

CULTURE AND LEISURE REVIEW COMMITTEE

AGENDA

Meeting to be held in Committee Room 1, Civic Centre, Sunderland, on Tuesday, 19th September, 2006 at 5.30 p.m.

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R.C. RAYNER,
City Solicitor.

Civic Centre,
SUNDERLAND.

8th September, 2006.

At a meeting of the CULTURE AND LEISURE REVIEW COMMITTEE held in the CITY LIBRARY AND ARTS CENTRE on TUESDAY, 18TH JULY, 2006 at 5.30 p.m.

Present:-

Councillor J.B. Scott in the Chair

Councillors Bohill, Foster, P. Gibson, Mann, L. Walton and Wares

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Ambrose, Grey, Sidaway and P. Walker.

Minutes of the last meeting

1. RESOLVED that the minutes of the last meeting of the Committee held on 20th June, 2006 be confirmed and signed as a correct record.

Declarations of Interest (Including Whipping Declarations)

There were no declarations of interest.

Library Management System Migration Project

The Director of Community and Cultural Services submitted a report (copy circulated) which updated Members on the Library Management System Migration Project.

(For copy report – see original minutes)

Jane Hall, Assistant Head of Culture and Tourism, welcomed the Committee to the City Library and Arts Centre and advised that members of staff would be available at the end of the meeting to show the Committee round the facilities should they require.

In addition to the report, Ms. Hall circulated a schedule detailing Sunderland's compliance with the Public Library Service Standards 2005-06 which would be the subject of a full report to the Committee at its September meeting.

Ms. Hall presented the report and informed Members that following an intense period of testing and training the new library management system was launched to the public at 11 service points on 14th February, 2006 and at the Bunny Hill Library upon its opening on 12th June, 2006. It was currently planned that the system would be added to all public service points by September 2006.

Ms. Hall then introduced Julie McCann, Principal Librarian, E Resources and Information Services, who provided Members with a presentation which demonstrated the versatility of the on line management system in searching the library catalogue and also the operation of a specimen user account.

Councillor Gibson referred to the ability to renew library books on line via a user account and asked if the service would still be available if someone had subsequently reserved a book in your possession. Ms. McCann advised that in such cases you would not be able to renew the book.

Councillor Mann welcomed the system as excellent and asked how it would tie in with the mobile libraries. Ms. McCann advised that the service could be provided off line using laptops in the mobile libraries. The information would then be downloaded from the laptops onto the on line system at Doxford Park Library. The Directorate was looking to provide the service on line from the mobiles, perhaps via wireless technology, and discussions were on going with the ICT Unit regarding this.

Councillor Bohill welcomed the glossary attached to the report which he had found extremely useful as a new Member of the Committee. He referred to the loan of CDs and asked if they could be renewed on line given that a charge was made to hire them. Ms. McCann replied that they could not be renewed on line given the charging arrangements, however they could be placed on hold until the charges had been paid.

Councillor Wares stated that the new system was to be applauded and would be a particular boon to disabled people. In this regard he enquired how an item reserved by a disabled person would be despatched? Ms. Hall replied that generally this would be done via the books on wheels service. Ideally the Directorate would like to provide a 24 hour delivery service and would need to investigate this in the future.

The Chairman referred to the schedule of Public Library Service standards and stated that the new management system should assist Sunderland in reaching its targets.

Councillor Wares stated that the Council often received criticism over its library opening hours however it was pleasing to note that Sunderland had exceeded the national standard in respect of aggregate opening hours.

2. RESOLVED that the report be received and noted.

Remit and Scope of Study Into the Usage of Public Libraries

The City Solicitor and Director of Community and Cultural Services submitted a joint report (copy circulated) which set out the remit and scope of the Review Committee's study into the usage of public libraries, sought to establish a draft programme and outlined the various techniques and methods of evidence gathering.

(For copy report – see original minutes)

Jim Diamond, Review Co-ordinator, presented the report highlighting the key objectives of the study, proposed methods of evidence gathering and likely participants.

Councillor Wares referred to the development of a new People First Centre in Ryhope which was to include a library. He believed such buildings should be classed as being for all occasions and not just seen as libraries. He suggested that the provision of small media centres could encourage young people to visit libraries and be used to promote the facilities on offer.

With regard to the methodology for the study, Councillor Gibson suggested that before the Committee began taking evidence from witnesses, it should go and see 'the good, the bad and the ugly' in terms of Sunderland's library service. He referred to Silksworth library having been established 30 years ago as a temporary structure and yet was still operational.

Councillor Mann suggested that the visit should include the City's latest library at the Bunny Hill Centre.

In response to an enquiry from Councillor Bohill, Ms. Hall confirmed that library visits were arranged for schools. In addition there were also homework clubs, reading clubs and a whole range of outreach activities. There were 3 key areas underpinning library provision (services, staff and space). Public libraries should be seen as public places, community spaces. It was difficult to establish hard evidence as to why people didn't use libraries, however image was definitely a factor. It was important that the Committee's study did not focus only on issues of quantity, as quality was equally if not more important.

3. RESOLVED that the remit, objectives and methods of undertaking the study into the usage of public libraries, as detailed in the report with addition of Members' comments, be approved.

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

(Signed) J.B. SCOTT,
Chairman.

PLANNING FOR 2012 – PROGRESS REPORT

LINK TO THE WORK PROGRAMME – MONITORING AND EVALUATION

Report of the City Solicitor

1. Purpose

- 1.1 To receive an update report from Tanya Gray, One North East on the region's approach to the London 2012 Olympics Games and Paralympic Games and its implications for the city.

2. Background

- 2.1 On the 6th July 2005 the International Olympic Committee (IOC) selected London to host the 2012 Olympic Games and Paralympic Games (hereafter referred to as the 2012 Games).
- 2.2 Since the 6th July 2005, significant progress has been made at a national level in establishing the legislative, governance and operational framework within which the 2012 Games are to be delivered. Most notably:
- an Olympics Bill received Royal Assent on the 31st March 2006. This Bill offers substantial protection of Olympic and Paralympic branding, trademarks and imagery;
 - an Olympics Board has been established (with representation from the British Olympics Association, the Greater London Authority, the Olympics Delivery Authority and LOCOG – the London Organising Committee for the Olympic Games and Government). The Board will oversee the work of LOCOG (responsible to the IOC for staging and organization of the 2012 Games) and the Olympics Delivery Authority (responsible for infrastructure and venues);
 - preliminary notices for Olympic park design have been issued and initial land remediation work has commenced;
 - sales of 'Go For Gold' Lottery Tickets have been underway since July 2005.
- 2.3 Prior to the 6th July 2005, the region was asked to be part of a Nations and Regions Group to encourage national support for the bid. A regional stakeholder group was established including Sport England, One NorthEast, Government Office North East, Culture North East, North East Assembly and the Association of North East Councils to drive forward the associated marketing, communications and awareness raising activities.
- 2.4 Since the 6th July 2005 regional engagement with the 2012 Games has been formalised through the establishment of a Nations and Regions Group. Feeding into LOCOG, this group will work towards ensuring that the benefits associated

with the 2012 Games reach all parts of the UK. Tim Cantle Jones as Chair of the Regional Sports Board will be the regional representative, supported by One NorthEast and Sport England.

3 Regional Structure

- 3.1 A regional structure has been developed at the request of the Nations and Regions Group. This structure has been devised as a means of linking into national structures and as a mechanism for 'managing expectations', ensuring coordination and harnessing the enthusiasm of a diverse range of interested regional partners.
- 3.2 The Sport Specialist Advisor at One NorthEast, is currently dedicating 100% of time to 2012 Games issues. This includes representing the region at the Nations and Regions Officer Group. There is an expectation from LOCOG that each region will have one full-time coordinator to act as an official conduit between London and the regions. Sport England is also in a position moving forward to fund another post in relation to supporting the region's 2012 Games aspirations.
- 3.3 A Regional Position Statement must be produced in the coming months at the request of the Department of Culture, Media and Sport. This statement will highlight the strategic approach to be adopted in relation to themed areas of work, regional structures and operational support and provide a lasting vision for the North East 2012 Games aspirations.
- 3.4 Ms Gray will provide a brief presentation expanding the themes set out in the report. Members will have the opportunity to put questions to Ms Gray on these and other related issues.

4. Recommendation

- 4.1 The Review Committee is asked to note the report.

5. Background Papers

None

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CULTURE AND LEISURE REVIEW COMMITTEE 19 SEPTEMBER 2006

**STUDY INTO USE OF PUBLIC LIBRARIES - ANNUAL LIBRARY PLAN 2006
AND UPDATE ON PROGRESS TOWARDS ACHIEVING NATIONAL PUBLIC
LIBRARY STANDARDS**

LINK TO WORK PROGRAMME: POLICY REVIEW AND DEVELOPMENT

**Report of the Director of Community and Cultural Services and the City
Solicitor**

1.0 PURPOSE OF THE REPORT

- 1.1 To set out the baseline position for the Committees study into improving the usage of public libraries within the city.
- 1.2 To appraise members of the production of the Annual Library Plan for 2006 and the position of Sunderland's Public Library Service in relation to achieving the National Public Library Standards.

2.0 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 copy of the remit and objectives are attached.
- 2.2 As a starting point and basis for the study, Jane Hall, Assistant Head of Tourism and Culture will set out the national and local context shaping the usage of public libraries in the city. The basis of this report will be consideration of the Annual Library Plan for 2006 and the position of Sunderland's Public Library Service in relation to achieving the National Public Library Standards.
- 2.3 Sunderland City Council is no longer required to submit an Annual Library Plan to the Department for Culture, Media and Sport (DCMS) but within the City's planning process the Annual Library Plan (ALP) has become established as an essential tool and it has been agreed to continue to produce the plan in a simplified format.
- 2.4 The Annual Library Plan also includes details of the Government's Public Library Standards which libraries are required to achieve and some of which form part of the CPA Culture Block score.

3.0 CURRENT POSITION

- 3.1 The Library Plan for 2006 will be the working document for the library service to deliver actions over the coming year. The Plan will be officially launched to staff following presentation to the Culture and Leisure Review Committee.
- 3.2 Public Library Standards (PLS) are now an integral part of the library service working programme and are a priority for the service in respect of providing a comprehensive, modern and efficient service to the people of Sunderland and are a key performance management indicator.
- 3.3 A detailed matrix of Sunderland's performance against the Public Library Standards is contained within the Annual Library Plan.

4.0 DELIVERY CONTEXT

- 4.1 The national context within which the Public Library Service has to operate is governed by the Department of Culture, Media and Sport and the Museums, Libraries and Archives Council (MLA)
- 4.2 The vision for the 21st Century Library by these two bodies was published in 2003 in 'Framework For the Future – Libraries, Learning and Information in the Next Decade'. (FfF)
- 4.3 MLA was tasked with the development and implementation of a national action plan to stimulate and support public libraries. The second phase of this action plan (FfF2) was published in June 2006.
- 4.4 The priorities of FfF2 are:
- i) **Telling the Story**
 - Implement the public libraries marketing strategy and plan.
 - Establish a clear and coherent voice for public libraries.
 - Foster and support strategic partnerships.
 - ii) **Building Communities**
 - Ensure public libraries are responsive to the communities they serve.
 - Improve access to public libraries for all.
 - Improve public library buildings as community spaces.
 - iii) **Developing capacity and improving performance**
 - Use performance management tools to improve services.
 - Maximise spending on frontline services delivery through efficient ways of working.
 - Facilitate improvement in those authorities most in need.

- Develop leadership and workforce capacity at every level to enable libraries to improve.
- Foster and support strategic partnerships that create opportunities for libraries to achieve more and promote their services.

iv) Modernising customer services

- Improve reading and learning services.

4.5 In addition to this the service also operates within the aims and priorities of the Council (i.e. the Sunderland Strategy) and corporate priorities such as the Business Transformation Programme, CPA etc.

4.6 The ALP sets out the aims and targets of the Public Library Service in Sunderland and its current priorities are: -

- Marketing and Communications
- Review of Customer Services
- Active Participation

5.0 THE FUTURE

5.1 The Annual Library Plan will continue to be the working document for the Library Service in Sunderland and the vehicle for assessing Sunderland's performance against the Public Library Standards.

5.2 Public Library Standards monitor areas such as access, user satisfaction, stock levels and commitment toward e-government. Sunderland continues to improve its services in relation towards the PLS.

5.3 Full details of performance against the PLS can be found in the Annual Library Plan (Appendix 1).

6.0 RECOMMENDATIONS

6.1 Members are asked to note the contents of this report and the position of the Library Service in respect of the Public Library Standards.

7.0 GLOSSARY

- 7.1 ALP – Annual Library Plan
 DCMS – Department for Culture, Media and Sport
 CPA – Comprehensive Performance Assessment
 PLS – Public Library Standards
 MLA – Museums, Libraries and Archives Council

FfF – Framework For the Future
FfF2 – Framework For the Future Phase 2

8.0 APPENDICES

- 8.1 Appendix 1 – Annual Library Plan 2006 – 2008 (to be distributed at the Review Committee Meeting)

9.0 BACKGROUND PAPERS

- 9.1 DCMS – ‘Framework For the Future – Libraries, Learning and Information into the next decade’ – 2003.

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

19TH SEPTEMBER 2006

STUDY INTO THE USE OF PUBLIC LIBRARIES - FEEDBACK FROM COMMITTEE VISIT

LINK TO WORK PROGRAMME – POLICY REVIEW AND DEVELOPMENT

Report of the City Solicitor

1. Purpose

- 1.1 To provide feedback on the visit of the Review Committee to a range of public libraries in the city.

2. Background

- 2.1 On 17 July 2006, the Committee agreed to undertake a visit to a selection of public libraries based in the city as part of its study into promoting the use of public libraries.
- 2.2 Arrangements have been made for the visit to take place on Friday 8 September 2006. The following libraries have been included in the itinerary:-
- Kayll Road
 - Southwick Library
 - Fulwell Library
 - Bunny Hill Library - Tour
 - Easington Lane Library
 - Hetton Centre
 - Sandhill Centre
- 2.3 In view of the timescales involved, the feedback from the visit will be reported to the Committee at the meeting.

3. Recommendation

- 3.1 Members are asked to note the information.

4. Background Papers

- 4.1 None

NATIONAL GLASS CENTRE – UPDATE

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

LINK TO WORK PROGRAMME: MONITORING AND EVALUATION

1. PURPOSE OF REPORT

1. The purpose of this report is to provide Members with an update regarding the announcement of free admission to the National Glass Centre (NGC) that was introduced in August 2006.

2.0 BACKGROUND

- 2.1 Following recent Cabinet approval, free admission was launched on Thursday 3 August 2006 at the National Glass Centre.
- 2.2 Working with key partners, including the Arts Council, TyneWear Partnership, the University of Sunderland and Tyne & Wear Museums, the City Council has helped to secure a new way forward for this national cultural venue.
- 2.3 The removal of the admission charge brings the NGC in line with other attractions in the city, such as Sunderland Museum & Winter Gardens, as well as other museums, galleries and visitor attractions throughout the UK.
- 2.4 Recent developments at the National Glass Centre have created new educational facilities for school visits as well as riverside rooms for events and conferences and these will be promoted jointly by the City Council, National Glass Centre and Tyne & Wear Museums.
- 2.5 The National Glass Centre celebrated free admission with its first ever Open Weekend on 5 and 6 August. Visitors were given the opportunity to watch the centre's glassmaking demonstrations in the hot glass studio and attend sandcasting classes under expert tuition. Wearside Glass Sculptures and Green Ginger Glass demonstrated lampwork and stained glass making. A special glass sale included inexpensive glassware made and signed by the National Glass Centre's talented artists and designers.

3.0 CURRENT POSITION

- 3.1 Daily attendance figures are averaging in excess of 540 visitors. This represents a 43 per cent increase over a similar period a year ago.
- 3.2 As a result of these increased visitor numbers staff are investigating improvements in pedestrian access routes from St Peter's Metro station as well as better street signage.

- 3.3 Media coverage generated since the announcement included press coverage in the Sunderland Echo, The Journal, Evening Chronicle and Northern Echo representing a value at over £7,500. In addition to this, TV coverage was aired on BBC and Tyne Tees regional news programmes, and Radio Newcastle news bulletins and a live interview in the Breakfast Show segment with NGC's Executive Director Katherine Pearson and news bulletins on Sun FM. The National Glass Centre also featured world-wide on the BBC website, Sunderland Echo site, Visit North East England and www.Sunderland.gov.uk,
- 3.4 The National Glass Centre has been short-listed for the 2006 North East England Tourism Awards in the Large Visitor Attraction of the Year category, consideration for which is in its final stages, and Throwingstones restaurant will be featured in the inaugural issue of BMW's customer magazine – The Good Food Ride.

4.0 CONCLUSION

- 4.1 Since the announcement all initial indicators point to the elimination of admission fees as being a success. Informal visitor research shows that a significant number of local residents are making their first visit to the National Glass Centre. An ongoing marketing campaign will continue to encourage visitors from outside the region. A varied exhibition and activity programme will encourage return visits.
- 4.2 Discussions are currently ongoing with the National Glass Centre to monitor visitor numbers, analyse where visitors are coming from, and evaluate the quality of their experience in order to measure the success of the new admissions policy.

5.0 BACKGROUND PAPERS Cabinet Report - July 2006

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Item No.8
CULTURE AND LEISURE REVIEW COMMITTEE

19 SEPTEMBER 2006

SPORT AND PHYSICAL ACTIVITY STRATEGY (2005-2010): UPDATE REPORT
REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

1.0 PURPOSE

1.1 The purpose of this report is to present an update to Committee Members regarding Sunderland's Sport and Physical Activity Strategy.

2.0 DESCRIPTION OF THE DECISION (RECOMMENDATION)

2.1 Culture and Leisure Review Committee are requested to note the update provided in relation to the Sport and Physical Activity Strategy.

3.0 BACKGROUND

3.1 Members will recall the work of the Culture and Leisure Review Committee in its review of the Sports Development Service (2004) in identifying recommendations in its report '**Sport In Sunderland Staying Ahead Of The Game**', which was presented to Cabinet on 14 July 2004.

3.2 Members will also be aware that in recent years, there have been several sport and leisure strategies completed to cover a number of service areas and priorities. In April 2004, Cabinet approved the adoption of a publication called, **Active City Sunderland**. The purpose of this document was to clarify "the way ahead" and communicate the Council's aspirations and intentions for the development of sport and leisure's programme and facilities. *Active City Sunderland* remains the umbrella document presenting a clear picture for residents and partners, prioritising investment and showing how the City will create a step change in participation levels.

3.3 *Active City Sunderland* is already supported by a more detailed Leisure Facilities research, which challenges the City Council's facilities in the next ten years.

3.4 Members may recall that in September 2005, Cabinet approved the City's **Sport and Physical Activity Strategy**, which focuses on sport and physical activity and details how the development of particularly 'people opportunities' can inform and support sport in Sunderland. It should be noted that the recommendations that were identified in the Sports Development Review (2004) were incorporated into the Sport and Physical Activity Strategy.

4.0 SPORT AND PHYSICAL ACTIVITY STRATEGY

4.1 Sunderland City Council and its partners are committed to improving the quality of life for the residents of Sunderland and an important element of this includes the provision of a wide range of opportunities to participate in sport and physical activity.

4.2 High quality sport and physical activity has a lasting impact on every aspect of community life. It undoubtedly impacts on the physical and social health of communities; it regenerates estates, helps tackle crime, engages the hard to reach and raises achievement in our schools, colleges and universities. Further, the

City's regional and national achievements in sport and physical activity give the City a sense of pride and character. It is clearly recognised that in order to promote social, economic and environmental well being, it is the responsibility of 'everyone' and partnership working has played a significant role to date.

4.3 The Sport and Physical Activity Strategy is a document that reflects the content of several adopted strategies including, the Young People's Play and Urban Games Strategy, Playing Pitch Strategy and the PE and School Sport Strategy.

4.4 The Sport and Physical Activity Strategy defines the development of sport and physical activity into three main processes:

- **Increasing Participation** - in a wide range of pursuits, such as taking part in walking, watersports, skateboarding, cycling or angling, going to the gym or swimming, playing football, cricket or golf. It can also include playing in the local park or playground or even coaching and refereeing.
- **Improving Facilities** - including leisure centres, playing pitches, play areas and our recreational water facilities.
- **Developing New Facilities** to meet new challenges - such as a 50-metre swimming pool, wheeled sports parks and Wellness Centres throughout the City.

5.0 CURRENT POSITION

5.1 The Strategy is supported by a more detailed Action Plan (**Appendix 1**), which outlines specific objectives that contribute to the delivery of the three processes shown above in Section 4.4.

5.2 Since the Sport and Physical Activity Strategy was adopted by Cabinet and presented at the Culture and Leisure Review Committee in September 2005, there has been significant progress made. The progress is identified in the right hand column of the Action Plan. An Officer will be present at the meeting to provide a verbal update regarding progress to date.

6.0 BACKGROUND PAPERS

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

- Culture and Leisure Review paper September 2005: Sport and Physical Activity Strategy
- Active City Sunderland
- Sport and Physical Activity Strategy

APPENDIX 1

SPORT & PHYSICAL ACTIVITY STRATEGY

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

1. SPORT AND PHYSICAL ACTIVITY EXTENDING CULTURAL OPPORTUNITIES

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
1.1 Maximise the range and quality of sport and physical activity events that have demonstrable economic impact and/or social benefit to the city	Impact within the media (column 'inches' achieved, value calculated by marketing section)	Annual	<ul style="list-style-type: none"> • Women's Great North Run • LTA Satellite Competition • ABAE International Boxing Event • British Dry Slope Ski Championships • North East Sports Awards
1.2 Sport and Leisure Services to commit to excellence in service provision for sport and physical activity	Attain or maintain a minimum of 2 standards/ accreditations	Annual	<ul style="list-style-type: none"> • ISO and IIP accreditation maintained. • APSE Sports Services Team of the Year 2005 • Beacon Status for Sport for Hard to Reach Groups
1.3 Work with the County Sports Partnership to increase the number of clubs with Governing Body Chartermark in Sunderland	25 clubs achieving/maintaining Chartermark status by 2010	2010	<ul style="list-style-type: none"> • Currently promoting Chartermark through; Community Sports Network, Governing Bodies and County Sports Partnership. • Auditing how many clubs have the award in Sunderland. • Currently working with Swimming, Basketball, Netball and Athletics clubs to submit applications for Chartermark.
1.7 Promote access through sensitive pricing and communication systems	Pricing framework produced, linked to 'The Price Is Right' Marketing strategy for sport and physical activity in place	2006	<ul style="list-style-type: none"> • Charges for Leisure Centres reviewed and implemented. • Comprehensive analysis undertaken and implementation of Wellness pricing structure for 2006-07. • Active 8 Card promoted. • Sport and Leisure activities marketed under the new corporate brand

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

2. SPORT AND PHYSICAL ACTIVITY IMPROVING HEALTH AND SOCIAL CARE

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
2.1 Develop a network of Wellness Centres within sport and leisure Facilities	6 Area Wellness Centres operating	2007	<ul style="list-style-type: none"> • Wellness Centres operating in Bunnyhill, Crowtree, Houghton Leisure Centre, Puma Tennis Centre, Seaburn, Washington Leisure Centre.
2.2 Develop patient referral pathways for conditions which are improved by physical activity. Work with health partners and improve service 'sign-posting'	2 Pathways established per annum for conditions that are improved by physical activity Annual increase in the number of patients referred to the exercise referral programme	Annual	<ul style="list-style-type: none"> • Referral pathways established for : Chronic Heart Disease COPD Diabetes Falls • The number of patients involved in the scheme have risen from 350 to over 900 • 10,000 Wellness guides produced for distribution via GP surgeries along with 7,500 pedometers
2.3 Develop the work of the Wellness Strategy group to address health inequalities in Sunderland	Increase the number of existing partners Annual shared action plans implemented	Annual	<ul style="list-style-type: none"> • SAFC Foundation are a new partner engaged in developing and delivering new opportunities. i.e. Family Football Fitness programme
2.6 Actively implement the Healthy Schools Award	All schools achieve a Healthy Schools Standard by 2010 (Choosing Activity) All schools attaining and maintaining Activemark and Sportsmark	2010	<ul style="list-style-type: none"> • 25 Primary Schools have activemark • 12 schools have Sportsmark • new results are due October 06 when it changes to an annual award • 83% of schools are working towards the new Healthy School Standard which was implemented in June this year. 1 schools has achieved the new standard. Future targets are: Dec 2006 15 schools, April 2007 20 schools, July '07 25 schools and Dec '07 35 schools

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
2.7 Establish a programme for use of pedometers by young people in everyday life	Pilot established across the 3 sports colleges	2006	<ul style="list-style-type: none"> All secondary schools have received training to use a pedometer toolkit that they have. The toolkit has pedometers and a curriculum workbook with lesson plans and activities that support the use of the pedometers by pupils.
2.9 Work with the Teaching Primary Care Trust, to support the delivery of 'Choosing Health' white paper	Deliver 'Choosing Activity' TPCT annual report to the Strategic Health Authorities	Annual	<ul style="list-style-type: none"> Funding identified to support delivery of choosing activity. Commissioning procedures being drafted along with quality standards so that the voluntary sector can be engaged in local delivery
2.10 Sport and Leisure to have representation on Healthy City Thematic Group and sub groups	Ensure that the relevant partners are engaged and the groups are representative	Annual	<ul style="list-style-type: none"> Representation on Healthy City Executive group which is delivery group for thematic group. Representation on Health Forum Representation on the 3 Healthy City locality groups
2.11 Establish support mechanism for training the volunteers both in community and workplace settings	30 volunteers per annum qualified to deliver lifestyle advice and support	Annual	<ul style="list-style-type: none"> 3 walk leader trainers trained 6 Health Trainers appointed and in post in Hendon A further 16 Health Trainers to be appointed by 2008 Health Trainer competencies still to be finalised with Government 158 Club volunteers trained
2.12 Establish a programme that promotes the use of healthy walks in the community	5 Trained volunteers per annum to deliver walks programme 3 neighbourhood walking groups established	Annual 2007	<ul style="list-style-type: none"> 12 volunteers trained as walk leaders walking programme set up in east area, programme for north being developed

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

3. SPORT AND PHYSICAL ACTIVITY RAISING STANDARDS AND IMPROVING ACCESS AND PARTICIPATION IN LEARNING

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
3.1 Deliver the Continuous Professional Development joint programme through the 'Sports Federation'	Single City annual programme of training opportunities in place for teachers, adults other than teachers and community volunteers 100 attendees on the programme of courses offered 15 courses organised annually 20 people attain new qualifications annually	Annual	<ul style="list-style-type: none"> • Programme delivered over previous year and new programme in place to commence September. Over 300 teachers have attended courses over the last academic year which have included: Dance, Gymnastics, Basic moves, Tennis, Football, Basketball, Orienteering, Sportsability Inclusive PE. The course content is targeted at either the key stages or at primary or secondary levels. 106 volunteers from over 15 different sports have attended Sports Coach UK courses which included child protection training. • A further 58 have gained new governing body qualifications since January of this year in Football, Fitness, Basketball, Rugby, Martial Arts, and others.
3.2 Develop monitoring and evaluation toolkit to measure the impact of the training programme, short term and long term	Monitoring and evaluation toolkit in use and informing future programming	2008	<ul style="list-style-type: none"> • Attitudinal questionnaire developed for online use by teachers and coaches and paper versions for those without access to a computer. • 3 and 12 Months after attending a course the attendee receives a questionnaire this seeks to qualify the value of the training and checks to see has it made a difference, are they better coaches for the training or did it make no difference.

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
3.6 Submit bids to deliver the Positive Activities for Young People Programme in Sunderland north	3 bids per annum approved and delivered 10 young people returning to education or vocational training	Annual	<ul style="list-style-type: none"> • 3 bids successfully submitted and holiday programmes delivered in partnership with connexions, Southwick Neighbourhood Young Peoples Project • 19 out of 22 young people aged 16 signed up to attend vocational courses or further education course at Sunderland College
3.7 Establish a Junior Athlete Education programme in Sunderland through the School Sport Federation	50% of schools delivering Junior Athlete Education Programme in Sunderland by 2008 All gifted and talented pupils involved in sport have a personal statement by 2008	2008	<ul style="list-style-type: none"> • 50% of Secondary schools are actively involved in the Junior Athlete Education programme. • Annual PESSCL questionnaire being used to establish number of pupils registered as gifted and talented
3.8 Work with partners to develop an annual coach education and volunteer training programme	Training plan developed Community Sports Network (CSN) to identify training needs to be included in the annual training plan	2007	<ul style="list-style-type: none"> • Programme developed with Tyne and Wear Sport, Sports Coach UK and governing bodies of sport. • 67 courses on offer 10 to be delivered in Sunderland. • Courses promoted by Tyne and Wear Sport and Local authorities to clubs and organisations via website and mail outs. All courses available to Tyne and Wear residents on a first come basis.

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

4. SPORT AND PHYSICAL ACTIVITY REDUCING CRIME AND FEAR OF CRIME

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
4.1 Deliver the Positive Futures Programme which engages young people who offend or are at risk of offending in North Sunderland and work with statutory agencies to take referrals and identify and engage 'Core 50'	100 young people from north Sunderland participate in activities for a minimum of 5 weeks Every 6 months, 'Core 50' referral meeting held and list of young people agreed 'Core 50' identified Work with 80% of 'Core 50'	2008	<ul style="list-style-type: none"> • Over 300 young people have taken part in positive futures over the last 12 months • On average 185 young people taking part each week • 212 young people have taken part for a minimum of 5 weeks • Key partners meet October and March to review core 50 and ongoing referrals • 43 of core 50 engaged in programme
4.4 Work with the cross-directive working group to deliver the Safer Sunderland Strategy 2005 - 2008	Sport and Leisure contribution to the annual report	Annual	<ul style="list-style-type: none"> • Sport and Leisure actively involved in Anti Social Behaviour sub group – Football Friday delivered in partnership with SAFCFoundation to reduce ASB & drinking at Foreshore, over 200 young people involved. • Positive Futures is the lead agent for NRF funding to deliver a sustainable approach to address ASB citywide. • Sport and Leisure actively involved with Young Peoples Substance Misuse group – Drugs and Alcohol education work undertaken with young people in North Sunderland through Positive Futures and Football Friday.

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

5. SPORT AND PHYSICAL ACTIVITY CREATING A PROSPEROUS CITY

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
5.2 Organise annual P.E.S.S.C.L. Conference	Annual increase in number of pupils receiving 2 hours of physical activity. Three examples of good practice for sport and physical activity shared at PESSCL conference that evidence the impact on whole school improvement	Annual Annual	<ul style="list-style-type: none"> Conference organised Oct 2005 15% increase in 2hrs target from 2004 to 2005 from 62% to 77% Conference marketplace promoted good practice being delivered by schools in Sunderland
5.3 Celebrate the success of gifted and talented performers	Sunderland Sports Fund hold at least 3 awards presentations for young people per annum Annual award presentation held	Annual	<ul style="list-style-type: none"> 3 presentation evenings held and over 40 young people supported with grants Annual awards presentation held November '05
5.4 Work with partners to organise a calendar of events to promote sport and physical activity amongst our workforce	Annual implementation plan agreed with Sport England to deliver Everyday Sport in Sunderland	2006	<ul style="list-style-type: none"> Everyday Sport initiative promoted during 2005 throughout all civic buildings Million Miles Challenge successfully delivered
5.7 Upgrade ICT systems in the City's leisure centres to meet e-government agenda	Capability to undertake e-bookings achieved	2006	<ul style="list-style-type: none"> System currently being procured by ICT for implementation April '07
5.8 Ensure Sport and Leisure is fully included in the City's planning framework	Consultation system established City's Sport and Leisure needs reflected in the Local Development Framework	2006	<ul style="list-style-type: none"> Work ongoing, through liaison meeting with Planning and formal responses to policy frameworks for the various areas of the City i.e. Farrington Row, Hetton Downs, Easington Lane, Review of NPFA indicators, Use of Green Space
5.9 Work in partnership with Sunderland ARC, People First, Sport England and other key partners to develop synergies and maximise opportunities	Ensure that the relevant partners are engaged and the groups are representative	On-going	<ul style="list-style-type: none"> Key Partnership with SAFC in developing a Millennium Centre project to refurbish current football and fitness facilities to raise participation in sport

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
			<ul style="list-style-type: none"> • Key partnership with Sunderland ARC for the development of Stadium Park • Partnership with Peoplefirst for the Washington development and new sports facilities to be developed at Southwick School • Partnership with Sunderland Housing Group for the development of children's new play areas • Partnership working with Sport England to: • Communicate opportunities for local involvement in 2012 games with Review Committee. • Develop and integrate the Wellness facility within Bunnyhill.

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

6. SPORT AND PHYSICAL ACTIVITY CREATING INCLUSIVE COMMUNITIES

KEY ACTIONS	MEASURE OF SUCCESS	TIMES CALE	UPDATE
6.1 Creation of a Community Sports Network	50 voluntary sector partners engaged in the network Delivery of 3 network events annually Creation of a data set from voluntary partners Delivery of a website Profile increased through development of a system to celebrate success	Annual	<ul style="list-style-type: none"> • Launch event held at the Sandhill Centre on 6 June 2006 • A website has been established and data sets are growing • Discussions ongoing with Sport England to appoint a CSN co-ordinator
6.2 Engage local residents to develop vibrant play spaces	Site proposals developed and agreed by fully representative consultation groups for each project	On-going	<p>Local residents have been engaged in a number of play developments such as:</p> <ul style="list-style-type: none"> • Houghton Skate Park • Fulwell Skate Park • 3 Coalfield play projects • Ryhope Recreation project • Back on the Map – developing an area play strategy and currently working with Hudson Road Primary
6.3 Work in partnership with Sunderland AFC Foundation to deliver inclusion programmes across the city	Establish 3 new links between schools and Sunderland AFC. Per annum	Annual	<p>Joint work with SAFC Foundation includes –</p> <ul style="list-style-type: none"> • Football Friday • NRF ASB diversionary programme • Premier League Respect programme • Barclays Spaces programme with Millennium Centre • Family Football Fitness programme

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KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
6.4 Work with clubs and community organisations to identify initiatives to address community cohesion and funding	6 'Awards For All' workshops delivered annually across the city	Annual	<ul style="list-style-type: none"> • 3 Awards for All workshops delivered
6.5 Develop programmes of activity targeting hard to reach groups	3 programmes delivered annually 3 groups supported Positive outcomes recorded and used to inform future activity	Annual	<ul style="list-style-type: none"> • Football Friday • PALS, AYP, PAYP, • Sport and Physical Activity for Drugs Intervention Programme clients started Feb 06
6.7 Develop a model for empowering communities to support the delivery of services	Network model developed and implemented	2006	<ul style="list-style-type: none"> • The Community Sports Network has been developed and was launched on 6th June 2006.

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

7. SPORT AND PHYSICAL ACTIVITY IMPROVING THE QUALITY, CHOICE AND RANGE OF HOUSING

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
7.1 Deliver the Play and Urban Games Strategy	Develop annual action plan Investment of £1m in play provision by 2010	Annual 2010	<ul style="list-style-type: none"> • Progress being made in terms of quality and quantity. • Clear vision map of new places for play required. Funding has been attracted from 106 and from external sources including Barclays Space for Sport, SIB, Surestart and SHG • New 'play partnership' developing to review strategy for both 'places for play' and 'play services' in line with new guidance. • Application for BLF funds due summer 2007.
7.2 Achieve representative and local consultation	All projects supported by a fully representative young people's steering group	On-going	<ul style="list-style-type: none"> • As above 6.2

SUNDERLAND'S SPORT & PHYSICAL ACTIVITY STRATEGY

8 SPORT AND PHYSICAL ACTIVITY DEVELOPING AN ATTRACTIVE AND ACCESSABLE CITY

KEY ACTIONS	MEASURE OF SUCCESS	TIMESCALE	UPDATE
8.1 Develop leisure based ICT systems to promote wider access to sporting opportunities	Strategic alliance with key partners established to produce data set Existing leisure management system e-enabled	2006	<ul style="list-style-type: none"> • Corporate Procurement Process under way with an implementation date set for April 2007.
8.3 Identify opportunities to improve and develop playing pitch provision across the city	Annual review report presented to Culture and Leisure Review Committee Strategic review on provision undertaken and reported to Review Committee in 2006 External funding at 2:1 ratio generated	Annual 2006 On-going	<ul style="list-style-type: none"> • Report on playing pitch plan presented to committee in December 05 which identified additional work to be undertaken. • Revised Playing Pitch Plan will be presented to Review Committee in January 2007 • No new funding to report