for a marketing and communications campaign and associated initiatives.	
Is the decision consistent with the Budget/Policy Framework? Yes	
If not, Council approval is required to change the Budget/Policy Framework	
Suggested reason(s) for Decision: i) Improve the quality and quantity of the book stock. ii) Raise the profile of the Library Service. iii) Improve areas which are currently in lower threshold in respect of Library Performance Indicators	
Alternative options to be considered and recommended to be rejected: There are no alternative options are recommended	
Is this a “Key Decision” as defined in the Constitution? No	Relevant Review Committee: Culture and Leisure
Is it included in the Forward Plan? No	

LIBRARY SERVICE DEVELOPMENT

REPORT OF DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

1.0 PURPOSE OF THE REPORT

- 1.1 This report outlines a number of service development issues faced by the Public Library Service and requests additional short and medium term investment to support and boost these areas.

2.0 DESCRIPTION OF DECISION

- 2.1 Cabinet is requested to approve additional funding of £50,000 in 2006/2007 for the Library Service in relation to the Library Materials Fund, and £50,000 in 2006/2007 for a marketing and communications campaign and associated initiatives.

3.0 INTRODUCTION / BACKGROUND

- 3.1 The Public Library Service in Sunderland has a national reputation as a modernised responsive and innovative service which was awarded Beacon Status for 'Libraries as a Community Resource' in 2002/2003.
- 3.2 The service has undergone a number of changes in recent years with a programme of improvements in place. Such improvements can be seen physically in recent new library buildings such as Sandhill, Houghton-le-Spring, Bunnyhill and the most recent at Shiney Row.
- 3.3 The service has restructured to create librarians posts for Social Inclusion, Children and Young People, Learning Development, and Electronic-Information to proactively target under-represented groups and to ensure an active programme of community development, which supports such corporate agendas as Children's Services, Health and Wellness, raising attainment, community cohesion and delivery of on-line services.

4.0 CURRENT POSITION

- 4.1 In recent years, visitor numbers to libraries have dropped for many reasons. The Council has sought to arrest this decline in usage through provision of new and refurbished facilities, buildings etc. These include developments at Houghton-le-Spring, Hetton, Sandhill, Bunnyhill and Shiney Row. However, one remaining area to be addressed is the level of investment in the book stock.

- 4.2 Books are much more readily available and discounted than in previous years (e.g. in supermarkets). Customers expect to see a choice and range of books, for example, bestsellers, and the library service experiences difficulties in keeping up with the demand for popular fiction as very often a customer may not wish to wait.
- 4.3 The library materials fund in Sunderland has faced significant challenges and despite additional investment in stock in the 2003/2004 Revenue Budget, the stock has not recovered sufficiently from the 50% cut that was imposed in 1996/1997 in response to a government grant settlement that provided a 0.82% grant increase, despite best efforts to manage the fund and stock to maximise value for money.
- 4.4 The annual items for purchase are low in comparison to other Authorities (Sunderland is part of a NEPO consortium for the book supply contract) In addition, the quality of the book stock is of concern and it is proving increasingly difficult to keep up with demand with some areas of the stock and waiting lists for items can be a deterrent for persons using the service.
- 4.5 Following the introduction of a new Library Management System, the library service is undertaking a comprehensive review and inventory of all library stock. This will highlight stock gaps and areas of stock development for targeting resources.
- 4.6 Public Libraries do suffer from an image issue and this is a major challenge to attracting new members to the service. Feedback suggests that there is a lack of awareness as to the offer the modern library service has. As well as a loan service for Books, other items are available including CD's, DVD's, audio books, access to PC's and the internet, as well as a programme of community based activities including learning opportunities and work with hard to reach groups.

This is supported by:-

- Free access to information with trained staff to assist.
 - Free usage of PC's for purposeful research and study.
 - Free access to the internet / emailing facilities.
 - Free children's services eg. Study support groups, holiday activities, reading groups
 - Free programme of events and activities eg. Family history courses, Houghton literature festival, UEA courses etc.
 - Free Reading and Writers groups.
 - Free community space.
 - Meeting rooms etc., (sliding scale of charges for hiring).
- 4.7 Library facilities now offer vibrant community spaces which are places for exploration, discovery and enjoyment but often this is not known or

understood which can be linked to image/perception issues. It is considered therefore that there is a real need for a marketing and communications campaign. This will include targeting under-represented groups, lapsed users and traditionally excluded groups.

4.8 Accordingly it is proposed to:

- provide additional resources in 2006/2007 of £50,000 for the Library Materials Fund;
- earmark additional funding of £50,000 in 2007/2008 and 2008/2009 for investment in Library Materials;
- allocate a sum of £50,000 in 2006/2007 to promote and market library use across the city.

5.0 CPA / CULTURE PERFORMANCE INDICATORS

5.1 Currently the City Council is aware of 14 indicators which will be used to judge performance under the Culture Block for 2006/2007. It is anticipated that a further 4 will be announced by DCMS giving a total of 18 performance indicators.

5.2 Out of the 14 indicators that are known, three Performance Indicators (PI's) are rated at or below lower threshold. In order to achieve a score of 3, there can be no more than 15% of indicators at or below the lower threshold. Therefore it is proposed to target 3 of the Library PI's to achieve better performance than the lower threshold. It is anticipated that the identified funding will enable this aim to be delivered.

6.0 REASON FOR DECISION

6.1 The reasons for the decision are to improve the quality and quantity of the stock so that the library service can address historical problems relating to its purchasing of library materials. This in turn will see an increase in outputs as prescribed by the Public Library Standards (PLS).

6.2 The decision is also to approve additional monies for marketing and communications activities which will raise the profile of public libraries in Sunderland to:

- Increase usage - more active participation of current users and lapsed users
- Improve image and thereby attract new members
- Communicate the developments and changes which have occurred in recent years
- Articulate the 21st Century offer

- 6.3 It is envisaged that implementing the proposals set out in this report will improve areas which are currently in the lower threshold in respect of Library PI's and by investing in them there will be a more significant improvement in the CPA rating for the Culture Block, than would otherwise have been the case.

7.0 ALTERNATIVE OPTIONS

- 7.1 The only other option is to do nothing with the result that the book stock will continue to decline and the service will struggle to compete with alternative provision.
- 7.2 The service would also not be able to raise its profile and there is a risk that visitor numbers would continue to drop. This could also mean that those members who do need access to books, information and on-line services the most may continue to lose out.

8.0 RELEVANT CONSIDERATIONS / CONSULTATIONS

- a) **Financial Implications**
The financial implications are detailed at paragraph 4.8. The additional costs will be a call on general balances.
- b) **The Public**
The public have been consulted on investment in the library service in a recent budget consultation meeting with Community Spirit.

9.0 GLOSSARY

CPA – Comprehensive Performance Assessment
CIPFA – Chartered Institute of Public Finance and Accountancy
PC – Personal Computer
PI's – Performance Indicators
NEPO – North East Purchasing Organisation

10.0 LIST OF APPENDICES

None

11.0 BACKGROUND PAPERS

CIPFA – Public Library Statistics - 2006/07 estimates
- 2005/06 actuals

Item No.6

CULTURE AND LEISURE REVIEW COMMITTEE

12 DECEMBER 2006

CULTURAL PROGRAMMING AND ACTIVITY

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

LINK TO WORK PROGRAMME: MONITORING & EVALUATION

1. PURPOSE OF REPORT

The purpose of this report is to provide Members with an update regarding the Cultural Strategy that was launched in August 2003.

2. BACKGROUND

Sunderland's Cultural Strategy was launched in August 2003 following approval by Cabinet and the Sunderland Partnership.

The Cultural Strategy was reported to the Culture and Leisure Review Committee and a number of comments were received and considered.

The Thematic Partnership for 'Extending Cultural Opportunities' (the 'Culture Partnership') has been established and this group has considered in detail the objectives identified within the Cultural Strategy as well as other, related documents.

3. CURRENT POSITION

Through the work of the Culture Partnership, a number of objectives have been identified as key priorities.

An Action Plan regarding the Cultural Strategy and associated matters is attached at Appendix 1.

4. CONCLUSION

The report is provided to ensure that Members are kept advised regarding progress relating to these key cultural initiatives. Members are requested to consider the information provided and comment on the progress made to date.

5. BACKGROUND PAPERS

The following background papers were relied upon in the preparation of this report:
'Culture ... What's Yours' – Sunderland's Cultural Strategy, August 2003.
'CULTUREfirst' – July 2004.

Contact Officer : Chris Alexander 0191 514 8420

CULTURAL STRATEGY: STATUS REPORT
NOVEMBER 2006

No	ACTION	OFFICER	PARTNERS	STATUS
1	Develop a tourism strategy for the City of Sunderland.	CDA/JE	<ul style="list-style-type: none"> • ARC • Community Services • NTB • Accommodation Providers • Visitor Attractions • COSP • City Centre Manager • City Arts Officer • Head of Corporate Communications 	<ul style="list-style-type: none"> • Leading on the development of the Tyne & Wear Area Tourism Partnership (ATP) • Tourism Strategy to be developed within context of the Regional Tourism Strategy and the Tourism Tyne and Wear Management Plan • Strategy will support development and implementation of the Sunderland Image Strategy • Tourism Development Manager in post.
2	Develop a resorts strategy for the City of Sunderland.	CDA/PM	<ul style="list-style-type: none"> • Dev & Regen • City Marketing Manager • COSP • Head of Corporate Communications 	<ul style="list-style-type: none"> • Tyne & Wear Coastal Strategy developed • Strategy will be key to the development of the Sunderland Image Strategy (launched May 2005) • Formal establishment of Coastal Regeneration Partnership Nov 2005 with North/South Tyneside to progress strategy recommendations
3	Comprehensively review the resources and impact of current marketing activity and consider alternative methods.	CDA/SW/JE	<ul style="list-style-type: none"> • Marketing Co-ord Group • Sunderland ARC • NTB • Accommodation Providers • Visitor Attractions • COSP • Community Services • City Centre Manager • City Arts Officer • Service Providers 	<ul style="list-style-type: none"> • Image Strategy launched June 2005 and currently being implemented across the city and Council. This resulted within the first 4 months from launch in: <ul style="list-style-type: none"> - 2.9m "opportunities to see" - £1.9m added value - £200k estimated increased positive medial coverage - worldwide presence on-line and Sky Sports • CULTUREfirst initiative • Marketing of cultural services, events and attractions now in new image style • Corporate Communications Audit recommendations fully implemented • Corporate Communications Strategy implemented Spring 2006 • Corporate Communications Group established council wide to share best practice and implement image strategy. • 'Switched on' launched during November 2006, circulated to approx 127,000 households advising of forthcoming events within the city.
3	Comprehensively review the resources and impact of current marketing activity and consider alternative methods.	CDA/SW/JE	<ul style="list-style-type: none"> • Marketing Co-ord Group • Sunderland ARC • NTB • Accommodation Providers • Visitor Attractions • COSP • Community Services • City Centre 	<ul style="list-style-type: none"> • Partnership established and incorporated into Sunderland Partnership structure • City Centre Marketing partnership established • Increasing impact of event marketing via internet

No	ACTION	OFFICER	PARTNERS	STATUS
			<ul style="list-style-type: none"> • Manager • City Arts Officer • Service Providers 	
4	Commission specialist studies on the potential to use the river and other locations as cultural facilities.	CDA/PM	<ul style="list-style-type: none"> • City Arts Officer • Dev & Regen • Community Services • Port • NGI • City Marketing Manager • Marine Activities Centre 	<ul style="list-style-type: none"> • Applications made for feasibility study funding • CULTUREfirst initiative
5	Develop a city-wide conservation strategy.	PB/DG	<ul style="list-style-type: none"> • English Heritage • ONE • NT • Community & Cultural Services 	<ul style="list-style-type: none"> • A document called the “State of the Historic Environment” has now been prepared and is to be circulated for comment in the next few weeks (see item 15). It sets out baseline information on the City’s heritage assets and establishes a programme for developing a suite of appraisals and management plans to sustain these. This document will provide the conservation strategy and will provide the basis for two Supplementary Planning Documents to be incorporated into the City’s Local Development Framework. In addition to the day to day ‘management’ and protection of the City’s built heritage, available resources are currently being concentrated on the pursuit of conservation-led regeneration schemes and the preparation of character appraisals (see 15 and 28 below).
6	Develop further visitor attractions in the City.	CDA	<ul style="list-style-type: none"> • Culture & Tourism • ARC • NTB • Dev & Regen • COSP • Community Services • Chief Exec’s Dept • ACE • Corporate Communications 	<ul style="list-style-type: none"> • CULTUREfirst initiatives: <ul style="list-style-type: none"> - Maritime Museum - St Peters Church - Stadium Park - Public Square - Sunnyside – thePlace, eateries, etc. - Revitalise Monkwearmouth Station Museum through HLF-supported development scheme
7	Develop and promote more festivals and events which celebrate the distinctiveness of Sunderland.	VC/SH	<ul style="list-style-type: none"> • Dev & Regen • Corporate Services • Community Services • ARC • Marketing Team • Tourism & Events Team • NGI • English Heritage • ACE • Schools • Corporate Communications 	<ul style="list-style-type: none"> • Internal groups established • CULTUREfirst initiative • New Post – Arts Education and Outreach Officer recruited • £2k awarded to support World Heritage status work with schools • Events Strategy draft complete. • 2005 Events Programme extended and delivered including Radio 1 Big Weekend, Waterfront Festival, Remembrance Weekend • 2006 Events Programme delivered including City Sings, Houghton Feast, Remembrance Weekend, Airshow, County Show, Friendship celebrations with delegates from Washington D.C., RSC at Seaburn Centre, Great Womens Run, Sunderland Mela, Junior Great

No	ACTION	OFFICER	PARTNERS	STATUS
				Coastal Run, NE1 at Herrington Country Park. <ul style="list-style-type: none"> • Culture 10 support confirmed (£200k) for Kite Festival development and a new Winter Festival for 2006. 2007 programme in planning stage. Proposal with Culture 10 for Winter Festival 2007.
8	Develop educational programmes in which artists work with schools and local heritage is explored.	JM/KV	<ul style="list-style-type: none"> • NEMLAC • Local history groups • English Heritage • ACW • University • Education Directorate • NGC • TWM 	<ul style="list-style-type: none"> • Creative Partnerships • CULTUREfirst initiative • Creativity & Education Strategy complete. Approved by Directorates and Culture & Leisure Review Ctte. Delivery Plan Action progressing. • Attendance at Regional Creativity Conference • Comments on Regional paper to develop creativity • Heritage Open Days – organized programme for school children • Museums learning programme includes artists working with schools and community groups
9	Promote traditional cultural skills such as glassmaking and crafts.	JM/KV AHCT, ACD	<ul style="list-style-type: none"> • University • NGC • Chief Exec's Dept • ONE • ARC • City Marketing Manager 	<ul style="list-style-type: none"> • Glass cluster continuing to develop via Business & Investment Team • New NGC Chief Executive appointed • Discussions underway with glassmakers • Marketing advice to NGC • Incubator units • Sunnside development • Christmas Markets delivered
10	Establish a network of centres for local heritage and history.	JFH	<ul style="list-style-type: none"> • Local history groups • HLF • NEMLAC • ARC • TWM 	<ul style="list-style-type: none"> • Athenaeum building • NEMLAC bid • Local Heritage Strategy launch March 2005 • Cultural Coordinator post appointed October 2005 • Monkwearmouth Station Museum closed and contracts in place to refurbish. • Cultural Coordinator developing links and working closely with community / voluntary groups. • Maritime Museum Feasibility Study – funding in place, consultants appointed and study underway. Report received on Maritime Museum from consultants – report being digested then communication plan to be agreed. • World Heritage Status – Management group still supported corporately and through Culture and Tourism. Funding received and various studies in process. WHS – St Peter's / St Paul's 2009 nomination for UK – consultants shortlisted for Management Plan and Nomination document. • Cultural Heritage Development Officer post extended until end of March 2007. • Sunderland Heritage Forum now sub-group of Culture Partnership.
11	Secure sponsorship from the business community to support relevant activities and	JE/SH/ PM	<ul style="list-style-type: none"> • Community Services • Business Community 	<ul style="list-style-type: none"> • Appointment of Cultural Co-ordinator posts Sept 2004 • Pursuing sponsorship for major events taking place during 2006.

No	ACTION	OFFICER	PARTNERS	STATUS
	events.		<ul style="list-style-type: none"> • Arts & Business • City Marketing Partners • Corporate Communications • TWM 	<ul style="list-style-type: none"> • TWM Business Partners support secured for several projects at Sunderland Museum and Winter Gardens and Monkwearmouth Station Museum; ongoing initiative to recruit Sunderland-based companies to TWM Business Partners • Sponsorship secured from cultural Partners for 'Switched On' guide to what's on in Sunderland and monthly Culture magazine • Partnership developed with Nova International to launch Great Womens Run in Sunderland. First event successfully staged in 2006 and commitment for 2007.
12	Promote our listed buildings, historic sites and landmarks in a co-ordinated manner.	JE/JFH/ PB	<ul style="list-style-type: none"> • Marketing Team • Tourism & Events Team • NE Civic Trust • Development & Regen • EP • NTB • Corporate Communications • Sunnside Partnership • TWM 	<ul style="list-style-type: none"> • Image Strategy implementation and development will support and reinforce this • External Communications Group • Consultation activities – Community Spirit et al • Maintained website of Listed Buildings, Scheduled Ancient Monuments and Conservation Areas. • Extended Heritage Open Days programme. • More co-ordinated marketing of heritage attractions • Sunnside Heritage Trail being developed. • TWM working in partnerships with SCC Marketing Team and Sunderland Strategy Marketing group
13	Develop projects which involve Sunderland Museum and Winter Gardens and local community groups.	JFH/HW	<ul style="list-style-type: none"> • FOSUMS • Community Services • TWM • City Marketing Manager 	<ul style="list-style-type: none"> • Robust SLA with TWM and integration of performance management arrangements • TWM outreach team established and engaged in a number of projects. • TWM volunteer co-ordinator in post • Programme of community exhibitions in the Open Space. • Development of community exhibition programme for Monkwearmouth Station Museum. • SLA developed including procedure for joint marketing • Joint initiatives developed in partnership with Sunderland Arts and Heritage teams. Heritage Open Days in September 2006 • Joint projects delivered eg. project which involved asylum seekers and SHINE Winter Festival • Heritage Open Days September 2006 – more buildings open • Regular meetings between CCS and D&R • Promotion in new switched on Magazine.
14	Provide showcase events which celebrate sport.	JDG/PMo/ SH	<ul style="list-style-type: none"> • Marketing Team • Tourism & Events Team 	<ul style="list-style-type: none"> • Internal group established • CULTUREfirst initiative • Image Strategy adopted

No	ACTION	OFFICER	PARTNERS	STATUS
			<ul style="list-style-type: none"> • ARC • Corporate Communications 	<ul style="list-style-type: none"> • Collaborated with Sport England to take up the 'Million Mile Challenge' in 2005 • Successful procurement of 'Great Womens Run' Dec 2005. Event staged June 2006. • Delivery of the following events: <ul style="list-style-type: none"> • Getting England Active Conference February 2005 • North East Sports Awards February 2005 & 2006 • Ladies \$25k and Mens \$12.5k Tennis Tournament February 2005 & 2006 • English Skiing Grand Prix March 2005 • Tyne & Wear Youth Games June 2005 • International Boxing Sept 2005 • Professional Darts Council Premier League event held at Seaburn Centre Feb 06, involving 8 of the worlds top professional players. • British Ski Championships Sept 06 • Successful hosting of the 2012 Olympic Roadshow at the Stadium of Light in July 2006.
15	Undertake a report focusing on the state of the historic environment in Sunderland.	PB/DG	<ul style="list-style-type: none"> • Culture & Tourism • Local history groups 	<ul style="list-style-type: none"> • Base line information is being collated for the purposes of the Regional Planning Guidance Annual Monitoring Report to the ODP. A first draft of a State of the Historic Environment Report (SHER) is now completed. This sets out basic facts and figures for the City's historic built environment and will be used to monitor changes and trends in order to inform a Conservation Strategy. It covers Scheduled Monuments, Listed Buildings, Conservation Areas, Historic Parks and Gardens, etc. • Initial consideration is being given to the process for establishing a List of Buildings of Local Architectural or Historic Interest – still ongoing.
16	Improve the promotion of St Peter's Church as a potential World Heritage Site.	CDA/JE/SW	<ul style="list-style-type: none"> • Dev & Regen • University • Steering Group • TWM • Corporate Communications • Diocese of Durham • South Tyneside MBC 	<ul style="list-style-type: none"> • Working group established • CULTUREfirst initiative • Sunderland Museum and Winter Gardens delivering programme for schools relating to World Heritage Site (in partnership with World Heritage Site Education Steering Group). Funding secured from the NE Regional Hub to develop and deliver a series of assemblies for schools based on the life of Bede and Benedict Biscop. • Exploring possibilities of joint project with Bede's World to generate Anglo-Saxon displays at both venues in June 2006. • SMWG Learning Officer attends World Heritage Site Education Steering Group meetings. • Launched Patron Saint and Codex Amiatinus January 05 • Marketing Group established / lead taken

No	ACTION	OFFICER	PARTNERS	STATUS
				<ul style="list-style-type: none"> • on communications strategy for bid • Developing action plan / timeline of communications activity • Draft statement of significance prepared. • Consultancy Study commissioned to help define the consolidated world heritage site and its setting. • Promotion of Wearmouth-Jarrow's nomination for World Heritage Site Status in Sunderland visitor guide and tourism media relations. • WHS Project Liaison Officer appointed and will assist relevant projects.
17	Sustain, develop and promote the National Glass Centre as a national facility.	JE	<ul style="list-style-type: none"> • ACE • NGC • NTB • University • Chief Exec's Dept • TWM 	<ul style="list-style-type: none"> • Chief Exec appointed • Recovery Programme • Marketing advice provided • Initial discussions held between Glass Cluster Officer & NGC Chief Executive on promotional support for NGC • Joint working with TWM on Snowdomes project for the SHINE Festival • TWM to provide curatorial and learning support (subject to funding) • As a result of City Council support, launched free admission and a new partnership approach to marketing and events. Resulted in a 64% increase in visitor numbers.
18	Sustain, develop and promote the Sunderland Museum & Winter Gardens and Mowbray Park as national flagship facilities.	CDA/JFH/ JE/HW	<ul style="list-style-type: none"> • Community Services • Environmental Services • TWM 	<ul style="list-style-type: none"> • High profile exhibition programme ongoing in collaboration with national partners with British Museum, National Portrait Gallery and the Victoria & Albert Museum; major collaborative exhibition planned with the National Portrait Gallery for summer 2007 • Participation in nationally funded and profiled projects, eg Engaging Refugees and Asylum Seekers (ERAAS) • SLA developed including procedure for joint marketing • Participated in Culture10-funded Sea Britain programme. Summer 2006 Working the Waves exhibition, October Jack Crawford display. • Participation in the National Park events programme. • New SLA in place for management of Winter Gardens and Mowbray Park. Group in place to monitor. • On-going regular meetings. • Museum partner on Friendship Committee for Washington Old Hall • Joint programming and marketing for Winter Festival 2007 and promotion in Sunderland Visitor Guide and tourism media relations.
19	Deliver a 50m pool and regional centre of sporting excellence.	MAP	<ul style="list-style-type: none"> • Sport England • University • SAFC • ARC • College • Community 	<ul style="list-style-type: none"> • Sport England Grant approved • TWP and GONE grant allocations approved • Project management groups established and operating • Development Group in place with partners

No	ACTION	OFFICER	PARTNERS	STATUS
			<ul style="list-style-type: none"> • Services • Dev & Regen • Corporate Communications 	<ul style="list-style-type: none"> • and working toward an agreed development plan • Construction contractor procurement process complete. Balfour Beatty Construction Ltd appointed. • Site preparation activity complete • Communications Plan developed • Feasibility study completed for the development of the remainder of the Stadium Park site A. • Stadium Park and Sheepfolds Development Framework in the development stage.
20	Continue to maintain, develop and promote our regional facilities including Puma Sunderland Tennis Centre and the Northern Gallery for Contemporary Art (NGCA).	CDA/JDG	<ul style="list-style-type: none"> • Culture & Tourism • Community Services • ACE • Sport England 	<ul style="list-style-type: none"> • Group exhibition 'The Analysis of Beauty' programmed at NGCA; national and regional press coverage gained and informative promotional booklet developed and mailed for the exhibition • Attraction of \$25,000 tournament to the Tennis Centre in Feb 2006. • Structural work has commenced in relation to the 50m swimming pool at Stadium Park.
21	Continue to deliver a public art programme of regional significance.	JM/KV	<ul style="list-style-type: none"> • ACE • ARC • NDC • Corporate Communications • TWM 	<ul style="list-style-type: none"> • CULTUREfirst initiative • Work on Landmark Art feature is progressing to 2nd stage (Art in Partnership) • Consultant appointed as Public Art Officer • Image Strategy • Maintenance of and installation of new works where appropriate in Sunderland Museum and Winter Gardens (eg hanging glass panel for the Winter Gardens, 2005); giant Snowdome for the Winter Gardens, 2006)
22	Develop and maintain Seaburn and Roker as clean and attractive resorts.	PM/PH	<ul style="list-style-type: none"> • Dev & Regen • Community Services • City Marketing Manager 	<ul style="list-style-type: none"> • Blue Flag Award achieved at Seaburn and Roker, June 2006 • Seaside Awards achieved at Roker & Seaburn, May 2006 • Image Strategy • Blue Flag applications for Roker/ Seaburn submitted Nov 2006 for 2007 season
23	Continue to develop and promote the Empire Theatre.	JFH/JE	<ul style="list-style-type: none"> • Clear Channel • Empire Trust • ACE 	<ul style="list-style-type: none"> • Marketing for Chitty Chitty Bang Bang December 2005 and Scrooge 2006 through Christmas Marketing Campaign • Extensive programme – reopening by TRH Earl and Countess of Wessex for Remembrance Weekend attracted good media coverage. Chitty Chitty Bang Bang achieved box office records. • Working Party in place to celebrate Empire Centenary • Coach Parking to be looked at • Regular monitoring meetings in place • Planning underway for Empire Centenary in 2007

No	ACTION	OFFICER	PARTNERS	STATUS
24	Develop Herrington Country Park.	PB/DG/CDA/ PM/ JDG	<ul style="list-style-type: none"> • Culture & Tourism • Environmental Services • Community Services • Corporate Communications 	<ul style="list-style-type: none"> • Working group established • CULTUREfirst initiative • Official opening of Play Area on 24 March 2005 • Completion of site ancillary facilities ie. toilet block • Image Strategy • Site now out of establishment and handed over to Community and Cultural Services • Single Programme funding being sought to firmly establish Herrington Country Park as the Regional National Events Centre • Major events held in the Summer of 2006 included the Durham County Show, North East Motor Show and an International Christian Youth Festival • Car Parking capacity doubled.
25	Bring about a City Centre cinema.	GW	<ul style="list-style-type: none"> • Culture & Tourism • Providers 	<ul style="list-style-type: none"> • Cinema opened – Dec 2004.
26	Review the portfolio of performance venues and investigate the feasibility of creating additional spaces for large scale music events and all performance at a small scale.	AK	<ul style="list-style-type: none"> • Clear Channel • ACE • University • Performing Arts Providers • Community Services • Sunnside Partnership 	<ul style="list-style-type: none"> • CULTUREfirst initiative • Discussions continue with University. • City Marketing partners • ThePlace business and arts centre in Sunnside will house a performance venue.
27	Bring about improvements to the tourist infrastructure including the development of hotels and conference facilities.	PB/DG/ CDA/JE	<ul style="list-style-type: none"> • Culture & Tourism • ARC • Dev & Regen • Chief Exec's Dept • NTB • ONE • TWP • Corporate Communications 	<ul style="list-style-type: none"> • UDP Alteration No2 for Central Sunderland identifies land for hotels and development of the evening economy. This has been the subject of a Public Inquiry and the Planning Inspector's Report is expected by the end of December 2006. • The phase 1 development at Farrington Row includes a hotel, detailed negotiations are in progress with a potential operator. • Need for new hotels included in Regional Tourism strategy • Sunderland is leading on Area Tourism Partnership development for Tyne and Wear and participating in a OneNorthEast study of the accommodation sector
28	Conserve and develop the built heritage of Old Sunderland.	PB/DG	<ul style="list-style-type: none"> • NE Civic Trust • HLF • ARC • Culture & Tourism • OSDT • English Heritage • Sunnside Partnership 	<ul style="list-style-type: none"> • Heritage Economic Regeneration Scheme in Old Sunderland Riverside Conservation Area is now complete. • A Townscape Heritage Initiative (THI) in partnership with the Heritage Lottery Fund (HLF), came into force in April '06 with total funding of £1.8 million. The first project, "Donnison School" is now on site. • Sunnside Townscape Heritage initiative currently winding down – due to end in March 08 – HLF have agreed to a time extension to allow Corder House and Water Board projects to complete. In all

No	ACTION	OFFICER	PARTNERS	STATUS
				<p>Water Board projects to complete. In all 22 buildings will have been assisted via this initiative.</p> <ul style="list-style-type: none"> • Sunnyside Commercial Property Grant Scheme has been operating for 2 years; aimed at improving buildings and bringing them back into use, the Initiative has achieved 6 projects completed with a further 6 currently on site. It is anticipated that a further 8 building projects will be assisted by March '08, when the scheme is programmed to finish. Negotiations are being pursued with a view to extending the lifetime of the project with an increased budget. • Work has commenced on thePlace business and arts centre and the Sunnyside Gardens project is nearing completion. • Ashbrooke Conservation Area Character Appraisal adopted by Council. Character Appraisal for Roker Park Conservation Area is being prepared for adoption by Cabinet in January 08. Substantial revisions have been incorporated as a result of Government guidance changing in context of the new LDF system and a public meeting has been held as required.
29	Continue to develop Monkwearmouth Station Museum as a historic building.	JFH/HW	<ul style="list-style-type: none"> • TWM • HLF • Local history group • Dev & Regen 	<ul style="list-style-type: none"> • £203,000 DCMS/Wolfson Museums & Galleries Improvement Fund grant awarded • HLF application successful, £497,000 secured for the refurbishment programme towards a total project of £978,000. • Application made to English Heritage for repair of stonework • Project commenced – re-opening scheduled for early summer 2007. • Monkwearmouth Station Museum closed and contract in place to start process of refurbishment to enhance facility as a cultural and visitor attraction. • Promotion of Monkwearmouth Station Museum through the Sunderland to Saigon film project • Project underway to re-develop Museum as visitor attraction.
30	Continue to maintain, develop and promote all our sub regional facilities including Washington Wildfowl and Wetlands Trust, Bowes Railway.	JE/JFH	<ul style="list-style-type: none"> • NTB • Providers 	<ul style="list-style-type: none"> • Included in tourism marketing including Visitor Guide and visit.sunderland.com launched in May 2005 and updated annually • Cultural Providers (Culture in Sunderland) group established. • Attendance at Bowes Railway Board of Directors meeting • Promotion in regular publications e.g. switched on • Funding in place for feasibility study for future of Museum as a visitor attraction
31	Develop the evening economy through extending the opening hours of city centre	PB/CDA	<ul style="list-style-type: none"> • TWM • Providers • Community Services 	<ul style="list-style-type: none"> • Occasional evening events will be included in learning programmes including AV Fest 2006 film screened in March 2006.

No	ACTION	OFFICER	PARTNERS	STATUS
	cultural provision.		<ul style="list-style-type: none"> • Services • City Centre Group • Sunnside Partnership 	<ul style="list-style-type: none"> • Resource implications • Sunnside development attracting new evening economy users.
32	Preserve and maintain historic monuments and landmarks such as Penshaw Monument, Hylton Castle.	PB/DG	<ul style="list-style-type: none"> • Culture & Tourism • Environmental Services • English Heritage • NT • Corporate Communications 	<p>Specific cases include the following:</p> <ul style="list-style-type: none"> • Bowes Railway: A Conservation Plan is to be undertaken in 2007 to pave way for future HLF/EH funding to restore the main engine shed; it is hoped that work may commence in 2008. Last years Bid for the HLF's "Your Heritage Grant" was successful and the project to restore the track bed is now on site. The possibility of a further "Your Heritage" bid to support an apprenticeship scheme is being explored. A broader based bid for funding for a study of how the museum might be best sustained and developed for the future is also being prepared in partnership with Gateshead. • Technical and financial support is being given to Living History North East to help it to restore and use the Donnison School building in Old Sunderland.
33	Seek cultural opportunities to assist in the regeneration of town centres in the Coalfield such as Hetton and Houghton.	CDA/JDG	<ul style="list-style-type: none"> • Sport & Leisure Forum • Culture & Tourism • Community Services • Hetton Town Council • Providers • Dev & Regen • Sure Start 	<ul style="list-style-type: none"> • CULTUREfirst initiative • Peoplefirst • Working with Surestart and partners to develop 3 community play facilities at Moorsley, Peat Carr and Hetton Lyons • Development of a new Wellness Centre at Houghton SC in 2005 • Development of BMX track at Hetton Lyons Park • Through NOF PE and Sport, Football Foundation and other partners development of facilities at Hetton School – MUGA, changing rooms, and dance studio • Houghton School – dryside facility extension, artificial surface and small fitness area • Engaging consultants to undertake a feasibility study for a new Coalfield swimming pool. • Development of a skatepark for young people in Houghton.
34	Develop and maintain an overview for the cultural sector as a whole, by creating a cultural services team.	PD	<ul style="list-style-type: none"> • Culture & Tourism • Community Services • Providers • ACE • Sport England 	<ul style="list-style-type: none"> • Restructure of Community & Cultural Services completed
35	Develop a comprehensive package of support including training, premises and finance, including incubator units, particularly for small to medium scaled enterprises / entrepreneurs.	JS/CDA	<ul style="list-style-type: none"> • Culture & Tourism • ACE • NDC • ARC • University • Connexions • Chief Exec's Dept • Sunnside Partnership 	<ul style="list-style-type: none"> • thePlace business and arts centre will house incubator units for SME's. • Tyne Wear Partnership funding application submitted • e.volve business centre now operational providing high quality managed workspace for new and expanding knowledge-based businesses. • Studio space at Stansfield Business Centre is available

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				<ul style="list-style-type: none"> Grant support to small design, furniture, glass and jewellery manufacturers.
36	Develop the creative economy including a cultural quarter in the Sunnyside area building on existing cultural provision and develop facilities for artists and those working in digital media and creative industries.	CDA	<ul style="list-style-type: none"> Culture & Tourism ACE NDC ARC University Connexions Chief Exec's Dept Community Services Sunnyside Partnership 	<ul style="list-style-type: none"> Sunnyside Partnership business plan and the Sunnyside Regeneration Strategy 2006 complete. CULTUREfirst initiative Image Strategy thePlace business and arts centre being brought forward by Sunnyside Partnership will accommodate exhibition space and artists studios and provision of accommodation for those working in the digital media.
37	Implement our plan for the glass cluster development.	AK	<ul style="list-style-type: none"> Culture & Tourism NGC Chief Exec's Dept Dev & Regen 	<ul style="list-style-type: none"> New Chief Executive appointed Glass Cluster continuing strong development via Business & Investment Team. Initial discussions on collaborative issues held with NGC Chief Executive
38	Develop a grants scheme to support and develop the independent sector.	CDA	<ul style="list-style-type: none"> Culture & Tourism ACE Community Services 	<ul style="list-style-type: none"> Resource implication
39	Develop standards for local cultural provision and apply that to local situations. This provision will include all facilities and encompass opportunities for people individually or in groups to express themselves, learn, take part in physical activity, enjoy entertainment and the arts and celebrate their heritage at an appropriate local level.	CDA/JDG	<ul style="list-style-type: none"> Chief Exec's Dept Dev & Regen Schools Voluntary Sector 	<ul style="list-style-type: none"> Facilities Development Research completed in October 2004. Delivery of 7 NOF funded PE and School Sport projects Opening of a Wheeled Sports Park at Silksworth Peoplefirst initiatives CULTUREfirst initiative Working with Education partners to develop an hierarchy of play provision within schools Working with Education partners to develop community access agreements Localised development of community play provision throughout the City, including Urban Games Consultation with young people on every new play development Agreed a P.I. to monitor the 'Percentage of young people with quality play provision 1km from the doorstep' £600,000 development of community facilities at the Millennium Centre Increase the physical literacy of young people through development of the PE and Schools Sports Strategy and the work of the Sports Federation pilot. Basic moves training has been delivered to all primary schools and 50% have set up multi skills clubs.
40	Ensure that regional companies and facilities meet the needs of Sunderland residents through outreach activities.	CDA/JDG	<ul style="list-style-type: none"> Chief Exec's Dept Dev & Regen TWM 	<ul style="list-style-type: none"> Discussions underway with CULTUREfirst group. Regional discussions with key partners regarding the 50m pool as a regional facility. Directorate represented in Sport England's Olympic 2012 Regional

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				<p>Working Group (regarding facilities).</p> <ul style="list-style-type: none"> • Application to be submitted for the 50m pool to be a Pre-Olympic Games Training Camp • TWM Outreach Team working with local and regional agencies, including Sunderland Children's Services, to meet the needs of communities and individuals at risk of marginalisation
41	<p>Create and sustain a programme of education which involves all cultural services including arts education through the Creative Partnerships, sports through school sports coordinators and arts & heritage using the resources of Sunderland Museum & Winter Gardens and Monkwearmouth Station Museum, local heritage groups and the cultural coordinators.</p>	CDA/JDG	<ul style="list-style-type: none"> • Creative Partnerships • Schools • Education • TWM • Local history groups 	<ul style="list-style-type: none"> • CULTUREfirst initiative • Workshop held with Sunderland University to develop programme • Through the national Sport Federation pilot, sustainable education programmes are developed by: <ul style="list-style-type: none"> • Leadership training for young people • School Sports Coordinator work to increase physical literacy • CPD Programme • Extensive learning programme delivered at Sunderland Museum and Winter Gardens and planned for the refurbished Monkwearmouth Station Museum; effective and popular 'schools week' delivery at Washington 'F' Pit
42	<p>Develop a marketing strategy which will meet the needs of users throughout Sunderland in providing information about opportunities to take part in culture. In this we will use the e-government resource to create a user led searchable database.</p>	CDA/JE	<ul style="list-style-type: none"> • Community Services • ICT • Corporate Communications 	<ul style="list-style-type: none"> • 'Switched On', a new guide to cultural activity in Sunderland, launched November 2006 and delivered to every household in the City. 3 editions per year are planned. Searchable what's on guide available on line at www.sunderland.gov.uk • Image Strategy launched • CULTUREfirst initiative
43	<p>Involve culture in all social and economic strategies developed by the local strategic partnership in particular transport, community safety and health.</p>	CDA	<ul style="list-style-type: none"> • COSP • Chief Exec's Dept • Community Services 	<ul style="list-style-type: none"> • Completion of Sunderland Strategy • Development of thematic group for Extending Cultural Opportunities Chapter
44	<p>Reduce the cost of participation for target groups including the use of a smart card for the whole cultural sector.</p>	CDA/JDG	<ul style="list-style-type: none"> • ICT • Chief Exec's Dept • Providers 	<ul style="list-style-type: none"> • CULTUREfirst initiative • Active 8 plus card operated across city leisure centers offering reduced activity prices and free admission to target groups. • Concessionary pricing structure for Wellness.
45	<p>Develop training opportunities for people involved in the provision of activities, particularly to help meet the needs of vulnerable groups.</p>	JFH	<ul style="list-style-type: none"> • Providers • Social Services • Corporate Services • Community & Cultural Services • TWM 	<ul style="list-style-type: none"> • Peoplefirst – developments within libraries across the City including Hetton, Doxford Park, Shiney Row, Houghton. • Visually Impaired Reading Group established at Houghton Library and Learning Centre • Funding secured for assistive technology at Washington Town Centre Library. • Age Concern project at Silksworth Library teaching basic IT and internet skills.

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				<ul style="list-style-type: none"> • Specialised collections of books in targeted libraries called 'Sorted' which deal with life issues for young people • 15 Events connected to learning took place during Family Learning Week (8-15 October) • Family History for beginners courses at CLAC • 40 Library staff undertaken training to improve awareness of dealing with persons with basic skills issues • All libraries taking part in BBC RaW (Reading and Writing) Campaign. • All members of TWM staff undertake Welcome Host and Disability Awareness training • Tyne and Wear Archive Service provided an exhibition re history of houses – toured 4 Libraries for 4 months • BBC Family History weekend 11 February at CLAC – nearly 800 people attended event which promotes Family History research • Cultural co-ordinator attended following seminars – Managing Heritage Assets, Cultural Heritage and Rural Development, Project Management Awareness, EU Funding seminar • Cultural Co-ordinator contract extended and altered to title of Cultural Heritage Development Officer – March 2007 • ESOL Classes x 9 (over 3 terms) in the City Library and Arts Centre, Washington Town Centre Library and Monkwearmouth Library. • Local History Class x 5 in the City Library and Arts Centre. • Basic Skills (1-to-1) in several libraries via S4L 4 VCS CLAC, Houghton, Washington Millennium Centre, Doxford Park, Kayll Road, Washington Town Centre • Family History Courses x 14 at CLAC, Washington Town Centre and Sandhill. • Computers for Beginners (Age Concern) x 12 at Washington Town Centre, Bunnyhill, Southwick • Beginners Computing x 2 at Sandhill. • LIAZe (LIBRARIES AND INFORMATION ACCESS ZONE) a mobile customer service centre which provides lifelong learning opportunities using ICT • First Steps To Using Your Computer (COS College) 2 terms (Hetton) 3 terms (Hendon) • New CLAIT (COS College) 2 terms (Hetton) 3 terms (Hendon) • Test the City / Target Skills (COS College) 2 terms (Hetton) 3 terms (Hendon) • Non-accredited Basic Skills (COS College) 2 terms (Hendon) • ECDL (COS College) 2 terms (Hetton) • First time Online (1-to-1) in 4 libraries at Doxford Park, Houghton, Washington

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				<p>Millennium Centre and Washington Town Centre.</p> <ul style="list-style-type: none"> • Nextstep IAG in 3 libraries (2 weekly, 1 monthly) at Sandhill Washington Town Centre, CLAC. • Job Linkage advice sessions in 2 libraries (weekly) at Doxford Park, Monkwearmouth • Pension Advice sessions in 1 library (weekly) at Houghton. • VIP Readers' Group in 1 library (monthly) at Houghton. • Crafty Learners in 1 library (weekly) at Monkwearmouth. • Sew and Be Crafty in 1 library (twice weekly) at Sandhill. • Roman Life, Art & Architecture Course x 3 at Sandhill. • Victoria History x 3 at Washington Town Centre • Yoga x 5 at Washington Town Centre • Silk Painting x 1 at Washington Town Centre • Art x 2 at CLAC • Digital Photography x 3 at Sandhill Washington Town Centre • Adult Learners' Week x 22 events in libraries throughout the City. • Family learning sessions linked to Breathing Places x 6 (October) at Washington Town Centre, Bunnyhill, Doxford Park, CLAC, Hetton, Sandhill. • Women's Centre (Skills for Life Group) – IT session at CLAC • Welcome to Your Library Art Group Induction to Library x 2 at CLAC. • Headlight –a user led mental health resource centre held an ICT session incorporating RaW x 2 at CLAC • Learning Questionnaire – 450 replies received & entered on database • World Mental Health Week Coffee Events x 3 at WTC, Bunnyhill and Hetton • RaW promotion at Sunderland Airshow • RaW Promotion – Bridges Shopping Centre • 7 staff from libraries have completed Basic Skills brokerage- skills for life level 2 City and Guilds. • 2 members of staff have completed IAG (Information Advice and Guidance) NVQ level 3 and a further 6 have started training at various levels.
46	Provide facilities and activities to develop attendance and participation in cycling through developing and maintaining the C2C and undertaking appropriate activities.	PB/DG	<ul style="list-style-type: none"> • Sustrans • Sport England • Community Services • Culture & Tourism 	<ul style="list-style-type: none"> • A series of organised cycle rides, marketed regionally were held in 2006 as part of the Local Transport Plan package of initiatives. • Free map of Sunderland and Wearside Cycle network helping to promote the City's cycle routes. • City's cycle network now 90km in length and includes sections of 3 national cycle routes.

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				<ul style="list-style-type: none"> • C2C attracts 11,000 visitors per annum, spending £1.5m in the process. • Green Apple Gold Award received in 2006 for Cycle Way Development. • Cycle Forum established for Sunderland, South Tyneside and Gateshead. • Cycle parking is being promoted throughout the City's schools as part of the Safer Routes to Schools Project. • Website in place • Image Strategy
47	Provide facilities and activities to develop attendance and participation in walking by creating a network of country parks across the City, improving maintenance of existing country parks and green spaces and developing a range of activities including guided walks, over 50s walking clubs and town trails.	PH	<ul style="list-style-type: none"> • Dev & Regen • Culture & Tourism • Community Services 	<ul style="list-style-type: none"> • Proposals ongoing. • Image Strategy • Ranger Service established for Herrington and Hetton Lyons Country Parks and Princess Anne Park. • Education Officer established and based at Herrington Country Park. • Schedule of Countryside Events and Activities continuing.
48	Provide facilities and activities to develop attendance and participation in reading by undertaking events and activities which promote reading and books.	JFH/VC	<ul style="list-style-type: none"> • Book suppliers • Schools • Reading Groups 	<ul style="list-style-type: none"> • Annual Library Plan • Appointment of key posts within library service • Reader Development Strategy linked to Business Transformation Programme – strategy being reviewed and updated in place December 2006. • Reading Clubs established for adults, children and people with visual impairments • Regular programme of author visits and book promotions • Reader Development Strategy in place. • BBC RaW Campaign supported in all libraries. • Reading Partners Project established. • Bookstart Officer post established. • Children Summer Reading Scheme/ Programme ongoing to encourage use of libraries during school holidays. • Premier Reading Stars – three groups at Doxford Park, Fulwell and Kayll Road established reading groups with parents/carers and children (mainly boys). Unfortunately cannot continue due to Sunderland AFC not being in premiership. • Reading Groups for children – reading groups were set up at CLAC, Hylton Castle (Bunnyhill), Hetton, Houghton, Fulwell, Doxford Park, Sandhill, Washington Town Centre – all children were invited to attend Horrible Histories performance at the Empire Theatre in July 2006 as a celebration of the clubs. • Study Support groups – trained Youth Workers work in CLAC, Hetton,

No	ACTION	OFFICER	PARTNERS	STATUS
				<p>Houghton, Hylton Castle (Bunnyhill) Sandhill and Ryhope with groups of young people aged 11 years plus. Two girls from Hylton Castle who actually delivered the 10 week first aid course in Sandhill, Ryhope and Hylton Castle were nominated for the Young Achievers Awards.</p> <ul style="list-style-type: none"> • World Book Day – launch of Quick reads (BBC RaW books) – various school classes visited library week commencing 27 February 2006. • Author visits – various activities taken place including 5 author sessions. • BBC RaW Campaign – all council staff were invited to a Quiz Night at the Stadium of Light as part of the BBC RaW Campaign May 06. Book swaps were set up at the Civic Centre and Jack Crawford House. A public libraries and BBC RaW promotional day was held in the Bridges Shopping Centre May 06. BBC RaW book promotions in each library. • BBC Radio Club established at Bunnyhill Library – reading group working in partnership with BBC Radio 7 – meets monthly • Bookstart Officer post extended until March 06 • Bookstart was delivered at 95% take up for the first part • Children’s Summer reading programme and scheme The Reading Mission • Number of children 4-12 years joining the scheme was 901 – which was an increase of 24% on 2005 • Number of boys 4-12 years joining the scheme was 358 which was an increase of 35% on 2005 • Number of children 4-12 years completing the scheme was 634 which was an increase of 25% on 2005 • The audience figures (children and adult) for the summer programme were professional artists 986 which was 1% decrease from 2005 and craft activities were 783 which was a 10% increase on 2005 • Visually Impaired Readers Group meet regularly throughout the year, in August the Houghton Group visited Blaydon Library’s VIP group who hosted an author event with Sheila Quigley • Reading Partners project – Principal Reader Development North East of England representative on the project. Currently in discussions with Faber publishers on developing a poetry readers day in the North East using Faber as a partner
49	Provide facilities and activities to develop attendance and participation in dance,	AK/JFH	<ul style="list-style-type: none"> • ACE • Clear Channel • Education • Providers 	<ul style="list-style-type: none"> • CULTUREfirst initiative • Sunderland Empire Theatre refurbishment • Sunnyside Partnership is seeking to provide facilities and opportunities for

No	ACTION	OFFICER	PARTNERS	STATUS
	theatre and music by working with regional providers to ensure appropriate and high quality activities in Sunderland; supporting the independent sector and creating new venues.		<ul style="list-style-type: none"> • ARC • Sunnyside Partnership 	dance, theatre and music.
50	Provide facilities and activities to develop attendance and participation in public parks by developing a strategy and maintaining and developing public parks and providing places to walk and play.	PH	<ul style="list-style-type: none"> • Community Services • Culture & Tourism • Dev & Regen • Sport England • TWM 	<ul style="list-style-type: none"> • Proposals ongoing. • Image Strategy • Learning officer for Winter Gardens and Mowbray Park programmes learning and community activities
51	Provide facilities and activities to develop attendance and participation in libraries by ensuring that provision is sited where it meets the needs of residents and that opening hours provide maximum opportunity for access.	JFH/VC	<ul style="list-style-type: none"> • Peoplefirst Strategic Change Team • Culture & Tourism • LaSH 	<ul style="list-style-type: none"> • Annual Library Plan • Libraries advertisement campaign entitled "Explore" • Peoplefirst Centre plan • MTFP bid to extend hours to meet Public Library Standards • Consultants review of static service points complete • Regular programme of activities • Community Health Officer appointed – MLANE/TPCT • Marketing campaign and strategy in place • Opening hours temporarily extended at Shiney Row and Houghton • Opening of new facility at Bunnyhill with extended opening hours. • Next Step IAG contract with Connexions at Washington Town Centre and Sandhill
52	Provide facilities and activities to develop attendance and participation in museums through promoting outreach and access programmes and further opportunities for school groups.	JFH/HW	<ul style="list-style-type: none"> • Culture & Tourism • TWM • Schools • Corporate Communications 	<ul style="list-style-type: none"> • Robust SLA with TWM in place • Arts Council funding secured • TWM Outreach team member based at Sunderland Museum and Winter Gardens, delivering a range of projects including participation at MELA and 'Looked After Children' project with Sunderland Childrens Services • TWM learning strategy revised • TWM Access policy revised • Regional Museums Hub Education Programme Development Plan being implemented • Arts Team has strong working partnership with TWM Outreach Team. • Cultural partners meetings re-started • <i>Engaging Refugees and Asylum Seekers</i> project extended for a further 18 months with funding from DCMS/DfES and the Baring Foundation. • BP Portrait Award exhibition, supported by DCMS/DfES Strategic Commissioning, programme of learning

No	ACTION	OFFICER	PARTNERS	STATUS
				<p>and outreach work completed</p> <ul style="list-style-type: none"> • ACENE funding secured for Cinema India exhibition and extensive programme of learning and outreach activities aimed at engaging BME groups and a wide general audience. • New opportunities for schools included Jack Crawford assemblies funded as part of Sea Britain (2005) • TWM Cultural Diversity policy being implemented and Regional Museums Hub funding secured for two Cultural Diversity outreach projects in Sunderland. TWM has appointed a Cultural Diversity Officer.
53	<p>Develop a network of cultural coordinators to work within each area of the City, to respond to need, to champion culture and create projects and to contribute to social, education and economic developments throughout Sunderland.</p>	CDA	<ul style="list-style-type: none"> • Community Services • COSP • ARC • Schools 	<ul style="list-style-type: none"> • Cultural co-ordinators appointed in August 2004 to cover all areas of the City.
54	<p>Continue to develop international relationships and contribute to relevant initiatives and exchange programmes for our young people.</p>	JFH/CA	<ul style="list-style-type: none"> • Youth Service • Connexions • European Team • Community Services • University of Sunderland 	<ul style="list-style-type: none"> • Strong partnership developed with key organizations • Representatives from the City attended an award ceremony for 'Essen Beste' in July 2004. The second 'Essen Beste' took place in March 2006 with representatives of the Youth Development Group. • Young people from Sunderland participated in international events in both St Nazaire & Essen (Aug 2005). • The Youth Participation Officer attended a contact-making seminar in Sweden in Spring 2005 which looked at equality and diversity. • Exchange links developed between the Box Youth Project, Sunderland and Werden Youth Project, Essen. • In Nov 2005 Sunderland hosted a group of young people from Lithuania. The Sunderland Group visited Lithuania in March 2006. • Workers from Essen visited Sunderland in Dec 2005 to explore links around provision for young gay and lesbian people. • Youth Arts exchange young people from Sunderland to Essen in Jan 2006. Young people from Essen to Sunderland in February 2006 as part of young Achiever's Programme. • Work in progress to find partner organisation in Essen for Hendon Young People's Project. • Work is ongoing to encourage links between schools in Sunderland and St

No	ACTION	OFFICER	PARTNERS	STATUS
				<p>Nazaire and to promote the International Dimension in Education.</p> <ul style="list-style-type: none"> • A girl's football team from Houghton Kepier School and SAFC Foundation took part in Essen's international Summer camp with their twin towns. The theme was girl's football and the exchange coincided with the World Cup. The Sunderland Team won the Tournament, beating France 2-1 in the final and came home with the 'alternative' World Cup. • Further to the Contact making seminar in Sweden work is ongoing to take a group of young people on an exchange project in Estonia (to take place in Summer 2007) • The Box Youth Project hosted a group from Essen Werden in October. • In March 06 a group of Young People from Sunderland took part in a second leg exchange to Lithuania as part of the Urbact Project. • The Social Inclusion Coordinator and the Participation Worker took part in a contact making seminar for work with Young People with Special needs in Madrid in April 2006. • The Youth Participation Officer attended a European training course in Italy in Oct 06 and networked with youth workers from 25 European countries • Hendon Young People's Project have developed an exchange partnership with the Bergehaus in Essen and will take part in the first leg of an exchange in December 06. • Plans to develop international youth project with Qatar Youth Ministry (March 2007) • May 2006 Commissioning and Inspection Officer attended advanced training course on quality in Turkey • Under the Washington DC Friendship Agreement, a school-to-school link is being developed as part of the DC Public Schools Embassy Adoption Programme. For the academic year 2006/07 the proposal is to link John F Kennedy Primary School with Garfield Elementary School. A wider programme of co-operation in education is to be developed to exchange experience in tackling shared issues and to contribute to promoting the international dimension across the curriculum in schools.
55	Create a cultural services team to organise ourselves to play a full part in regional cultural forums and to be proactive in the regional promotion of	PD	<ul style="list-style-type: none"> • Culture & Tourism • Community Services • Members 	<ul style="list-style-type: none"> • Restructure of Community & Cultural Services completed • Role established within Tyne & Wear Partnership Tourism & Culture panel and sub-regional Cultural Officers Group established • TWM SLA

No	ACTION	OFFICER	PARTNERS	STATUS
	culture.			
56	Establish a city-wide multi-agency partnership with responsibility for driving forward the 'Extending Cultural Opportunities' strategic objective of the City's Community Strategy.	CDA	<ul style="list-style-type: none"> • Community Services • Chief Exec's Dept • COSP 	<ul style="list-style-type: none"> • Thematic chapter completed • Partnership developing
57	Advocate Sunderland to our neighbours in the region and make the case for regional facilities in Sunderland.	PD	<ul style="list-style-type: none"> • Culture & Tourism • Community Services • Members • ONE • ARC • T&WM 	<ul style="list-style-type: none"> • Appointment of key officers and cultural co-ordinators • Image Strategy • Launch of Ambassadors Scheme
58	Support the development of an Ice Sports Centre in the region.	JDG	<ul style="list-style-type: none"> • Sport England • Neighbouring authorities 	<ul style="list-style-type: none"> • Feasibility Study commissioned by Sunderland ARC for investigation into any potential development of an Ice Centre at Sheepfolds
59	Adopt a leading role in the region in relation to public art, dance and street theatre.	AK	<ul style="list-style-type: none"> • ACE • ARC • Providers • Sunnyside Partnership 	<ul style="list-style-type: none"> • Appointment of key officers and cultural co-ordinators • Culturefirst initiative • Public Art consultant appointed Feb 2006 • Landmark Art feature underway with Art In Partnership • Street Theatre & Circus skills festival held Easter 2005. • Dance – new working partnership developed with Dance City/Dance & US.Com (University). • Provision of public arts within Sunnyside Partnership's thePlace and Sunnyside Gardens.

Note – Priority Issues shown in bold.

KEY:

OFFICERS

CDA	Chris Alexander	AT	Ann Tighe
JE	Julie Elliott	PH	Peter High
PM	Peter Mooney	PB	Phil Barrett
JFH	Jane Hall	SW	Susan Wear
VC	Valerie Craggs	MAP	Mike Poulter
JDG	Julie D Gray	DG	Dave Giblin
PD	Paul Dobson	JS	Janet Snaith
SH	Sue Henderson	CA	Catherine Auld
HW	Helen White	KV	Kari Vickers

PARTNERS

ACENE	Arts Council of England North East
ACW	Arts Centre Washington
ARC	Sunderland Area Regeneration Company
CoS	City of Sunderland
COSP	City of Sunderland Partnership
DCMS	Department of Culture, Media & Sport
DfES	Department for Education & Skills
EP	English Partnerships
ERAAS	Engaging Refugees and Asylum Seekers
FOSUMS	Friends of Sunderland Museums
GONE	Government Office North East
HLF	Heritage Lottery Fund
IAG	Information, Advice & Guidance
MLANE	Museums, Libraries & Archives North East
NDC	New Deal for Communities
NEMLAC	North East Museums, Libraries and Archives Council
NGC	National Glass Centre
NGI	Newcastle / Gateshead Initiative
NT	National Trust
NTB	Northumbria Tourist Board
ODPM	Office of the Deputy Prime-minister
OSDT	Old Sunderland Development Trust
SAFC	Sunderland Association Football Club
SHER	State of the Historic Environment Report

TPCT	Teaching Primary Care Trust
TWM	Tyne & Wear Museums
TWP	Tyne & Wear Partnership

OTHER

BV	Best Value
BME	Black Minority Ethnic Groups
CLAC	City Library & Arts Centre
ECDL	European Computer Driving Licence
ESOL	English for Speakers of Other Languages
EU	European Union
ICT	Information Communication Technology
IT	Information Technology
LaSH	Libraries Access Sunderland Scheme
LIAZE	Libraries Information Access Zone
LDF	Local Development Framework
MTFP	Medium Term Financial Plan
NOF	New Opportunities Fund
NVQ	National Vocational Qualification
RaW	Reading & Writing
S4L	Skills for Life
SLA	Service Level Agreement
SME	Small to Medium Sized Enterprises
THI	Townscape Heritage Initiative
UDP	Unitary Development Plan
VCS	Voluntary & Community Sector
WTC	Washington Town Centre

CULTURE AND LEISURE REVIEW COMMITTEE

12 DECEMBER 2005

PE AND SCHOOL SPORT STRATEGY UPDATE 2006

LINK TO WORK PROGRAMME – MONITORING AND EVALUATION

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to advise Members of the work undertaken over the last twelve months in relation to school sport and to provide an update on the City's continuing success in developing and delivering this area of work with national partners.

2.0 BACKGROUND

2.1 During 2003, Members received a number of reports as part of the Sports Development Service Review. Indeed, one of the areas the Review focused on was Physical Education and School Sport.

2.2 The Culture and Leisure Review Committee received update reports in November 2004 and December 2005, that advised Members regarding changes that had taken place in this area of work.

2.3 The reports highlighted three key initiatives that were classified as the main priorities and these were:

- DfES pilot for a Specialist Schools Federation
- The national Continuous Professional Development (CPD) programme for physical education during the period April 2004 to July 2006
- The implementation of the DfES and Youth Sport Trust, School Sport Partnership across all schools in the City.

In addition, the following national targets were set for this work:

- Achieve the targets set for the Federation pilot
- 85% of pupils receiving two hours of quality PE and sport within and beyond the curriculum by 2008
- 100% of schools engaged in national CPD programme.

2.4 This strand of work has now been delivered through the Specialist Sports Federation and the submission to DfES stated:

“The Federation is a natural progression in the development of PE and School Sport in the City of Sunderland and can be seen as an evolution of the “Hubs and Spokes” model. This model demonstrates where all partners seek to provide best value for all, by engaging in a true collaborative approach, to all areas of the PE and School Sport Club Links (PESSCL) strategy, to transform teaching and learning for all within Sunderland. Examples of best practice will be sought from all areas of the PESSCL strategy and practitioners used to best effect in seeking to improve standards in all areas of PE, school sport, Out of School Hours Learning (OSHL) and Continuous Professional Development (CPD)”.

- 2.5 The Federation of Specialist Sports Colleges was designed around a model structure for a modern LEA, to be replicated to produce the innovative “Hubs and Spokes” approach, to provide provision across a variety of curriculum areas and which would complement other initiatives within the City at the time such as Excellence in Cities, Education Action Zones and Extended Schools.
- 2.6 When the Federation was initially set up there was a shared desire to move away from the prescription of the past, to a locally focussed initiative, which would increase equity and build capacity by using the expertise within Specialist Colleges at the centre for driving up achievement. This would also provide a structure which would drive forward the raising of achievement across all schools in the LEA and seek to develop further ways of enhancing learning in other curriculum areas for both pupils in our schools and adult learners in the community.
- 2.7 The Federation submission set out four key aims:
- a) To create, manage, co-ordinate and evaluate a high quality support structure across the City of Sunderland
 - b) To initiate and develop a single CPD programme for all across the City of Sunderland
 - c) To enhance and enrich the 14 – 19 curriculum and OSHL experiences/opportunities throughout the City of Sunderland.
 - d) To establish a single Monitoring and Evaluation programme which embraces all outcomes of PESSCL and which meets the needs and informs the future planning of all partners.

Delivery of the four aims will facilitate the development and delivery of the City’s vision to transform teaching and learning in Sunderland. Implicit within the action plan were key innovative features:

- The Single Delivery Agency – innovative management tools empowered to co-ordinate and deliver the vision through step change and transformation.
- An extended federation training school, which underpins training and development.
- A singular approach to monitoring and evaluation, which will deliver qualitative and quantitative outcomes and informs continuous planning and development.
- Transforming the 14 – 19 curriculum through a co-ordinated and coherent delivery model, in partnership with other post 16 providers.

3.0 CURRENT POSITION

3.1 *Physical Education and School Sport Club Links (PESSCL)*

Whilst the Federation Working Group did not develop an action plan for the PESSCL strategy, the Group through the work of the School Sport Partnership and the Federation, have delivered initiatives and programmes that contribute towards the objectives set out in the strategy. The Group review the objectives and actions within the strategy annually, to ensure they are still appropriate and to check the outcomes are impacting in a positive way on the strategy.

However, the focus is very much on delivering the national PSA target, which is also a City LPSA target with a 5% stretch:

- By 2008 85% (Sunderland's stretch target - 90%) of pupils will receive two hours of quality PE and sport within and beyond the curriculum.

Performance indicators for the City are now based on DfES's annual Physical Education School Sport Club Links (PESSCL) Survey completed by all schools in Sunderland (**Appendix 1**).

The PESSCL Survey contains ten questions, one of which is used to measure the national PSA target of – 85% percentage of pupils receiving two hours of quality PE and sport within and beyond the curriculum by 2008 (previously it was 75% by 2006). Sunderland has again improved over the last academic year, as well as year on year, from 62% in 2004, to 77% in 2005 and 86% for 2006. In 2004 we were 2% below the national average, in 2005 we were 8% above the national average, in 2006 we are 6% above that average.

The Basic Moves Programme which underpins much of the work undertaken to improve PE and School Sport, is being offered to other schools and LEA's across the country, further enhancing Sunderland's reputation in this area of work.

Sunderland's cross cutting approach to PE and School Sport is ensuring the City maintains its national reputation as a leader and innovator in this field.

Representatives from the Federation Working Group have presented at several national and regional conferences and seminars, disseminating good practice the City are now known for. Federation Group Members continue to be asked to play an active role in national initiatives and pilot work associated with PESSCL.

3.2 Specialist Schools Federation

The three Sports Colleges, Childrens Services and Community and Cultural Services, continue to develop this area of work. This initiative enables the Federation to further develop the hubs and spokes model across the City to raise standards in teaching and learning.

The work of the Federation contributed to the City achieving Beacon Status in 2006, for "Culture and Sport for Hard to Reach Groups". Government Beacon inspectors identified the Federation as an example of good practice, with the Beacon application receiving perfect scores of '6' across all inspected areas. The contribution of the Federation was significant in areas such as partnership working, equality and young people. The Beacon year will continue in 2007, with the focus of Sunderland's Open Day centred on the work of the Federation, and PE and School Sport. The Beacon Open Day is to take place at the Stadium of Light on 1 March 2007 and it is anticipated that the conference will feature a Government key note speaker.

In addition to Beacon, work was undertaken on the four key aims and much has been achieved, the only area that has not been concluded successfully was an extended Federation Training School. The criteria for training school status changed during the first year of federation and it is now an option for specialist schools when they come up for re-designation and if they meet the criteria set by the Teacher Training Agency.

The first phase of Federation is now complete. A considerable amount of commitment, dedication and hard work has been given over the last two years in establishing the concept of a Specialist Federation in Physical Education and School Sport and making it a success. Since its introduction in May 2004, the Federation has moved on at a pace and has continued to develop PE and School Sport within Sunderland, working to deliver the four main aims that were originally set out.

Some of the developments in the four key areas of Federation over the last two years have been:

- Creation of a strategic management structure for Federation, made up from key partners from both Directorates.
- The establishment of a support structure based on the 'hubs & spokes' model
- Support to Schools with challenging circumstances
- Basic moves established in over 70% of all primary schools
- Federation now has a monitoring and evaluation (M&E) tool to measure the impact of the work, regarding the development of high quality Physical Education and School Sport; from Sunderland's enhanced PESSCL survey, to professional development for teachers, coaches and AOTTs and the views of pupils. There is potential for further development and the Youth Sport Trust have seen the tool and it's potential and has given favourable comment and shown interest in its development.
- Ongoing improvement in most areas covered by the annual PESSCL survey.
- Enhanced provision of opportunities for CPD for teachers, coaches and adults other than teachers (AOTTs) across the city – over 1400 attendances over a 24 month period
- All schools have at least one member of staff who has taken part in the CPD programme
- Results for the PSA target for PESSCL have risen dramatically and we have exceeded our target for 2006. In 2005 we had 78% of pupils receiving 2 hours of high quality PE per week, which was 3% above the 2006 PSA target. In 2006, with 86% achieving the 2 hour target, which is 11% above the PSA interim target 2006 and also achieves the 2008 target of 85%.
- Increase in the number of schools moving positively towards 2 hours of PE during curriculum time
- Gifted and Talented (G&T) provision for PE in schools is in place in many schools and being further developed through new training which will be delivered within the CPD programme.
- Summer performance camps extended to all 3 sports colleges
- ICT support is now established both with appointed technicians and through EDIT – this support is available to all persons who need to access the Federation web site within the Sunderland VLE and for the future development of the site.
- 14 – 19 curriculum – new initiatives are happening regarding Modern Apprentices and Young Apprentices and vocational pathways in PE and Sport. Pupils in Washington now have a choice between an academic, vocational or work based pathway for physical activity and sport.
- 14 – 19 leadership and volunteer training pathway established, including links between KS4 and KS5.
- Assessment at Key Stage 2 – results and information from the initial pilot are now being collated and the programme will be extended city wide in the new academic year and it is intended to develop a model for all key stages.
- Administration for Federation has been extended with a post funded through CPD to assist with the day to day admin tasks surrounding Federation and its associated programmes

There have been and still are areas from the original plans where further development is necessary, ie. school to club links, and these have been identified and hopefully will be addressed in the future.

3.3 Delivery of PESSCL

The Federation has promoted the following programmes and initiatives to all schools:

- School Sport Partnership
- Junior Athlete Education programme
- New Opportunities Fund - OSHL
- Junior Sports Leadership programme
- Dreams and Teams
- Active Playgrounds
- Basic Moves
- Multi Skills Clubs
- Step in to Sport Conference
- Community Volunteers
- Activemark
- Sportsmark
- Healthy Schools Award

3.4 Funding of PESSCL

The Federation has received the following revenue funding to support the delivery of the various programmes and initiatives:

- £1.74m from 2002-03 to 2005-06, DFES & DCMS School Sport Partnership
- £200,000 from 2004-2006, Big Lottery OSHL
- £5,000 from 2002-2005, Step into Sport Programme (Sports Leaders UK, YST, Tyne & Wear Sport)
- £12,000 in 2005, YST Multi-Skills programme
- £35,000 in 2004-2005, from the DfES CPD programme

3.5 Every Child Matters Agenda – Being Healthy

Community and Cultural Services are working with all key partners to contribute to all five outcomes of the 'Every Child Matters' agenda. The work being undertaken involves improving levels of physical activity, which support a number of outcomes detailed in the City's Children and Young People's Plan (CYPP).

With specific reference to childhood obesity, work has been undertaken with City schools, Sunderland TPCT, Sunderland Hospitals Dietetic Service and the School Meals Team within Community and Cultural Services. Two work programmes have been developed. The first programme targets young people who are referred to the Dietetic Service, and the second programme targets schools and families, to raise awareness regarding health options and lifestyle changes.

The programme delivered in partnership with the Dietetics Service is called the 'Lifestyle Advice and Fitness Programme'. This joint initiative offers nutritional and educational advice about healthy lifestyles. Community and Cultural Services then deliver physical activity sessions to the referred young people. The courses currently operate from the Sunderland Tennis Centre and target the children, as well as their parents.

The second programme targeting schools and families was piloted at South Hylton Primary School. This was delivered with the support of the School Meals Team, Sunderland TPCT, staff, pupils and parents at the school. The initiative set out to:

- Undertake a whole school approach, to enable the improvement of healthier lifestyles. The project was delivered through the curriculum, school meal times and by the provision of extra curricular activities.
- The development of an integrated approach, educating family members to combine all the elements known to be essential to treat obesity and encourage long term health improvement.
- The provision of a healthy tuck shop, improved playground activities, evening activities and physical education, were set-up to target both parents and children.

The programme was successfully delivered and Sunderland TPCT are currently analysing the data that was collected. Early indications show, that the programme will provide positive evidence to support the initiative being delivered to targeted schools across the City.

Future work in this area will continue to be delivered with the assistance of partners including, the Directorate's School Meals Team. This partnership approach is essential if we are to improve the health of our young people.

4.0 THE WAY FORWARD

4.1 The Federation Working Group believe that in Sunderland we have created a model of good practice that could be replicated in other subject 'specialisms', which was one of the desired outcomes of the previous Director of Education. In fact, the Performing Arts Specialists Schools are starting to adopt a similar model of working. The work of the Federation will continue and plans are being drawn up to further develop the already established good practice, over the next academic year and beyond. One key change being introduced is to ensure measurable targets are set that enable progress to be monitored and evidenced, including through the enhanced PESSCL survey the opportunity to evaluate the improvements delivered through resource investment.

As part of the future development of Federation, there is a key overarching theme that has emerged that will shape how this work progresses that of a 'Training City'.

The success of the Federation is the result of the commitment of associated partners who have shared the same vision. The Federation look forward to continued success and new initiatives that will help drive forward standards in teaching and learning in Sunderland.

5.0 CONCLUSION

5.1 Members are asked to note the content of the report and the continuing success the City is achieving in this area of work. The Committee will receive a further report in 2007-2008, as part of the annual programme.

6.0 BACKGROUND PAPERS

6.1 The following background papers were relied upon to compile this report:

- a) The Sunderland PE and School Sport Strategy
- b) City of Sunderland Specialist Schools Federation Bid to DfES
- c) National CPD programme implementation plan proposal for DfES
- d) TOPS implementation plan
- e) Notes from Federation working group meetings
- f) Review Committee reports for PESSCL 2004 and 2005
- g) PESSCL survey results 2004, 2005 and 2006

Appendix 1

PESSCL Survey Questions

- Q1 What is the total curriculum time in minutes that all pupils in each year Group spend taking part in PE in a typical week?
- Q2 What is the total number of pupils in each year group who participate In at least two hours of high quality PE and out of hours school sport in a typical week?
- Q3 What is the total number of pupils in each year group involved in intra school competitive activities during the academic year?
- Q4 Did you hold at least one school sports day or equivalent event during this academic year?
- Q5 What is the total number of pupils in each year group who have taken part in inter-school competition during this academic year?
- Q6 Which of the following sports or activities has your school provided this academic year?
- Q7 For which sports or activities do you do you have links to clubs?
- Q8 What is the total number of pupils in each year group who have participated in one or more community sports, dance or multi skills clubs with links to the school during this academic year?
- Q9 What is the total number of pupils in each year group currently registered as gifted and talented because of their ability in PE and/ or school sport?
- Q10 What is the total number of pupils in each year group actively involved in sports volunteering and leadership this academic year?

CULTURE AND LEISURE REVIEW COMMITTEE

12 DECEMBER 2006

SPORT & LEISURE: DRUGS INTERVENTION PROGRAMME

LINK TO WORK PROGRAMME – AWARENESS RAISING

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to advise Review Committee of the Drugs and Intervention Programme currently being delivered by Community and Cultural Services.

2.0 BACKGROUND

2.1 The national Drug Interventions Programme (DIP) plays a critical role in Central Government strategy for tackling drug misuse, with over half of acquisitive crimes attributed to drugs (Home Office statistic). The Programme started in 2003 as a pilot to develop and integrate measures, known as 'interventions', for encouraging adult drug offenders out of crime and into treatment.

2.2 The Sunderland Programme is a regional first, using sport and physical activity as an intervention, with the aim of breaking the cycle of 'drugs – crime – prison'. Funded jointly by Government Office North East (GONE) and Sunderland DIP, the project aims to develop best practice for tackling drugs and substance misuse.

2.3 Community Services have led on a cross cutting Working Group within the City. Partners include; Sunderland DIP, Government Office North East, Sunderland Teaching Primary Care Trust, Police Service & Probation Service. The focus for the Working Group is concerned with addressing the following issues:

- Creating a Drug Interventions Programme and influencing clients who are within the partner network
- Delivering a Sport & Physical Activity Programme
- Developing a fully inclusive Programme promoting participation, increasing self-esteem, confidence, personal development and integration into the community.

2.4 The DIP in Sunderland is focused around breaking down barriers to participation in physical activity. Issues such as choice of activity, venue location, transport, support and child care have been considered to provide a fully accessible service.

2.5 Based on the principle of providing 'positive activity', DIP is proactive in creating opportunities for personal development, improving physical fitness, increasing self esteem, providing structure to dysfunctional lifestyles and providing an outlet for energy and emotion.

2.6 The management of the Sunderland Programme is overseen by the City's Positive Futures Coordinator, with the delivery of Drugs Intervention Programme being carried out by the DIP Development Officer. This arrangement ensures synergy between the two crime reduction programmes, linked by sport and physical activity.

3.0 DELIVERY PROGRAMME

3.1 During the first six months, the DIP has engaged with 130 clients, which accounts for approximately 20% of the DIP caseload. The Programme is constantly evolving and is delivering provision over four main areas.

Football Development

An eight week football development programme has taken place in partnership with the University Sport Sunderland volunteer coaches. In total 97 clients attended the football sessions, with the winners and runners up representing Sunderland in a regional competition.

Generic Activity

A diverse programme of sport and physical activity opportunities is now available to clients four days per week.

Gym Activity

Clients are offered gym membership within Council operated leisure centres. The gym provides a means to participate in physical activity, allowing clients to experience freedom, choice, structure and a support network. Clients can also access a range of fitness classes such as Bums and Tums and Boxerfit.

Gender Specific Work

The programme offers female clients exclusive opportunities to participate in physical activity.

Since the start of the Programme, clients have participated in a variety of activities including:

Swimming	Ten-pin bowling	Archery	Climbing	Snow boarding
Football	Aqua aerobics	Skiing	Basketball	Badminton
Table tennis	Kayaking	Trampolining	Fitness work	Gym work

3.2 The Programme also supports clients through accredited courses and has been proactive in personal development and mentoring, in the hope that it will lead to increased employability and educational attainment.

3.3 In order to break down the barriers associated with participation, the DIP assists in the following areas:

- Child care
- Equipment and sports clothing
- Transport

- Support membership, ensuring clients do not participate alone
- Localised provision if activities are too far away
- Delivering gender specific programmes, targeted to women only.

4.0 WHAT IMPACT ARE WE MAKING?

4.1 Whilst it is still early days with regard to the Programme, the following progress has been made.

- a) The recently published Active People Survey shows that 20.7% of Sunderland residents take part in a minimum of 30 minutes of physical activity, three times per week. The DIP is now engaging with over 60% of eligible service users, encouraging them to participate in physical activity for upto 60 minutes per week.
- b) Only two reported offences committed by clients, whilst on the programme.
- c) Throughout the entire programme no theft, violence or negative reports from coaches, caseworkers, centre staff / managers or public.
- d) Throughout football development sessions and regional football, there have been no reports of violence, theft, cautions or even red cards. This compares to Sunderland AFC, Newcastle UFC and Middlesbrough FC receiving 78 yellow cards and 4 red this season!!!

4.2 In order to demonstrate anecdotal evidence, the following comments have been made by client users:

Dean said;

I've heard people all day saying we are hard to reach, we ain't. Its just we've never been offered anything we wanted to do. I love sport, without it, I'd be using, getting into bother or dead

Other client comments include;

It's the first programme for clients, I love sport. This is how I get my buzz

I get bored, use and get into trouble. Here I'm doing what I love

It's simple, I come here get all the benefits. If I don't, I die

Having a lass to talk to and work with, really put me at ease. It's a great idea

For the first time in a long time my family are proud of something I'm doing

It's purely belter man, keeps me off drugs & gets me fit

4.3 Commitment to the Programme by clients is demonstrated by the following actions;

Karl – Cycles from Tyneside (20miles) to participate in football development sessions.

Steve – Whilst taking part in Level 1 football accreditation was catching two buses from Washington. He was leaving home at 4.00pm, returning at 10.30pm, whilst homeless and unwell, this included weekends for three consecutive weeks.

5.0 FUTURE AREAS OF WORK

5.1 Over the coming months, the Drug Interventions Programme will be undertaking the following work to develop the initiative further. It is anticipated that these areas of work will become areas of best practice and reaffirm Sunderland as a Beacon Authority, for delivering cultural and sporting activities for hard to reach groups.

Prison Work

A link will be established between, the Drug Intervention Programme and a local prison. The aim of this work will be to integrate drug offenders back into society through participation in sport and physical activity.

Care Plans

Individual Care Plans will be drawn up for clients, with the aim of increasing retention rates on the Programme.

Regional Football Programme

Building on the successes of the previous football programme, a regional scheme has been developed. The five DIP regions and the respective five universities will work in partnership to deliver an eight-week football programme, simultaneously running throughout each region. It is anticipated that the programme will lead to regional competitions. The scheme will run over a period of five years with funding applications submitted to the Football Foundation to support the scheme and maintain a level of sustainability.

Activity Based Accreditation

Working closely around the principles of personal development, the Duke of Edinburgh Award Scheme will provide formal accreditation to clients.

Dance Programme

Working in partnership with the University of Sunderland, the Programme will engage with clients through dance and the performing arts, over a period of ten weeks concluding in a final performance.

6.0 CONCLUSION

6.1 The Review Committee is requested to note this report for information.

7.0 BACKGROUND PAPERS

7.1 The background papers relied upon to compile this report are

- Presentation compiled by the Drugs Intervention Coordinator
- Cabinet Member Briefing paper dated 9 October 2006.

COMMUNITY AND CULTURAL SERVICES

REPORT APPROVAL FORM

TITLE OF COMMITTEE	CULTURE AND LEISURE REVIEW COMMITTEE	
DATE OF COMMITTEE	12 DECEMBER 2006	
REPORT TITLE	SPORT & LEISURE: DRUGS INTERVENTION PROGRAMME	
AUTHOR	REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES	
GERSHON – Have Efficiencies been considered ? If yes are they included in the report	Efficiencies Considered	Included in the Report
	Not applicable	
RISK – Have all risks been identified in the report?	Not applicable	Name of Risk Advisor Consulted *Delete as appropriate
FINANCIAL VERIFICATION	DATE	SIGNATURE
CITY TREASURER	_____	_____
VERIFICATION OF OTHER DIRECTORATES	DATE	SIGNATURE
	_____	_____
AREA COMMITTEE NO	PRE-MEETING DATE	MEETING DATE
OFFICER ATTENDING AREA COMMITTEE (if applicable)	NAME	NAME
APPROVED BY HEAD OF SERVICE	DATE	SIGNATURE
APPROVED BY DIRECTOR	DATE	SIGNATURE

NB All sections of this form must be completed and faxed to Audrey Lancaster Directorate Support Manager (Fax No 7550) at the same time as the report is e-mailed for approval.

48

CULTURE AND LEISURE REVIEW COMMITTEE 12 DECEMBER 200

AUDIT SUMMARY REPORT: BETTER SCRUTINY

REPORT OF THE CITY SOLICITOR

1. Purpose of Report

- 1.1 To provide the Committee with a report following a workshop facilitated by the Audit Commission for members involved in Review Committees. The report includes an action plan to take forward the issues arising from the workshop.

2. Background

- 2.1 In 2004 Audit Commission carried a review of the Council's scrutiny function. On 10th November 2006, this was followed up with a one-day workshop to which all Council members were invited.
- 2.2 The objectives of the workshop were to critically examine the scrutiny function and to promote a better understanding of the scrutiny role in terms of its contribution to both service improvement and performance management.

3. Approach to the Workshop

- 3.1 The content of the workshop was based on:
- How the Review Committees currently function
 - Key documents, especially the Council's Overview and Scrutiny Handbook and minutes/agendas
 - Best practice observed elsewhere.
- 3.2 The workshop was structured around four interactive exercises:
- Expectations of scrutiny - relative roles of officers and members, and desirable behaviours at scrutiny meetings
 - Purpose of scrutiny - content and management of agendas
 - Constructive challenge through scrutiny
 - Identifying actions that will lead to building on what has already been achieved and providing better scrutiny meetings.

4. Main Outcomes**4.1 Expectations of scrutiny**

Expectations of officers attending review committee. Participants identified the need for:

- Clear, unambiguous reports - written and verbal, in plain English and jargon free. Oral reports should be made on the assumption

that the report has been read and therefore there is no need to repeat it;

- A culture of openness - reports should include all key information relevant to ensure good understanding and not just present a partial picture;
- Availability of the appropriate person – those attending should be sufficiently senior but able to answer detailed questions;
- The importance of not patronising members.

Expectations of members at Review Committee. Participants identified the need for:

- Constructive challenge on reports;
- Respect and politeness to be shown to presenters;
- The ability to voice public concerns; and
- Reports to have been read before meetings.

Following a self-assessment exercise, participants generally felt that they were being challenging and adding value through their review committee work, but that there was scope to improve the clarity of officer reports and quality of questioning.

Members also identified the potential to promote more vigorously the role and impact of scrutiny work, e.g. through Council media releases.

4.2 Purpose of scrutiny

Participants considered the purpose of scrutiny as set down in the Council's handbook and Audit Commission Corporate Assessment Key Lines of Enquiry. They were invited to review recent committee agendas and assess how well they were meeting these requirements.

Members identified a number of positive examples of scrutiny exercises, in particular the review of the Port Regeneration Initiative, which they thought had provided an early opportunity for public consultation, going beyond the statutory requirements, demonstrated Members' commitment to addressing public concerns and contributed to improved value for money. Where Review Committees had undertaken more detailed reviews they thought that these had worked well and that committees should undertake more of this type of activity.

Cabinet member attendance was welcomed and encouraged but members were concerned that if there were a large number of referrals from cabinet this could impact on the time available to members to carry out detailed review work.

Members also identified that sometimes the list of agenda items was too long and it wasn't always clear why some items were there. Facilitators expressed the view that most scrutiny meetings worked better with short agendas, when the purpose of each agenda item was clearly defined, and when similar types of item were grouped together.

Members were invited to reconsider the role of briefings in scrutiny agendas and it was noted that some recent briefings e.g. on 2012 Olympics was of general interest and could usefully have been separated from the main business of the scrutiny committee, and publicised to a wider audience in terms of members, Council staff and the public. A discussion took place as to the potential for:

- More proactive advertising of "general interest" briefings to be held outside the Committee process.
- Use of different meeting times and venues, including community-based venues, as an alternative to meeting in the Civic Centre.

4.3 Challenge through scrutiny

A role play exercise was undertaken based on the facilitators' observation drawn from a range of local authorities. This gave members the opportunity to identify and avoid poor practice, and indicated that they had a good understanding of how to undertake effective challenge. It was stressed that:

- Challenge needed to be based on accurate performance and financial information, for example the extent to which the Council was meeting targets. Externally set expectations needed to be clear and public concerns and perceptions needed to be addressed without overemphasising anecdotal experiences and individual cases.
- Questions should lead to action points with processes in place to ensure that these are followed up at future meetings.

5. **Next Steps**

- 5.1 Participants were asked to reflect and to identify key areas for improvement both within their control and where they would need additional support to effect change.
- 5.2 The areas identified for development are set out in the draft Action Plan at Appendix A.

6. **Recommendation and Conclusion**

- 6.1 Members are recommended to consider the Action Plan and adopt this, subject to any amendments agreed at this meeting.

7. **Background Papers**

Audit Summary : Better Scrutiny Meetings

Contact Officer : Karen Brown 0191 553 1004

Action Plan for Better Scrutiny Meetings

Action 1.	To seek more public involvement and awareness of the work of the Review Committees.
	<ul style="list-style-type: none"> • All Review Committee to explore occasional meeting venues outside of the Civic Centre. • Explore links between themes on agenda and associated venues e.g. meet in library when considering library service targets. • Further enhancement of website to publicise meetings.
Action 2.	To adopt more use of media releases to publicise the work of the Review Committees.
	<ul style="list-style-type: none"> • Anticipate possible media interest at each monthly coordination meeting. • Consider possible topics for media release after each Review Committee meeting.
Action 3.	To limit the number of items for detailed scrutiny taken to each Review Committee meeting and have more clarity why each item is on the agenda.
	<p>Chairman to work with support officers prior to the meeting to:</p> <ul style="list-style-type: none"> • Focus on delivery of the annual work programme • Defer work programme items only when essential and clear reasons to be reported through the Policy & Coordination Review Committee. • When taking new items of business, balance the need for new and emerging issues with existing items of business • Categorise items on the agenda i.e. information/briefing items to be separated on the agenda from scrutiny items.
Action 4.	To ensure agenda items intended as information briefings on current issues are considered in the appropriate context.
	<ul style="list-style-type: none"> • Communications team to consider improved information briefings to members to reduce the need for briefings through review committees. • Chairman to be consulted on briefing items to ensure the best method for disseminating information. • If appropriate, consideration be given to provide briefings to a wider audience e.g. other members, staff and the general public to aid a more cross-cutting approach.
Action 5.	To ensure reports to Review Committees are written in a style which is clear, concise, and jargon free.

	<ul style="list-style-type: none"> • Template for Review Committee reports to be re-worked to include a checklist of key issues to be included in the reports and to specify format/content/length. • Exception reporting to be used • Contextual reporting e.g. benchmarking with other authorities, historical performance.
Action 6.	To develop a set of common expectations that will contribute to improving scrutiny.
	<ul style="list-style-type: none"> • Review Members to meet with senior officers to discuss and agree a set of common expectations.
Action 7.	To aid development of confidence and skills in questioning and challenge.
	<ul style="list-style-type: none"> • Ongoing training and support to Members in developing questioning skills in addition to that already provided as part of induction.
Action 8.	To carry out more detailed reviews in key service areas
	<ul style="list-style-type: none"> • Develop and build on the strong foundation already established in the area of detailed policy reviews. • Explore the possibility of providing scrutiny support in terms of research activity.
Action 9.	To achieve consistency, clarity and better documentation around decisions and action arising at Review Committee meetings.
	<ul style="list-style-type: none"> • To ensure that what is agreed is done and reported back, the actions list already in use for post-committee agreement with the Chairman be further developed and implemented.

CULTURE AND LEISURE REVIEW COMMITTEE 12th DECEMBER 2006

CITY LEISURE FACILITIES

LINK TO WORK PROGRAMME – INFORMATION AND AWARENESS

Report of the City Solicitor

1 Background

1.1 On 6 December 2006, Cabinet will consider the attached report by the Director of Community and Cultural Services.

1.2 The Cabinet are invited to:

- a) approve the decision to locate a new 25m swimming pool on the existing site of Hetton Sports Centre and, if appropriate, approve expenditure incurred for the demolition and clearance of the existing facility and approval of professional fees
- b) approve the decision to build a 25m swimming pool adjacent to the Sunderland Tennis Centre in Silksworth
- c) to close the swimming pool at Crowtree once the new regional 50m pool in Sunderland is operational
- d) to commence a procurement exercise for the development of the pools at Hetton and Silksworth

1.3 The report is submitted to this Committee for information.

2 Background Papers

2.1 There are no background papers.

Contact Officer: Jim Diamond (0191 553 1396)
james.diamond@sunderland.gov.uk

CABINET MEETING – 6th December 2006

EXECUTIVE SUMMARY SHEET – PART I

Title of Report

City Leisure Facilities

Author(s):

Director of Community and Cultural Services

Purpose of Report:

The purpose of this report is to update Cabinet with regard to development of the Council's citywide approach to the provision of leisure facilities.

Description of Decision:

Cabinet is invited to:

- Approve the decision to locate a new 25m swimming pool on the existing site of Hetton Sports Centre and, if appropriate, approve expenditure incurred for the demolition and clearance of the existing facility and approval of professional fees.
- Approve the decision to build a 25m swimming pool adjacent to the Sunderland Tennis Centre in Silksworth.
- To close the swimming pool at Crowtree once the new regional 50m pool in Sunderland is operational.
- To commence a procurement exercise for the development of the pools at Hetton and Silksworth.

Is the decision consistent with the Budget/Policy Framework? Yes

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

- If two public leisure facilities within the Coalfield area are maintained then "Wet" facilities in Hetton, and "Dry" facilities in Houghton will be the optimum solution to both maintain and increase physical activity levels across the whole of the Coalfield area.
- Delivery of the Silksworth pool relies on identifying appropriate revenue funding to operate the facility. The option to close Crowtree's pool, when the 50m pool opens at Stadium Park early in 2008 will provide revenue funding being released from Crowtree and directed to support the proposed Silksworth pool.

Alternative options to be considered and recommended to be rejected:

- The option exists not to replace the existing swimming pool currently at Hetton, however, in doing so this would deprive Coalfield residents of much needed recreational facilities and potentially reduce participation level in physical activity – as detailed in paragraph 4.6 of this report - which is subject to CPA inspection.
- Again, similar to the Coalfield, an option exists in Sunderland South not to develop a new swimming pool. However, in not doing so this would deprive local residents of a much needed facility and, in the longer term, may result in reduced facilities for schools wanting to access a local pool space to satisfy curriculum requirements.

Is this a “Key Decision” as defined in the Constitution?

Yes

Is it included in the Forward Plan

Yes

Relevant Review Committee:

Culture and Leisure

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

CITY LEISURE FACILITIES

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to update Cabinet with regard to development of the Council's citywide approach to the provision of leisure facilities.

2.0 DESCRIPTION OF DECISION (RECOMMENDATION)

- 2.1 Cabinet is invited to:

- a) Approve the decision to locate a new 25m swimming pool on the existing site of Hetton Sports Centre and, if appropriate, approve expenditure incurred for the demolition and clearance of the existing facility and approval of professional fees.
- b) Approve the decision to build a 25m swimming pool adjacent to the Sunderland Tennis Centre in Silksworth.
- c) To close the swimming pool at Crowtree once the new regional 50m pool in Sunderland is operational.
- d) To commence a procurement exercise for the development of the pools at Hetton and Silksworth.

3.0 BACKGROUND

- 3.1 Leisure Facilities Research (LFR) presented and agreed by Cabinet in October 2004, identified key issues relating to current facility provision and operation of its buildings. The LFR identifies two strategic sites for the future development of leisure provision and swimming as part of the proposals. The two strategic sport and leisure sites for the City are:

North Sunderland: Stadium Park
South Sunderland: Silksworth Sports Complex

- 3.2 The LFR also suggested that an options appraisal be undertaken in respect of Crowtree Leisure Centre, with specific regard to the development at Stadium Park. In addition, the research acknowledged that further feasibility work be carried out in respect of the development of water space on the Silksworth site. Therefore, there is a strategic need for a pool to be developed, not only to meet recreation demand and increase participation in physical activity, but also may need to satisfy Key Stage 2 curriculum requirements of five schools.
- 3.3 Following completion of the LFR in 2004, and the decisions of Cabinet in January 2005 relating to Community Facilities, it was agreed that further feasibility work be carried out in respect of new swimming pool provision in the Coalfield area. Consultants were appointed to undertake this work.

4.0 COALFIELD SWIMMING POOL

- 4.1 As Members will be aware, the Hetton pool closed earlier this year due to problems associated with the pool roof. The structural survey report confirmed a budget cost of £1.25 million to carry out the minimum structural roof repairs. In view of the pool closure, it was considered appropriate to 'fast track' a feasibility study, in relation to identifying a suitable location for a new Coalfield pool.
- 4.2 LFR identified two potential sites for the location of new and replacement swimming facilities in the Coalfield. The options were:
- a) Replacement of the existing pool and sports hall at Hetton;
 - b) Further development on the Houghton Sports Complex site.
- 4.3 In April 2006, extensive consultation was undertaken by consultants, involving local residents' partners, Hetton Town Council and Ward Members, to ensure an independent and inclusive approach was carried out.
- 4.4 Consultants were asked to consider both the Hetton and Houghton sites in relation to the following criteria:
- Capital Investment requirements;
 - Revenue subsidy requirements / value for money;
 - Ongoing sustainability;
 - Planning statute.
- 4.5 **Outcomes of the Feasibility Study**
- a) A strategic review and financial performance of the current facilities at Hetton and Houghton identified no material difference between the sites.
 - b) In terms of supply and demand analysis, with both sites being only 3.4kms apart, no significant difference was identified.
 - c) There is a sufficiency of supply of sports hall provision within the Coalfield area without further development.
 - d) Based upon local and city consultation and the above analysis, the following facility mix was viewed as sustainable at either site:
 - 5 lane x 25m swimming pool
 - Teaching pool, with small spectator area to support local lessons and club training sessions
 - Changing village linked to small sauna/steam
 - Small Wellness provision to support income generation / health improvement.
 - e) The consultation illustrated that site preference was largely aligned with geographical boundaries. Both sites were considered positive in terms of encouraging users to use sustainable transport options.
 - f) Both sites could support the new development and there are merits associated with both.

- 4.6 However, on balance, if maximum public participation in physical activity was taken as the driver to support a decision on which site should be considered, the approach should be to retain two public leisure facilities within the main centres of population. This is considered to be the optimum solution to both maintain and increase physical activity levels across the whole of the Coalfield area, rather than reducing to one bigger more functional facility, at one centre of the population. Therefore, as the drive to increase physical activity is a key strategy for the Council, and is also reflected within future CPA performance measurements, it is considered that the pool should be replaced in Hetton and dry sports provision maintained at Houghton.

5.0 SILKSWORTH SWIMMING POOL

- 5.1 LFR evidenced a strategic need for a swimming pool in Sunderland South to accommodate demand for casual and school related swimming and to ensure an equitable distribution of facilities as Sunderland South is the only regeneration area in the City without a public swimming pool. The LFR having identified the Silksworth Sports Complex site as strategically important considered it the most appropriate location for a swimming pool, also acknowledging the synergy with other facilities on this site.

- 5.2 Silksworth Feasibility Study, was approached in two stages.

Stage 1: Business Case Feasibility

- Consider supply and demand issues.
- Establish pool location and building functionality requirements.
- Establish potential revenue position of new development.

Stage 2: Design Feasibility

- Commissioned architects to develop design options.
- Site and land surveys established practicality of design options.

5.3 Outcomes of the Feasibility Study

- a) There are a range of possible options around the development of a swimming pool on the Silksworth site. However, whilst a large facility mix would fit the site, the demand for provision is influenced by a small number of primary schools, combined with available water space at Sandhill View.
- b) The new facility should be linked to the Tennis Centre for a combined operation, benefiting from economies of scale.
- c) Based upon local and city consultation and demand, the following facility mix was viewed as sustainable at the site:
 - 25 metre x 4 lane, single depth
 - Changing Village

6.0 REASON FOR DECISION

- 6.1 If two public leisure facilities within the Coalfield area are maintained "Wet" facilities in Hetton, "Dry" facilities in Houghton. The proposal will maintain and increase physical activity levels across the whole of the Coalfield area.
- 6.2 Delivery of the Silksworth pool relies on identifying appropriate revenue funding to operate the facility. The option to close Crowtree's pool, when the 50m pool opens at Stadium Park early in 2008 will provide revenue funding

being released from Crowtree and directed to support the proposed Silksworth pool.

7.0 NEXT STEPS

- 7.1 It is proposed that both pool developments are considered together, depending upon the timing and availability of capital funding. Responses to the procurement process will be evaluated prior to reporting back to Cabinet, with a recommendation in terms of the proposed design / build contractor and an outlined timetable along with proposals on how the schemes are to be funded.
- 7.2 Due to the existing Hetton pool being closed, there is a need to replace the Coalfield pool first.
- 7.3 It is proposed following the development of an appropriate brief to commence the OJEU notice period as soon as possible (from Easter 2007).
- 7.4 Once the OJEU process is complete and following detailed evaluation, a further Cabinet report will be presented on the outcome, with recommendations to appoint an appropriate contractor, subject to available funds.

8.0 ALTERNATIVE OPTIONS

- 8.1 The option exists not to replace the existing swimming pool, however, in doing so this would deprive Coalfield residents of much needed recreational facilities and potentially reduce participation level in physical activity – as detailed in section 4.6 this is subject to CPA inspection.
- 8.2 Again, similar to the Coalfield, an option exists in Sunderland South not to develop a new swimming pool. However, in not doing so this would deprive local residents of a much needed facility and, in the longer term, may result in reduced facilities for schools wanting to access a local pool space to satisfy curriculum requirements.

9.0 RELEVANT CONSIDERATIONS/CONSULTATIONS

9.1 Financial Implications

9.1.1 Hetton Swimming Pool

The estimated capital cost of replacing the swimming pool at Hetton to a specification outlined in Section 4.5d, is approximately £5.5 million. Revenue funding to operate the facility is already in place.

9.1.2. Silksworth Swimming Pool

The capital cost associated with building a swimming pool on the Silksworth site, to a specification outlined in Section 5.3d, is estimated at £4 million. Once the regional 50m pool is operational Crowtree pool will be closed which will release both revenue and a highly qualified workforce to support the operation of the new pools.

9.1.3 Financial Summary

Estimated capital costs to develop two swimming pools is £9.5 million. At present, confirmed capital funding is £5 million. Other sources of funding are being explored to support the developments including:

- Neighbourhood Renewal Fund
- Sports Lottery
- Coalfield Regeneration Trust
- Urban II
- Others

A further report will be made on the capital funding position prior to the appointment of the proposed contractor.

9.2 Planning Implications

9.2.1 The proposed developments at both Hetton and Silksworth, will require planning approval. The Head of Planning will be consulted in all matters relating to these developments.

9.3 Procurement Implications

9.3.1 The Corporate Procurement Manger will be consulted with regard to the most appropriate procurement methodology for the above developments.

9.4 Project Methodology

9.4.1 The project management methodology used in preparing the proposed scheme includes a full assessment of the financial, legal, human resources, Disability Discrimination Act, health and safety, risk management and property implications of the scheme.

10.0 BACKGROUND PAPERS

10.1 The following background papers were relied upon to compile this report.

- Coalfield Pool Feasibility Executive Summary – PMP and S&P Consultants
- Silksworth Pool Feasibility Designs – S & P Architects
- Land and Site Survey commissioned by Development and Regeneration
- Presentation prepared by Director of Community and Cultural Services