



COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE AGENDA

Monday, 25 January 2016 at 1.30 pm at the Bridges Room - Civic Centre

Please be reminded that discussions will take place with representatives from businesses from rural Gateshead from 12.45pm – 1.15pm in the Blaydon Room. This will form part of the evidence gathering for the review of ‘Opportunities to Promote Rural Gateshead’

From the Chief Executive, Jane Robinson

Item	Business
1.	Apologies for Absence
2.	Minutes (Pages 1 - 4) The minutes of the meeting held on 7 December 2015 are attached for approval.
3.	Review of Opportunities to Promote Rural Gateshead - Evidence Gathering (Pages 5 - 12) Report of the Assistant Chief Executive and Strategic Director, Communities and Environment
4.	Case Study - Access to Public Swimming and Swimming Clubs (Pages 13 - 22) Report of the Strategic Director, Communities and Environment
5.	Olympic Legacy - Case Study Update (Pages 23 - 32) Report of the Strategic Director, Communities and Environment
6.	Review of Sustainable Travel - Update Report (Pages 33 - 42) Report of the Strategic Director, Communities and Environment
7.	Review of Annual Work Programme (Pages 43 - 48) Report of the Chief Executive and Strategic Director, Corporate Services and Governance

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Date: 15 January 2016

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COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE 7 DECEMBER 2015

PRESENT: Councillor P Dillon (Chair)

Councillors: P Craig, D Davidson, J Graham, T Graham, F Hindle, M Hood, J McClurey and C McHugh

Also Present: Councillors M Graham and J Wallace

CPL19. APOLOGIES

Apologies for absence were received on behalf of Councillors L Caffrey, B Coates, J Simpson and A Wheeler

CPL20. ANNUAL WORK PROGRAMME

The Committee considered a report that proposed changes to its current work programme.

RESOLVED - That the revisions to the work programme be agreed

CPL21. REVIEW OF OPPORTUNITIES TO PROMOTE RURAL GATESHEAD - EVIDENCE GATHERING

The Committee undertook its third evidence gathering session which focussed on the Angel of the North site and surrounding area.

The Committee were provided with a presentation from Jenny Allinson, Culture Manager and Anna Pepperall, Public Art Curator that informed of:

- The history of the site of the Angel and the development/installation of the Angel
- Possible development opportunities for the site/surrounding area
 - Including opportunities to enhance visitor numbers
 - Funding opportunities
 - Issues which limit development
 - Partnership potential and key stakeholders
- Opportunities to support local businesses and practitioners through merchandising of Angel related products and other 'local wares' on a newly developed site.

It was highlighted that a feasibility study would give an evidence base of what could form potential proposals / opportunities at the site and surrounding area however there is a need to be mindful of issues such as land ownership, existing public rights of way, legal issues etc and how this may impact on opportunities.

The Committee were advised of the potential funding opportunities which could be explored and that the feasibility study would help obtain the evidence necessary to meet any funding criteria.

The Committee were informed that whilst the creator of the Angel of the North holds the copyright for the artwork, the copyright has not been exercised so not to prohibit other artists using the image within their own work. The Committee suggested that the need to have to consult with the artist on possible future development opportunities be looked in to.

It was queried that if a visitor centre were to be located at the Angel of the North site, is there a specific place that this would be situated. The Committee were informed that there may be an opportunity for it to be set back, towards the car park, as the topography and landscaping within this part of the site would be sympathetic to accommodate this. It is however acknowledged that there may be mixed opinions about a centre being located on the site and also whether consideration should be given to other facilities close to the site.

The Committee recommended that where any new possible developments are proposed, an appropriate maintenance/landscaping scheme should be in place. The Committee were satisfied that should a private provider which to invest in the tourism infrastructure there would be controls, such as those through planning permission to protect the area.

The Committee commented that it is felt there has been missed opportunities for the local economy due to there not being any other facilities at the site of the Angel. It was suggested that there could be opportunities to promote volunteering within a visitor centre. There would also be scope to provide a tourist information hub within a visitor centre that would inform of the links to the assets within rural Gateshead.

The Committee commented that they would hope the park and ride facility that will be introduced at Birtley will also link in to the Angel site.

It was suggested that the possibility of other pieces of artwork, similar to the Angel, could be commissioned and placed within different parts of the borough with the aim to attract visitors to different areas to promote more rural parts of the borough.

It was suggested that due to the common characteristics of the sites at the Angel and Gibside in that there is forestry on both sites, there should be greater promotion of this industry along with forestry products in addition to the structures (Angel and Liberty) at each site.

RESOLVED - That the views of the Committee on the evidence presented be noted

CPL22. VISION 2030 AND COUNCIL PLAN – DELIVERY AND PERFORMANCE

Consideration was given to a report that provided the six month assessment of performance for 2015/16 and also an update on the performance and delivery of the Council Plan 2015-2020.

The Committee referred to the percentage of waste that cannot be processed if there are maintenance issues at the recycling plant and queried if there would be opportunities for the plant in neighbouring Northumberland taking the waste in such circumstances. The Committee were advised that this is something which could be explored however it may be complex due to legal contracts associated with the collection and treatment of waste.

Queries were made in relation to the new Morrisons stores and whether any research has been undertaken by the Council to establish if any local businesses have closed due to the introduction of such stores.

The Committee were advised that when any new large store such as Morrisons is considered, a retail impact assessment is undertaken. The new Morrisons store at Blaydon is not competing with local businesses but more the Metrocentre. Whilst it is acknowledged that the Co-op food store (and post office located within it) had closed but other local stores within Blaydon Centre are now doing well. Within Birtley, the Morrisons store is in greater competition with shops in neighbouring Washington.

The Committee suggested that it would be useful to obtain information / talk to local businesses to understand from their point of view of any impact as a result of changes to the local centres.

Reference was made to school solar PV systems and the benefits obtained from this. The Committee were advised that previously, the Council were in a position to be able to invest in such systems. However, since the government's removal of the feed-in tariff, the Council are no longer able to do so but, the occupiers of the building(s) are still benefitting from the systems that are in place.

The Committee advised that it was aware that Small Business Saturday had taken place on 5 December but that that it had not been aware of what promotion had been done for the event. The Committee were informed that advertising had taken place and that the Committee would be updated on the detail.

It was also suggested by the Committee that where car parking charges have been introduced within local centres, could there be scope to remove the charge and limit the amount of time for parking to prevent people parking all day.

RESOLVED – i) That the Committee are satisfied that the activities undertaken during the last six months are achieving the desired outcomes in the Council Plan 2015-2020

ii) That the report be referred to Cabinet on 9 February 2016, along with the comments from the Committee for their consideration

TITLE OF REPORT:	OSC Review – Opportunities to Promote Rural Gateshead – Evidence Gathering
REPORT OF:	Sheila Johnston - Assistant Chief Executive, Paul Dowling, Strategic Director - Communities & Environment.

Summary

This report gives details of the fourth evidence gathering session that will take place on 25 January 2016 and provides some background on the previous sessions that have been held as part of this review. The views of the Committee are sought on the evidence presented and the future plans outlined.

Background

1. Rural communities need a diverse range of local businesses and work opportunities to flourish. The Rural Growth Review outlined that changes in the economy and increased mobility mean that there is a new economic dependency between urban and rural areas.
2. Whilst the economic structure in rural areas is broadly the same as that in urban areas the review outlined some important differences including barriers to growth. These included poor communications; the greater importance of small and medium sized enterprise, the lack of start-up and follow on accommodation and a lack of a suitably qualified workforce in rural areas.
3. It also highlighted a number of comparative advantages, such as sufficient land for businesses to develop and expand and plentiful supplies of natural resources on which key rural industries such as agri-food, tourism and renewable energy depend. It also highlighted the importance of the heritage offer to the growth of the tourism sector. Despite a much smaller rural area than our near neighbours many of the factors outlined in the Rural Growth Review were seen to accurately reflect the position in Gateshead.
4. In 2012, the Government published the new National Planning Policy Framework, which outlined that “Planning policies should support sustainable economic growth in rural areas by taking a positive approach to new development”. Planning strategies should maintain a prosperous rural economy including policies to:
 - Support the sustainable growth of rural businesses;

- Promote the development and diversification of agricultural businesses;
 - Support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres.
5. This approach has clear links to emerging local policy frameworks including the North East LEP's Strategic Economic Plan, Vision 2030, Gateshead Strategic Partnerships Sustainable Communities Strategy, The 2012 -2017 Council Plan and the Local Plan. It also links to the agreed objectives of the North East Combined Authority to enhance economic growth across the LA7 area.
6. In particular, it will examine the approach adopted to deliver the Councils new Rural Economic Strategy and the Creative Gateshead Culture Strategy. The 2015-2020 Rural Economic Strategy has identified the key drivers for economic growth in the rural economy as:
- The need to develop local jobs - particularly tourism jobs – which help reduce high levels of outward commuting;
 - The need to maximise the potential of high quality living environment and a constantly improving broadband infrastructure to support jobs in the creative and digital sector;
 - The significant potential for private sector investment in the tourism infrastructure to create new jobs in new and existing businesses;
 - Opportunities for supply chain development particularly around local food and the role of food in promoting tourism;
 - The need to improve skills levels to support the growth of the rural business base;
 - The unmet demand for business space in rural areas;
 - Ensure sensitive development of cultural and heritage assets through the proposed Land of Oak and Iron Heritage Lottery Fund proposal;
 - Utilise where possible natural assets for local energy production, such as geothermal development.
7. The Gateshead Culture Strategy recognises the joint ambition of the Council and the Gateshead Strategic Partnership to enhance the already existing strong cultural identity in rural areas. The five cultural ambitions include:
- A network of creative hubs and community hubs to drive economic growth and strong, cohesive communities
 - Talent retention and attraction - to build the skills and successes of our residents and the cultural sector
 - A stronger visitor economy in our towns and countryside
 - High profile international cultural and sports events and conferences
 - Strong partnerships

8. Therefore, this review seeks to examine the delivery of services that supports:-
- **Emerging Places** – Review the services that deliver enhanced visitor potential, e.g. tourism activities, (including events,) environmental sustainability, volunteering opportunities etc. It will also explore better use for of key assets for economic purposes such as the Angel of the North.
 - **Business Growth** – Review services that support economic growth in the rural areas examining the potential for new businesses based around key assets. It will also review the partnerships approach to rural economic growth and the potential for new business and visitor accommodation to help improve economic performance

Outcomes of the Review

9. Members will need to consider the longer term outcomes of this review as the evidence sessions progress. However key outcomes will include:
- A better understanding of tourism, marketing and promotion - exploring ways to increase the number of local visitors and overnight stays;
 - A better understanding of local tourism assets - and how these can work together more effectively to enhance the tourism offer;
 - A better understanding of the regional approach to tourism promotion – including opportunities to work together to attract and retain visitors;
 - A better understanding of the local infrastructure including the accommodation offer - outlining key issues and opportunities;
 - Providing a clear direction as to the future of the Angel of the North site, including economic uses and the potential for visitor facilities;
 - Agree an approach to the development of sustainable community hubs which maintain the economic and cultural integrity of rural communities;
 - Explore how key assets can support the growth of tourism businesses and help sustain the wider business base in rural communities;
 - An understanding of the investment needs to support economic growth in rural communities.
10. The first evidence gathering session on September 14th 2015 set the scene for the review. Andrew Marshall, Director of Housing and Economic Growth delivered a slide presentation that outlined the potential for rural economic growth in Gateshead as follows:
- Outlined the context - key national, local and regional policy drivers;
 - Provided a baseline analysis of the tourism economy e.g. visitor numbers, accommodation choices, gaps, issues and investment needs ;
 - Provided details of key assets and attractions – including visitor numbers relating to individual sites and the opportunities for development;
 - Provided details on the current tourism related business base – including gaps and potential opportunities

- Outlined potential opportunities - e.g Angel of the North, Rural Hotel, Community Enterprise Hubs; Economic Tourism;
- Examined how wider partnerships can help improve visitor numbers, for example changes to transport infrastructure, improved signage etc.

Statistical data clearly highlighted both the wealth of opportunities and challenges that lay ahead for the Council and its partners. A timetable for how these opportunities would be explored were laid out for future OSC meetings.

11. The second of four evidence gathering sessions took place on 2 November 2015 at Gibside. The session was split into several parts and is described in more detail below. The session focussed on exploring the development of Gateshead's rural tourism offer:

- 1) **Mick Wilkes, Gibside's Property Manager led a Tour of 'The Branch' Enterprise Development Hub.** The visit highlighted the economic and tourism benefits derived from one of the borough's key cultural assets.

Gibside is one of several enterprise development hubs in the northeast and is striving to help local creative businesses grow. 'The Branch' as it is known offers a variety of facilities – creative units, food production units, business network lounge, hot desk space and small meeting rooms. Councillors were able to see first-hand the facilities and support which is on offer and also meet business users.

- 2) **Mick Wilkes, Presentation**

The focus of the presentation was a case study of rural tourism development and highlighted the work taking place in supporting local businesses that are operating from Gibside, in addition to other diverse activities taking place at the site, including sports programmes delivered by Sport England.

A number of discussion points were raised and addressed:

- Could public transport links to Gibside be improved? It was acknowledged that in comparison to other National Trust sites, the transport links are acceptable. Pedestrian links to the site have been improved but discussions are taking place with Nexus in relation to transport services at the site.
- The Committee queried if there is a high number of visitors that pay per visit and but were informed that 80% of those visiting have a National Trust membership.
- Discussions took place in relation to possible incentives to increase visitor numbers, in particular targeting those residents living in the east of the borough.
- The Committee were informed that the National Trust is currently half way through its second year since introducing direct debit payments for memberships and this has shown an increase of 24% in membership numbers.

- All primary school group visits are free of charge. Entry to the farmers market at the site is also free of charge.

The Committee were informed of the work which is ongoing to restore the original Gibside Hall and of the levels of funding that will be needed to carry out such works. Gibside hope to engage with local groups and carry out a campaign in relation to the aspiration of the site. A project previously undertaken with Northumbria University students explored possible uses for the hall, ideas of which included a botanical garden.

- The Committee welcomed the plans to look at ways of joining up of rural assets within the area and to make them more accessible.
- The Committee queried the wider economic impact of the Gibside site as an employer - it was advised that employees are increasing.
- There has been an increase in the number of people that are interested in volunteering. The Big Lottery fund has also recently allocated funding for two country rangers to work with local schools.

It was recognised that more work is needed to explore ways to attract visitors from within and outside of the borough. Additionally, whilst the majority of engagement work is with primary schools, there is an opportunity to undertake work with secondary schools on a more proactive rather than reactive basis.

3) **Sarah Stewart, Presentation, NewcastleGateshead Initiative (NGI)**

The focus of the presentation was to explore the role of NGI in supporting rural tourism. A SWOT analysis of the current approach to the marketing and promotion of the rural offer was also provided. The presentation explored:

- Approaches to attract Gateshead residents to the rural area.
- Opportunities to attract regional visitors.
- The NGI offer and links to the urban core – including approaches to encourage overnight stays.
- Barriers to attendance.

As part of the work undertaken by NGI a pocket guide has been produced that includes details of ‘things to see in and around NewcastleGateshead’. The Committee highlighted that the guide does not include details of cycling routes and that the guide appears to be aimed more at visitors rather than residents. It was acknowledged that there could be an opportunity to provide this type of information and create a ‘cycling hub’.

It was noted that the majority of information contained within the guide is based around the urban core offer and not a rural offer. It was advised that NGI need to consider rebalancing this. Furthermore, whilst NGI have an ‘app’ that links to the website, the emphasis is again around promoting the urban core.

The committee felt there was opportunity to evaluate the distribution of the guide. It was noted, when information is accessed via the website, it is possible to differentiate who is accessing it - visitors or residents in the borough. NGI

pointed out that the website is frequently used as a 'What's On' information hub for residents.

The Committee recommended that work on how to best use our assets to identify opportunities to promote the rural offer be explored. This should include promotion through service level agreements and also the joining up of assets along the Derwent Valley (linking to the Angel of the North, Land of Oak and Iron, Visitor Centres etc.).

The Committee also suggested that the viability of a rural hotel to support those people visiting the area be explored.

12. The third of four evidence gathering sessions took place on 7 December 2015. The session was split into three parts and is described in more detail below. The session focussed on potential development opportunities at the Angel of the North Site:

- 1) Anna Pepperall, Culture Team Public Art Curator presented on the history of the site and the development/ installation of the Angel.
- 2) Jenny Allinson, Culture Manager discussed development opportunities at the site:
 - Including opportunities to enhance visitor numbers,
 - Funding opportunities,
 - Issues which limit development.
 - Partnership potential and key stakeholders.
- 3) A shared presentation explored opportunities to support local businesses and practitioners through merchandising of Angel related products and other 'local wares' on the newly developed site.

A number of points were raised:

- The Committee were advised of the potential funding opportunities which could be explored and that the feasibility study would help obtain the evidence necessary to meet any funding criteria.
- The Committee raised the need to consult with Antony Gormley and discuss possible future development opportunities at the site.
- The specific location of a potential visitors centre on the site. The Committee were informed that there may be an opportunity for it to be set back, towards the car park, as the topography and landscaping within this part of the site would be sympathetic to accommodate this.
- The Committee recommended that where any new possible developments are proposed, an appropriate maintenance/landscaping scheme should be in place.
- The Committee were satisfied that should a private provider which to invest in the tourism infrastructure there would be controls, such as those through planning permission to protect the area.
- The Committee suggested that there could be opportunities to promote volunteering within a visitor centre. There would also be scope to provide a tourist information hub within a visitor centre that would inform of the links to the assets within rural Gateshead.

- The Committee commented that they would hope the park and ride facility that will be introduced at Birtley will also link in to the Angel site.
- It was suggested that the possibility of other pieces of artwork, similar to the Angel, could be commissioned and placed within different parts of the borough with the aim to attract visitors to different areas to promote more rural parts of the borough.
- It was suggested that due to the common characteristics of the sites at the Angel and Gibside in that there is forestry on both sites, there should be greater promotion of this industry along with forestry products in addition to the structures (Angel and Liberty) at each site.

Purpose of this session

25 January 2016

13. This is the last of four evidence gathering sessions for this review and will seek the views of academia and local businesses as to the issues which may impact on the future economic growth potential of rural Gateshead.
14. Members will have the opportunity to ascertain the views of local businesses during a Rural Business Panel, which has been arranged for 12.45pm – 1.15pm on 25 January. This date has been chosen to correspond with the full OSC meeting which begins at 1.30pm.
15. During the main body of the OSC meeting Dr Carmen Hubbard (Research Manager, Senior Research Associate) from the Centre for the Rural Economy at Newcastle University will contribute to the debate by presenting the key issues which impact on economic growth nationally, regionally and locally.
16. When considering the evidence outlined above the Committee may wish to refer back to the original scoping report that indicated the review would focus on the following:
 - The need to develop local jobs - particularly tourism jobs;
 - The significant potential for private sector investment in the tourism infrastructure to support job creation in new and existing businesses;
 - The need to enhance tourism promotion to compete effectively within the area, but also to work collaboratively to compete with other regions;
 - Opportunities for supply chain development particularly around local food and the role of food in promoting tourism;
 - The need to improve skills levels to support tourism development, but also the wider business base;
 - The need for a strong to network of creative community hubs to drive economic growth and strong, cohesive communities
 - A stronger visitor economy in our towns and countryside;

17. Gateshead's Rural Economic Strategy (2015-2020) outlines the key issues facing the rural area. However, members may wish to consider the following in the context of the discussion:-

- Along with much of the North East, rural Gateshead has an ageing population. A smaller proportion of young people will impact on the size of the future workforce.
- There is a lack of good quality affordable business space, with a high proportion of people working from home.
- Given the distance from some markets levels of entrepreneurship are good.
- Almost all premises can access a fixed line broadband connection although broadband speeds vary widely and slow broadband speeds can be an issue in some areas.
- Tourism assets are under developed – regional collaboration is limited.
- A high proportion of the 20,000 residents who work, commute to higher wage, professional occupations across the region.
- Around 30% of the rural population have no qualification, which limits work options and contributes to economic exclusion.
- Living in rural areas costs more than urban locations. Whilst average income is above the Gateshead average it is well below the GB average.
- The 16-24 age group has seen the biggest increase in benefit claimants in the decade to 2014, Winlaton and High Spennings saw a 200% increase , whilst the communities around Blackhall Mill saw a 60% increase.

18. Following this, the last evidence gathering session for the review, an interim report outlining the key findings arising from the review process which will be presented to the committee at its meeting on 7 March 2016. A final report and detailed Action Plan will be brought to the meeting of 18 April 2016 for approval. The Action Plan will then be implemented throughout the next 12 months with regular progress updates being brought to the committee for information and comment.

Recommendation

14. It is recommended that the Committee:

- Considers what further actions are needed to support business growth in rural communities

Contact: Andrew Marshall/ Lindsay Murray

Ext(s): 3422/2794

TITLE OF REPORT: Case Study - Public Swimming and Swimming Clubs
REPORT OF: Paul Dowling, Strategic Director, Communities & Environment

Summary

The purpose of this is to consider the wider issues of public access to swimming, including its value in public health terms and funding.

Background

- 1.0 On 2 June 2015 Cabinet agreed (minute C5) to the arranging of a Policy Advisory Group, open to all councillors, to consider the wider issue of public access to swimming. This will include its value in public health terms and its funding, and whether this should form the basis of a review/case study to be undertaken by the Communities and Place Overview and Scrutiny Committee, with a report back to Cabinet.
- 1.1 On 23 October a Policy Advisory Group considered a report and recommended that the Communities and Place Overview and Scrutiny Committee review this case study, with a report back to Cabinet (minutes of the Advisory Group attached at Appendix 1).

Issues the OSC might want to consider:

National Picture

- 2.0 Councils are the biggest public spenders on community sport, spending some £925 million per year (excluding capital spend) on the leisure centres, swimming pools and open spaces, where the majority of this country's nine million grass roots enthusiasts play sport. However this spend has gone down by £400m since 2009.
- 2.1 According to Sport England's Active People Survey, between October 2013 and October 2014, 125,100 fewer people nationally did some kind of sport once a week for 30 minutes, bringing the overall number down from 15.7 million to 15.6 million. But swimming, the country's most popular sport with over 2.6 million people taking part weekly, has seen a much bigger drop of 245,000 nationally in the same period.
- 2.2 The Active People Survey 9 Q2 results published by Sport England, June 2015, indicate that participation rates in swimming (the country's most popular sport) are continuing to decline with 144,200 fewer people taking to the pool in the last six months and 390,700 in the last year. The statistics, which covers the six month period from October 2014 to March 2015, show 15.5 million people did some kind of sport once a week, every week – 222,000 fewer than

six months ago. This reflects the importance of swimming to national physical activity participation rates.

Local Picture

- 3.0 In Gateshead, swimming is the top participatory sport for those aged 14yrs plus with over 21,000 (13% - higher percentage than both national and regional data) people taking part at least once per week (Sport England's Active People Survey 8).
- 3.1 According to the Active People Survey, approximately 13,000 more Gateshead residents (aged 16years plus) wish to do more swimming activity as part of their lifestyle. Between April 2014 and March 2015, over 335,000 swimming attendances across all of the Council's leisure facilities were recorded. With these figures in mind, swimming is a major contributor to physical activity levels in Gateshead, and to the positive health and wellbeing of residents.
- 3.2 Swimming is also recognised as a vital life skill as well as a form of sport and physical activity and over 2000 primary school children visit swimming pools each week to learn to swim, resulting in over 85,000 visits per year. Approximately 50% achieve the current Key Stage 2 target of swimming 25 metres unaided, which is below the 2015 national average (55%) reported by the ASA.

Learn to Swim Programme

- 4.0 The Council delivers a learn to swim programme following the Amateur Swimming Association's (ASA) Learn to Swim Framework. The framework consists of the following;
- a) Foundation Framework – Aimed at babies/toddlers and parents
 - b) Learn to Swim Pathway model (Stage 1-7) – the all-inclusive programme which takes the non-swimmer from his or her first splash to developing confidence and competence in the water. Individuals are able to complete a number of tasks such as swim 100 metres, utilising varying techniques.
 - c) Aqua skills framework – The ASA Aquatic Skills Framework (Stages 8-10) is the section of the learn to swim pathway that follows on from Stages 1-7. This includes specialist elements such as Competitive Swimming, Diving, Water Polo, Rookie Lifesaving, Snorkelling and Synchronised Swimming.
 - d) Adult Swimming framework – The adult framework is an adapted version of stages 1-7 referenced above.

- 4.1 The Council currently provides access to the Foundation stage and Stages 1-7 of the ASA's Learn to Swim pathway, with 2600 children attending each week resulting in over 130,000 attendances annually. An adult learn to swim programme was recently trialled in the summer which proved successful and is likely to be further developed. Nationally, adult lesson numbers are approximately 20% of junior programme numbers, giving Gateshead the potential to have approximately 500+ adults in a learn to swim programme.
- 4.2 Individuals wishing to access Stages 8-10 (Aquatic Skills) are signposted to relevant swimming clubs.
- 4.3 Swimming Clubs, however also deliver Stages 1-7 in Gateshead, which in comparison, is not something which is replicated across most Tyne & Wear local authorities. Many local authorities and swimming pool providers are moving towards a model in which the pool provider delivers swimming lessons, to allow clubs to focus purely on 'aquatic skills' from Stage 8 onwards.

Swimming Clubs in Gateshead

- 5.0 There are currently seven swimming clubs in Gateshead, Gateshead & Whickham ASC, Blaydon ASC, Birtley, Tyneside Sub Aqua, Gateshead Synchronised Swimming Club and Ryton Triathlon Club, Gateshead Kestrels Swimming Club, with a combined membership of 652 people (501 in 2011).
- 5.1 These clubs are currently supported by the Council through the Gateshead Aquatics Development Group which has representation from clubs, the amateur swimming association and Council Officers.
- 5.2 On the 2nd June Cabinet approved (minute number C5) the increase in fees and charges for swimming clubs. This could have a longer term impact of the viability of such clubs, and the Council are currently working with the clubs to consider a longer term sustainable model.

Public Health and Obesity

- 6.0 In Gateshead, we have particularly high rates of both adults and children that are overweight and obese. Many people have a poor diet with low levels of physical activity and high alcohol consumption.
- 6.1 The evidence base for obesity doesn't lend itself to a specific delivery system but instead identifies a range of factors that contribute to obesity at a population level. Consequently obesity cannot be effectively tackled by one discipline or approach and as such local authorities are ideally placed to develop coordinated action to tackle obesity across its various departments, services and partner organisations. Physical activity is one factor that can contribute to reducing obesity levels.

Swimming and Health

- 7.0 Regular physical activity reduces the risk of coronary heart disease, stroke, type 2 diabetes, cancer, obesity, dementia, mental health problems and musculoskeletal conditions. It is recommended that adults should do at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more every week. Children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes every day. (UK Physical Activity Guidelines, Dept for Health, 2011)
- 7.1 The Amateur Swimming Associations strategy 'Swimming – Taking the plunge for a fitter lifestyle, 2014' clearly identifies the role of swimming in society and achieving public health outcomes, such as increasing physical activity and maintaining a healthy weight. The strategy also highlights the benefits of aquatic activities to those with mobility problems and the NHS Choices, website recommends swimming as an ideal activity for post-natal women.
- 7.2 A report by Intelligent Health 'Physical Activity & Long Term Conditions A guide for GP's' 2012, specifically recommends swimming as a physical activity to support those with Cancer, Osteoarthritis, lower back pain, and cardiovascular disease.
- 7.3 The ASA, also report that there are significant benefits to swimming for babies as it improves coordination and balance, by enhancing muscle development, and ultimately develops water confidence.
- 7.4 This report provides an overview of the current position with regards to swimming and clubs, from a national and local perspective which will help members consider the role of swimming.

Future challenges the OSC may wish to consider

8.0 The OSC may wish to take into account the following challenges and issues:

- Swimming is on the decline on a national and local basis, however there is a demand for swimming in Gateshead, with at least 13,000 more adults wishing to participate in Gateshead.
- The health benefits of physical activity and swimming are significant and well documented within the report.

Future Implications

9.0 The following implications should be considered by the OSC:

- The role of swimming clubs in delivering 'learn to swim' programmes alongside Council provision and the potential of clubs focusing purely on coaching.

Recommendations

10.0 The views of the OSC are sought on:-

- The role of the local authority and clubs in delivering learn to swim programmes and
- The wider issue of public access to swimming, including its value in public health terms and its funding.

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Policy Advisory Group – 23 October 2015

Report to Cabinet

Purpose of the Meeting

The purpose of the Advisory Group was to consider the wider issue of public access to swimming, including its value in public health terms and its funding.

The Advisory Group were informed that the Council has invested significantly in the refurbishment of its leisure stock however the Council's current budget proposals are to reduce the leisure budget further. The Council are on track to achieve the savings through various means that include:

- Transfer of responsibility to community groups – Dunston Activity Centre and Gateshead Indoor Bowling Centre
- Operational changes in some centres
- Reduced management
- Increase in charges

The Group were informed that as part of the Leisure review being undertaken work will take place to look at business models and how to maximise income.

Summary of Advice

- The Group noted that there has been a significant decline in swimming since 2012 within Gateshead, but that this follows a national picture. The Group were informed that currently there are 21,000 adults participating locally in swimming on a weekly basis but that 13,000 more wished to take part (results taken from Sport England's Active People Survey)
- The Group considered that there were discrepancies in the results of the sports participation survey, in particular the number of people who indicated their desire to participate in swimming and the numbers of those actually participating.
- It was recommended that further analysis of this information be undertaken. It was requested that information be captured, where possible, to identify the reasons of the issues that prevent people from swimming, and also link this to national research.
- The Group queried the school uptake of swimming and were informed that there is a target that all key stage 2 children are able to swim 25metres. The Group noted that all Schools in Gateshead send children to swimming lessons in Gateshead pools, but also that the Council is working with the Amateur Swimming Association to target all schools to sign up to a new School Swimming Charter.
- The Group were informed that the Council has increased charges for swimming clubs but that the Council does still subsidise their use. Work is taking place with six swimming clubs to identify a sustainable business model for the future. The Group referred to the swimming clubs and commented that the subsidy they receive

may be benefitting children who may not live within the borough. The Group suggested that the Swimming Clubs use of the swimming pools be subsidised by the clubs themselves and possibly the families of the members of the clubs. It was however noted that through sustainable delivery models, the Council may reduce the subsidy currently provided to swimming clubs.

- The importance of local schools having greater access to swimming pools was highlighted as the Group consider there is a need for all children to gain confidence within the water.
- The Group supported the possibility of additional swimming lessons for school children and maximising the use of the pools.
- The Group acknowledged that currently there are not enough swimming teachers to be able to meet a proposed increase in lessons and requested that the possibility of apprenticeship placements in this area also be explored. The Group also noted that there are differences in the current salary of swimming instructors at the Council compared to private providers and swimming club instructors.
- The Group advised that there are varying accounts of activities/lessons which take place across each swimming pool, for example those that work with children with varying degrees of special needs, and it would be useful to have an understanding of what takes place at all swimming pools.
- The Group queried the number of users of the pools that live outside of the borough. It was noted that at present this information can only be captured if a user has a GO Membership. Similarly if a person is a casual swimmer there is no information available to show whether or not they live in or outside of the borough.
- The Group acknowledged that the free swimming initiative within Gateshead (2009-10) was very successful, in particular reaching over 3000 young people, but that as the scheme was withdrawn after a short period of time, there was little opportunity to be able to review its impact.
- Discussions took place with regard to maximising income through marketing. It was suggested that advertising methods be explored. One option could be to advertise on the back of bus tickets, offering a percentage reduction of a swim on production of the ticket at a swimming pool.
- Where centres have additional features such as the flow rider, used frequently for parties, the Group suggested that there may be scope to create a more tailored party experience and that this should be explored.
- It was also suggested that there could be greater advertising through the use of social media, in particular to reach young people.
- The Group queried if there would be scope to have 'one stop shop' facilities at swimming pools for residents to be able to access 'other council services.
- The Group highlighted the importance of the correct IT systems to be put in place so that relevant information can be captured.

- Overall, the Group recognise that that there is potential to do more in all of the swimming pools and recommended that access to swimming should form the basis of a review/case study to be undertaken by the Communities and Place Overview and Scrutiny Committee.

Chair: Councillor J Green

Members Present: Councillors M Brain, S Green, M Hood, J McElroy, J Simpson and L Twist

Officers Present: Lindsay Murray – Communities and Environment
Chris Strong – Communities and Environment
Karen Robson - Corporate Services and Governance

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TITLE OF REPORT: Case Study Update on the London 2012 Olympic & Paralympic Games legacy in Gateshead

REPORT OF: Paul Dowling, Strategic Director, Communities & Environment

Summary

The purpose of this report is to provide a final update to OSC regarding the review of the legacy impact of the London 2012 Olympic and Paralympic Games in Gateshead. This final report is designed to update members on the current sport and physical activity participation levels in Gateshead, and the direction of travel of sport from a national perspective.

Background

1.0 The Communities and Place OSC agreed as part of its annual work programme in April 2013, to include a case study on the legacy of the London 2012 Olympic and Paralympic Games. A report was presented in November 2014 to OSC which included:

- The physical activity levels of adults in Gateshead, both pre and post London 2012, based on Sport England's Active People Survey 8 which indicated that participation levels were similar to those in 2005/06 when London won the rights to host the London 2012 Olympic & Paralympic Games, however more recent years had shown a slight declining trend.
- The significant investment Gateshead had received from the Places, People, Play initiative and the impact at a local level, as a legacy from London 2012.
- The views of two local sports clubs (Tyne United Rowing Club and Gateshead Victoria Boxing Club, based at Brandling Community Centre) and how they have benefitted significantly from the legacy of London 2012 through grants and support from Gateshead Council.
- The programmes and initiatives aimed at increasing participation levels in Gateshead, supported or funded by Gateshead Council.

Issues the OSC might want to consider:

Active People Survey 9 2015

2.0 The Active People Survey, carried out by Sport England is the largest survey of sport and active recreation ever carried out in Europe. Since 2005/06, the findings have become an invaluable resource for the sports sector.

- 2.1 The recent survey (Active People Survey 9) results published in December 2015 indicate that;
- 2.2 26.4% of adults in Gateshead (16yrs plus) take part in 1 x 30 minutes per week. This indicates that levels of participation have decreased significantly by 5.4% since the last survey results 2014, and by 5.6% since the first survey in 2005/06.
- 2.3 23.1% of adults (16yrs plus) in Gateshead take part in 3 x 30 minutes of activity per week, The results indicate a slight decrease of 1.1% from the Active People Survey 8 results from October 2014, however still remains a significant increase (5.1%) since the first survey in 2005/06.
- 2.4 27.1% of those aged 14 years plus in Gateshead take part in at least 30 minutes of activity per week, compared to 36.8% from the first year of data collection in 2012, highlighting a significant decrease of 9.7%.
- 2.5 In comparison, Appendix 1 suggests that, although the North East and National averages indicate slight increases in participation since 2005/06, it is very clear that since 2012, participation levels are declining.

Sporting Future: A new Strategy for an Active Nation

- 3.0 The Department for Culture, Media & Sport (DCMS) released its first government strategy for sport in more than a decade in December 2015. The strategy has 5 key outcomes:
 - Physical Wellbeing
 - Mental Wellbeing
 - Individual Development
 - Social and Community Development
 - Economic Development
- 3.1 Funding will be distributed to focus on people who do not tend to take part in sport, including women and girls, disabled people, those in lower socio economic groups and older people. Sport England's remit is being broadened to become responsible for sport outside of school from the age of 5 rather than the current age of 14.
- 3.2 The policy will better reflect the value of broader engagement in sport, including volunteering and experiencing live sport.
- 3.3 The new strategy states that 'Local Authorities will have an important leadership role to play, bringing schools, voluntary sports clubs, National Governing Bodies , health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system. Local Authorities have and will continue to have, an absolutely crucial role to play in delivering sport and physical activity opportunities'

- 3.4 Appendix 2 provides an overview of some of the other key points released within the strategy.
- 3.5 In response to this, Sport England, will produce their new Sport Strategy in March 2016, which will provide direction of how the DCMS strategy will be implemented on the ground, including the funding streams available to support.

Future challenges the OSC may wish to consider

3.0 The OSC may wish to take into account the following challenge and issue:

- The recent Active People Survey results in section 2 of the report suggest that whilst those individuals are active are becoming more active, the potential number of 'inactive' people in Gateshead is increasing.

Future Implications

4.0 The following implications should be considered by the OSC:

4.1 According to the UK Active's report (Turning the Tide of Physical inactivity, 2014) the following is required to address inactivity;

- Sustained, strategic action which requires a long term commitment,
- A cross-departmental and partnership approach which involves many stakeholders at a local level.
- Targeting the least active, as the health gains for the least active are greater than those who are more physically active.

4.2 The need to continue to support the sporting networks and infrastructure in Gateshead, such as the current 18 sport development partnerships, to ensure that capacity building in local communities and sports clubs continues to lever in and maximize resources.

4.3 The development of the new Integrated Wellness Model will aim to provide a community development approach to improving health and wellbeing, and will provide support to encourage residents to lead an active and healthy lifestyle.

Financial Implications

5.0 The OSC is asked to consider the following future financial implications;

- The need to continue to maximise the opportunity to secure external investment from initiatives such as Sport England and other funding bodies.

- Budget pressures facing the Council and the reliance on short term externally funded programmes; and the impact this could have on delivering Vision 2030 and the Council's Culture Strategy.
- Ensure cross-departmental and cross-sector partnership working in the utilisation of resources for sport and physical activity to ensure effective and sustainable approaches.
- The need to maximise the resources available within the Council to work with other partners to effectively build upon success to date and secure future funding opportunities for Gateshead.

Recommendations

6.0 The views of the OSC are sought on:-

- The current physical activity levels in Gateshead,
- The new DCMS strategy and the potential leadership role of the local authority to increase physical activity levels.

Contact: Lindsay Murray

ext: 2794

Appendix 1

Percentage of adults taking part in at least 30 minutes of moderate activity per week. Source: Sport England Active People Survey

Area name	APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct)		APS4 (Oct 2009-Oct)		APS5 (Oct 2010 - Oct)		APS6 (Oct 2011 - Oct)		APS7 (Oct 2012 - Oct)		APS8 (Oct 2013 - Oct)		APS9 Oct 2014 - Oct 2015)			
	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	Statistically significant change from APS 1	% change from APS 1
NORTH EAST																				
Darlington	32.3%	1,028	37.2%	502	33.7%	501	33.6%	499	39.3%	498	34.0%	491	35.2%	500	33.4%	500	37.5%	514	Increase	5.2%
Hartlepool	30.4%	1,000	36.9%	502	34.7%	501	31.0%	511	33.8%	500	36.4%	509	33.0%	501	27.4%	497	36.1%	515	Increase	5.7%
Middlesbrough	32.2%	1,001	33.1%	505	32.7%	502	37.1%	504	33.7%	502	35.0%	487	33.6%	500	35.3%	498	31.5%	515	No change	-0.7%
Redcar and Cleveland	30.7%	1,037	35.7%	511	34.2%	500	35.7%	500	34.1%	503	36.7%	509	35.6%	500	30.5%	502	31.5%	512	No change	0.8%
Stockton-on-Tees	37.1%	1,016	40.0%	510	36.2%	508	41.7%	508	36.1%	501	39.3%	514	37.0%	500	38.1%	500	28.6%	524	Decrease	-8.5%
Gateshead	32.0%	1,036	38.3%	506	33.8%	1,001	32.0%	1,009	30.8%	1,001	39.6%	506	37.4%	506	31.5%	501	26.4%	517	Decrease	-5.6%
Newcastle upon Tyne	36.6%	1,010	35.2%	506	41.5%	500	34.7%	1,012	33.2%	503	38.0%	473	37.0%	501	37.7%	500	37.8%	520	No change	1.2%
North Tyneside	33.7%	1,005	32.6%	500	39.0%	501	38.1%	501	33.8%	500	38.2%	530	37.0%	504	43.3%	502	35.1%	523	No change	1.4%
South Tyneside	31.9%	1,001	32.9%	518	32.7%	502	33.4%	503	31.1%	502	32.9%	507	31.1%	502	31.3%	501	35.3%	527	No change	3.4%
Sunderland	32.3%	1,015	29.1%	504	34.0%	506	39.6%	517	29.6%	502	32.5%	471	34.2%	500	34.8%	503	30.7%	521	No change	-1.6%
County Durham	31.8%	7,075	33.8%	4,051	34.2%	3,522	33.8%	3,533	36.1%	502	35.5%	485	35.8%	501	31.8%	500	32.1%	550	No change	0.3%
Northumberland	32.3%	6,073	37.0%	3,541	35.3%	3,019	36.3%	3,047	31.8%	500	35.1%	489	33.1%	500	31.1%	497	35.8%	525	No change	3.5%
County Durham Sport	31.8%	7,075	33.8%	4,051	34.2%	3,522	33.8%	3,533	36.1%	502	35.5%	485	35.8%	501	31.8%	500	32.1%	550	No change	0.2%
Northumberland Sport	32.3%	6,073	37.0%	3,541	35.3%	3,019	36.3%	3,047	31.8%	500	35.1%	489	33.1%	500	31.1%	497	35.8%	525	No change	3.4%
Tees Valley Sport	33.1%	5,082	36.8%	2,530	34.4%	2,512	36.8%	2,522	35.3%	2,504	36.6%	2,510	35.2%	2,501	33.7%	2,497	32.3%	2,580	No change	-0.8%
Tyne & Wear Sport	33.5%	5,067	33.4%	2,534	36.6%	3,010	35.9%	3,542	31.7%	3,008	36.2%	2,487	35.6%	2,513	36.0%	2,507	33.2%	2,608	No change	-0.3%
North East England	32.9%	23,297	34.8%	12,656	35.4%	12,063	35.8%	12,644	33.5%	6,514	36.0%	5,971	35.2%	6,015	34.0%	6,001	33.1%	6,263	No change	0.1%
England	34.6%	363,724	36.6%	191,324	36.5%	193,947	36.2%	188,354	35.6%	166,805	36.9%	163,420	36.6%	163,099	36.1%	164,096	35.8%	169,010	Increase	1.2%
NOTES:																				
This indicator is about: 1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)																				
Please note that the latest results now include:																				
Moderate intensity participation in a full range of keepfit classes amongst people aged 16-65 years (previously for some keepfit classes, results had only included participation amongst people aged 65 years or over)																				
Moderate intensity participation in bowls and croquet (previously participation in these activities had only been included for people aged 65 years or over)																				
All recreational cycling (previously infrequent recreational cycling - less than once a week - had not been included)																				
For comparison purposes, these changes have been consistently applied to results for the entire time series.																				

Key points taken from the DCMS strategy; **Sporting Future: A new Strategy for an Active Nation**

- 1) Funding changing away from how many people play sport but how sport can have a meaningful and measurable impact on improving people's lives.
- 2) Sport England remit to engage with youngster to lower from 14 year olds up to 5 year olds up
- 3) Working with and sharing UK sport expertise with governing bodies of non Olympic sports
- 4) Active people survey replaced with Active lives – focus on how active people are rather than how often they take part in sport. The new arrangements will run in parallel with Active People for 12 months to enable a smooth transition, and then Active People will stop.
- 5) New governance code mandatory for all sports bodies receiving public funding from 2017
- 6) 5 fundamental outcomes at heart of new strategy: physical health, mental health, individual development, social and community development and economic development.
- 7) Sports Business Council created to develop a new business strategy that helps support growth, improve access to finance and develop skills in the Sport Sector.
- 8) Working agreement across all Whitehall departments to work together
- 9) formal annual progress report to Parliament and a cross government ministerial group which will meet regularly to drive implementation.
- 10) Local authorities are the biggest public sector investor in sport and physical activity, spending over £1bn per year, excluding capital spend². Their understanding of communities enables them to target opportunities and encourage mass participation.
- 11) The opportunities to realise the multiple benefits that can be achieved for communities by investing in green spaces and routes as venues for sport and healthy activity should be considered whenever they arise.
- 12) Sport England will, following a competitive bidding round, pilot focusing significant resources, including intensive staff input, to support development and implementation of local physical activity strategies in a number of selected geographic areas. (to be outlined in Sport England 2016 strategy)
- 13) Government will commission an independent review of the role played by CSPs in the delivery of sport at the local level, which will also consider the impact that new

structures in local government created through devolution deals have on local delivery of sport and physical activity. This review will be completed by autumn 2016 to complement Sport England's new strategy.

14) 'Sport Cabinet' to be re-established. It will bring together the four sports ministers who represent Scotland, Wales, Northern Ireland and both England and the UK as a whole.

15) The sector must also adapt to suit how people want to engage in sport and physical activity.

16) Developers who have capitalised on ways for users to capture and share their data through apps or wearable technology have also seen success in attracting new participants. Similarly many organisations have used the power of social media to effectively engage new and existing participants. However, where organisations or sports have failed to understand what customers want and need, the number of people taking part has fallen.

17) Government is open to Sport England setting targets of a step-change in engagement by 2020 in those areas of the country or key population groups on which it focuses significant resource.

18) In future government will, via Sport England, support work designed to get more people from under-represented groups engaging in sport and physical activity. Wherever possible, this focus on under-represented groups will run through all Sport England funding.

19) We will track levels of engagement in outdoors activity through the new Active Lives survey and explore how to enhance the compatibility of data from Active Lives and the Monitor of Engagement with the Natural Environment (MENE) to deepen understanding of behaviours.

20) Responsibility for the Adventure Activities Licensing Authority (AALA) is likely to move from the Department for Work and Pensions (DWP) to DCMS and the organisation will be reformed to make its focus the active encouragement of greater levels of outdoor activity, beyond simply its licensing.

21) All organisations that receive funding from Sport England will be required to make data which is relevant to getting more people involved in sport and physical activity publicly available in an agreed format. This may include (but is not limited to) data on the location and availability of facilities, coaches and clubs. Sport England should set and own clear data standards to support this work. Sport England will set out how this will be achieved in their new strategy.

22) Sport England will include a target for the percentage of inactive people that organisations and programmes should be engaging

23) Government will sign up to a dedicated Workplace Challenge for the Civil Service operated by the CSPN, starting in early 2016

- 24) Sport England and PHE will work together to lead message development and marketing activity to create a compelling environment that encourages everybody, especially people in under-represented groups, to meet the Chief Medical Officers' guidelines on physical activity.
- 25) 45% of 7-11 year olds cannot swim 25 metres
- 26) Government will establish a working group to advise on how to ensure no child leaves school unable to meet a minimum standard of capability and confidence in swimming, including disabled young people and those with Special Educational Needs.
- 27) DCMS, DfT and DfE will work with others to explore how to ensure that all children have the opportunity to learn to ride a bike, through the Bikeability cycle training programme.
- 28) School Games to be assessed on effectiveness and future priorities
- 29) Sport England to develop a new coaching plan by early 2016
- 30) Sport England will support the CIMSPA, in developing and implementing a set of standards for all sport and exercise professionals starting in January 2016.
- 31) New volunteering strategy to be published for sport and physical activity in 2016.
- 32) Volunteering opportunities, including online, could be clearer. Sport England to work with other agencies to improve access and opportunities available
- 33) Sport England, UK Sport and NGBs will work together to reward existing / regular volunteers with 'gold ticket' opportunities to volunteer at major events.
- 34) Government will enable the Sports Grounds Safety Authority (SGSA) to take on a more formal role in helping sport grounds reach the required standards for accessibility.
- 35) Government will work with the football authorities to ensure that all clubs meet their legal obligations under the Equality Act 2010 to provide reasonable adjustments to accommodate disabled spectators attending matches.
- 36) Government is not persuaded to re-introduce standing accommodation in grounds covered by the all-seater requirement. Government to monitor.
- 37) Government encourages as many NGBs and other rights holders as possible to sign up to the accessibility principle of the SRA's Voluntary Code of Conduct on the Broadcasting of Major Sporting Events.
- 38) Government will ensure that the concerns raised in the consultation on the role of the BBC in making sport available to the viewing public are reflected in the BBC Charter Review process.

39) Government has extended the guarantee funding for Team GB and ParalympicsGB to Tokyo 2020.

40) Sport England will review its commercial framework in 2016 to ensure it supports sports that may have strong domestic leagues but are not currently profitable and need additional help making them more commercially attractive and therefore more financially sustainable.

41) UK Sport will, working with the Home Nations' Sports Councils, the UK Government and the devolved administrations, develop a UK-wide strategy for so-called 'mega-events' where financially viable, by September 2016.

42) Sport England to establish a scheme to support English bids for major sporting events, where financially viable

43) Government will support new sports in the UK, in particular through greater links with the US National Football League, the National Basketball Association and Major League Baseball, with the aspiration that a new franchise might one day be based here.

44) To reduce the over-reliance of some organisations on the public sector and move them to a more sustainable mixed funding model, Sport England and UK Sport will together set targets for and support organisations in (a) reducing the percentage of income that the organisations they fund receive from a single public sector source and (b) increasing the overall level of non-public investment they receive.

45) Sport England and UK Sport to work with organisations they fund to agree plans to make back office and efficiency savings where appropriate, and consider moves to shared service models

46) Government to launch a consultation at Budget 2016 on how to expand support that can be given to grassroots sport through the corporation tax system and will also undertake a cost/benefit analysis for some of the tax proposals suggested.

47) Government will encourage the Premier League to ensure that its investment is aligned to the overall outcomes set out in this strategy

48) Establishment of a Social Impact Fund for investment into sport, pooling public, philanthropic and commercial capital. Potentially also looking at ways of enabling local communities to invest into their local sports facilities using models like community shares and crowdfunding.

49) Government to work with Sport England to engage with the sport sector to upskill them in taking on social finance opportunities.

50) In assessing applications for all major capital investments in future, Sport England will include a presumption in favour of co-location of services (including health and education) wherever possible.

51) Future large scale infrastructure investment through Sport England will operate on an assumption of multi-sport solutions, unless that can clearly be shown to offer poor value for money or there is no demand. Only if this is the case will Sport England fund single sport infrastructure projects.

52) Sport England will work with the industry to develop a single customer-facing quality standard for sports facilities. This will be in place by the end of 2016.

53) Investment in artificial football pitches in 30 cities across England by 2020.

54) In early 2016, Sport England will re-issue an updated more user-friendly version of its Procurement and Leisure Contract Toolkit to support greater consistency within the sector and embed the health and social outcomes of this strategy into public leisure contracts.

55) All organisations in receipt of public funding will be expected to carry out a regular staff survey (including their volunteers) at least once a year and: a) act on the results internally making clear to their employees and volunteers how they are doing so; and b) make topline data available to Sport England to collate the results and build up a better picture of the sport workforce.

56) Sport England will develop a new Sports Leadership Scheme as part of its new workforce strategy, to provide high quality professional development for future leaders in sport (at both national and community level).

57) Sport England and UK Sport will work together to tackle the lack of diversity in senior positions across the sport sector, working with expert organisations to break down barriers in the recruitment and advertisement of roles. Sport England will also place equal emphasis on the support for LGB&T people in sport as it does for other characteristics protected by the Equality Act 2010.

58) Government expects large organisations in the sport sector, such as leisure centre operators, to utilise apprenticeships as a key element of their workforce strategies. Smaller organisations that are in receipt of public funding, regardless of whether they are required to pay the apprenticeship levy, should have at least one apprentice at all times.

59) Government will establish an Independent Working Group on a new Duty of Care for participants in sport.

60) New sets of Key performance indicators to be outlined.

TITLE OF REPORT: Progress Report - Review of Sustainable Travel

REPORT OF: Paul Dowling, Strategic Director, Development and Enterprise

SUMMARY

This report provides a summary update on the actions arising from the Sustainable Communities Place Review of Sustainable Travel.

Purpose of the Report

1. To highlight progress on the implementation of the Sustainable Communities Place Overview and Scrutiny Committee review of Sustainable Travel and to seek the Committee's views on progress to date and future planned actions.

Background

2. How people are able to move around in their daily lives is a central, yet often overlooked, element of the prosperity, environment and wellbeing of any area. While contributing across many themes of Vision 2030, transport has a particular role to play in the delivery of the Sustainable Gateshead Big Idea. With this in mind, on 18 June 2012, OSC agreed that the remit of the review would focus on some of the key directions provided by Vision 2030:
 - The use of cleaner fuels as a way to improve and protect the local environment.
 - Existing initiatives that improve conditions for, and to encourage people to make more trips by walking, cycling and public transport.
 - Innovations in the way we support and promote sustainable travel to schools and employment across the area that will be funded through the Government's Local Sustainable Transport Fund (LSTF).
3. The review was completed in April 2013 and Cabinet agreed the Committee's recommendations on 25th June 2013. Three reports outlining progress made against the recommendations were considered by the Committee on 16th September 2013, 31st March 2014 and 26th January 2015. At the most recent of those meetings the Committee resolved to receive a further progress report.

What has happened since completion of the review?

4. Progress against each of the recommendations is presented below:

The committee acknowledges the work already being undertaken by the Council and Partners.

5. This action focussed on the opportunity to learn from the work of Partners and particularly the work on travel planning developing as part of the Go Smarter to Work (GSW) initiative funded through the LSTF.
6. Go Smarter to Work initially focussed on the A1 corridor and aims to reduce car use for commuters. It was subsequently extended to sites alongside the A19 corridor (March 2015-March 2016). The programme continues to focus on business engagement at key employment centres; within Gateshead these are the original sites of Team Valley, Metrocentre, Gateshead Town Centre and Quays, and the programme was extended to Birtley and Blaydon in October 2015. The nature of engagement is promotion and facilitation of sustainable travel amongst businesses and organisations within the specified employment areas. Initial travel surveys identify which measures from the GSW Toolkit respondents are eligible to receive, such as trial public transport ticketing and eco-driver training for car users, and training initiatives to encourage cycling and walking.
7. A programme of contacting businesses to discuss the GSW offer was started in July 2013. Each employer undertakes an inception meeting, site audit and employee survey. A tailored package of measures is created from the audit and surveys, and a subsequent follow up survey will identify change.
8. During 2015, the Newcastle Gateshead GSW delivery team have concentrated on accessing employees within Gateshead. There have been a total of 18 engaged businesses within the GSW programme and these employers account for a substantial catchment of 19,883 employees within Gateshead. Some of the larger employers include the Queen Elizabeth Hospital, Gateshead Council and Gateshead College. Since March 2015, Baltimore House, Open University, Northern Design Centre, Jurys Inn and the Ramada Encore hotel have engaged from the Quays area.
9. Within Team Valley, engagement remains difficult. In part, this may be due to the confusion caused by the cessation of Valley Links' contract to deliver the project. Nevertheless, the current delivery team have successfully engaged with 7 key employers, including the Homes and Communities Agency, the UK Skills Funding Agency, De La Rue, TNT and UK Land Estates. These employers account for a catchment of 1,818 employees. There has been no engagement as yet with businesses in Birtley and Blaydon; partly due to the very recent extension of GSW to these areas (October 2015) and partly due to an apparent reticence from smaller industrial type organisations to engage.
10. The LSTF-funded improved walking and cycling route into the Team Valley is now complete. The scheme improved existing Links from the NCN 725 to Team Valley via Allerdene, which is to be further enhanced in 2016 with additional improvement of the Allerdene path.

11. The current year is the last to be funded by the LSTF; the period 2015-16 forms the one-year extension to the original 4 year LSTF period. Legacy plans are in place for both the Schools Go Smarter (SGS) and the Go Smarter to Work (GSW) elements of the LSTF Programme, and the Go Smarter (GS) brand will continue; the GS website will remain in place for a further five years, and legacy activity will co-ordinate with it.
12. Much work has been undertaken to prepare a legacy for the engaged organisations in GSW. These proposals include a Business Network, free to join for the first year and a library of Travel Planning resources hosted on the Go Smarter website.
13. SGS legacy plans focus (but are not confined to) on the transition from primary to secondary school. If plans are approved by the Tyne & Wear Delivery Group (TWDG), Gateshead officers will perform a lead role in the delivery of SGS legacy, supported on some elements by Nexus officers.
14. A new 'Access' fund for sustainable travel was announced as part of the Government's Comprehensive Spending Review in December 2015. The fund is intended to build on the legacy of the Local Sustainable Transport Fund and support growth in cycling and walking, with £580 million (£80 million revenue and £500 million capital). The level of funding available to individual authorities or groups of authorities and the route for obtaining that funding will emerge in the coming months
15. The Council has updated its own Travel Plan, and it is now available via a dedicated website, to allow flexibility as well as ease of access and future updates. The site (www.TravelSmarterGateshead.co.uk) provides an attractive and long term solution to achieving more consistent and effective promotion of active and sustainable travel and ensuring that Gateshead Council's Travel Plan remains current and relevant to staff. It includes the objectives and targets of the plan and measures and initiatives to promote use of sustainable transport. Significant recent initiatives have been the introduction and extension of business passes for bus travel and the introduction of electric pool bikes.
16. The Council pool car scheme will be extended from January 2016 to include 18 cars of which 16 will be based at the Civic Centre and 2 at Shearlegs Road. Three of the vehicles will be electric. The cars are also available out of office hours as a community car club
17. A revised draft of the Council's Cycling Strategy was approved by Council in December 2014 and is now available to the public through the Council's website.
18. In December 2014, the Government announced three new streams of funding based around the promotion of Ultra-Low Emission Vehicles. These streams cover buses, taxis and the designation of Ultra Low Emission Cities. The latter stream is solely car based and the main objectives are to significantly increase the level of Ultra Low Emission Vehicle (ULEV) uptake and achieve exemplar status across a local area. Bids for all three streams have been considered at a NECA level.

19. The final NECA Go Ultra Low City bid was submitted on 2nd October 2015, and further details have been supplied to the Office for Low Emission Vehicles (OLEV) in response to questions. It is hoped that they will make a decision on successful bids early in 2016.
20. The bid focusses on a range of measures which aim to produce a step change in ULEV uptake across the NECA area – involving a significant expansion of the charging network (including rapid charging hubs), priority for ULEV vehicles, additional vehicles available through fleets/car clubs and promotional activities. This approach is centred on 9 priority routes, including Durham Road and Felling Bypass in Gateshead.
21. A number of potential options were considered as bids for the bus stream but ultimately work was halted as there were doubts over the delivery mechanisms of any proposals against the background of ongoing Quality Contract Scheme discussions. In addition, there were further uncertainties about how the required match funding would be secured.
22. Bidding for the Low Emission Taxi Scheme was a two phase process. A bid was made by NECA in June 2015 to gain funding for a feasibility study to be carried out by the Energy Savings Trust, which would inform a final submission for funding in January 2016. Unfortunately this bid was unsuccessful and while this does not preclude the development of a detailed bid, it now seems unlikely that one will be submitted.
23. In 2015 NECA successfully bid to Carplus for DfT funding to support the expansion of car clubs in the region. Funding to support 20 new vehicles for one year was awarded; three of these will be based in Gateshead including one electric vehicle. Potential locations for the vehicles are under discussion.

The Council continues its role as a leader in the adoption of low carbon vehicle technology.

24. The Council fleet now includes eleven Euro VI compliant vehicles; six refuse/recycling vehicles, three Mercedes Benz minibuses and the three latest gritters. The Euro VI standard has required manufacturers to shift their attention to particulate matter emissions, rather than CO₂, with a larger focus on local air pollution and health impacts rather than greenhouse gases.
25. The trial of Lightfoot technology, a live in-cab driver behaviour management tool, has continued throughout 2015 with the data showing driving behaviour has improved. The reports show consistent performance in the green band which is the performance area that best utilises the fuel efficiency of the vehicles and also indicates good driving behaviour. The results are now being assessed for environmental and economic benefits with consideration being given to using the system in more vehicles across the fleet.

The Council continues investment in bus infrastructure, supporting operator investment in new, low-emission vehicles.

26. The public transport element of the 2015/16 LTP capital programme has concentrated on the Durham Road Quality Corridor; phase IV of the scheme will be completed this financial year. Design work has started on phases V and VI and will be completed in 2016/17; construction work has not yet been scheduled.
27. While LTP funding has been constrained, funding has been secured for two cycling schemes, through the Cycle City Ambition Grant, which will also assist buses. A scheme which creates new cycle lanes along High West Street between Arthur Street and Jackson Street also involves improvements to the signalised junction at High West Street/Arthur Street which will ease bus movements through the junction. Similarly, a scheme to improve the environment for cyclists in Hills Street should also aid bus movements onto the Tyne Bridge.
28. The High West Street scheme is due to be completed in 2015/16. Design work on the Hills Street scheme will be completed in 2016/17 with construction in 2017/18.
29. In 2013, the North East Local Transport Body identified its priorities for major transport schemes funding in the period 2015-2019 and the list includes the proposed Park & Ride facility at Eighton Lodge. Work is still continuing to develop the business case for the scheme, part of the process required to secure the funding for the scheme, and it is anticipated that a report on this will be presented to Cabinet in February 2016. Discussions between the Council and the agent acting on behalf of the landowner have failed to reach agreement on the value of the land required for the scheme. In June 2015, the Council resolved to make a Compulsory Purchase Order for the land and negotiations continue.
30. The 'Core Strategy and Urban Core Plan for Gateshead and Newcastle upon Tyne', the first element of the Council's Local Plan, was subject to Examination in Public in the summer of 2014, and adopted in March 2015. The plan releases land for housing from the greenbelt in a number of locations, including Dunston Hill where one of the requirements for development will be the provision of a Park and Ride facility.
31. Go North East has continued to invest in low carbon emission vehicles with new buses introduced on services X66 (Metrocentre - Gateshead) and 45/46 (Newcastle - Metrocentre - Rowlands Gill - Consett) during 2015.
32. As reported previously, a joint bid by the Council, Newcastle City Council, Nexus and Go North East was successful in securing funding from the Department for Transport's Clean Bus Technology Fund in August 2013. The successful bid involved fitting cleaner exhaust technology to the 21 vehicles operating the 93/94, 97 and 98/98A services. The vehicles are fitted with Euro 3 standard engines, but after treatment the emissions now meet the standard for Euro 5 engines and almost reach Euro 6 levels.

33. In June 2014, DfT launched a further round of funding; the Clean Vehicle Technology Fund (CVTF). Two bids were submitted for Tyne & Wear covering:
- the 30 double decker vehicles operating service 56 (Newcastle to Sunderland, via Gateshead) and service 309/310 (Newcastle to Blyth/North Shields)
 - the 28 single decker vehicles operating service 27 (South Shields to Newcastle, via Gateshead) and service 43/44 (Durham to Newcastle via Metrocentre)
- The bids both involved the fitting of flywheel technology to existing diesel vehicles, effectively converting them to hybrid electric vehicles. Both bids were successful and secured just under £913k from DfT, with Go North East also investing over £1.1M.

34. A pilot vehicle was fitted with the technology and tested using the Transport for London methodology at the Millbrook laboratory. The results of the testing were:

	Before (g/km)	After (g/km)	Reduction (%)
NO _x	656.0	491.1	25
NO ₂	126.7	96.6	24
PM	7.7	2.8	64
CO ₂	101984	71824	30

35. Unfortunately, subsequent to the testing, there have been technical issues with the systems fitted to the first two vehicles and the programme has been delayed while these issues are resolved with the manufacturer. Completion of the projects is due in summer 2016.
36. The 2015 round of the Clean Bus Technology Fund was launched over the summer and resulted in two bids from Tyne & Wear; both returning to the cleaner exhaust technology of the 2013 projects by proposing the fitting of Selective Catalytic Reduction and Continuously Regenerating Trap technology to the vehicles. The proposals also included fitting a micro-hybrid system to the vehicles, which aims to reduce exhaust emissions and improve fuel consumption.
37. The first proposal was a joint bid from Gateshead Council (lead), Newcastle City Council, Nexus and Go North East for the vehicles operating the recently extended Quaylink services (Q1/Q2/Q3). The second was a joint bid from Sunderland City Council (lead), Nexus and Go North East for the Red Arrows services (X1/921). While the Red Arrows routes are largely in Sunderland (Hetton/Houghton/Washington), they also operate in Gateshead between Wrekenton and the Town Centre via Old Durham Road. Therefore, while the Council has lead on one of the bids, benefits would accrue to Gateshead residents from either being successful.
38. Happily, it has recently been announced by DfT that both bids have been successful. This will result in a further £680,000 of investment in improving air quality in the Borough.

Major infrastructure schemes should be monitored to assess their impact on alternative routes.

39. The Highways England works on the A1 continue to have an impact across the network with widespread diversions resulting in increased flows.
40. Comparison of weekday flows from September 2014 to February 2015 looking at shows the most notable impact on Handy Drive and Durham Road:
 - Large increase on Handy Drive westbound (27%)
 - Notable increases on:
 - A167 Durham Road northbound (14%) and southbound (9%)
 - Handy Drive eastbound (19%)
 - Minor increases on Felling bypass westbound (4%) eastbound (5%)
41. All major routes are also monitored by the Tyne & Wear UTMC Centre which provides updates to the travelling public via social media. Images from traffic cameras across the Combined Authority area are also available via the internet (<http://www.nettrafficcams.co.uk/>).

Partners should co-operate to ensure effective enforcement of parking, bus priorities etc.

42. The camera car purchased through the LTSF was introduced in September 2013 at which time there were 18 schools where restrictions could be enforced by camera. There has been an ongoing initiative to bring more schools into the project, resulting in the total of enforceable school sites increasing to 52 by February 2015. Since then, engineering works have been completed at a further number of schools, and the majority are now nearing completion. However, 17 sites still require remedial action to facilitate enforcement action.
43. In 2015 (to date) a total of 962 PCNs have been generated using the camera enforcement vehicle. Of these, 704 are for bus stops and 92 at school keep clear restrictions. There were 770 patrols to schools locations. A small number of schools continue to request attendance due to ongoing problems (in the main these are the schools that remain unenforceable); however, the number of requests has fallen compared to previous years.
44. The camera car was featured in the 'Be a Smarter Parker' video promoting road safety at schools. The video was released early in 2015 accompanied by a publicity campaign on local radio, TV and social media.
45. Whilst it was purchased with the aid of the LSTF grant, the camera car is a Council asset and is now part of the general vehicle fleet. It will continue to be used as an enforcement vehicle from April 2016 in relation to school keep clear and bus stop clearway restrictions.
46. Moreover, when a methodology for bus lane enforcement is put before Cabinet later this year, it is likely that the camera car will be proposed as the initial method of enforcement.

The provision of real-time information should be progressed as quickly as possible, and should be made available as widely as possible.

47. The Nexus real-time information (RTI) project is progressing. The data broker (which holds all real time bus data and predicts arrival times) and display management system are now complete. However real time bus information data from operators has been slow to be released but trials are progressing with Arriva and Stagecoach.
48. Real time bus data will be available at stop via either the Quick Response (QR) code or Near Field Communication (NFC) chip already fitted at every stop in Tyne and Wear. Currently, anyone with a smart phone can either read the QR code or NFC chip and scheduled bus times will be displayed on their phone in chronological order. When real time data starts to flow this will replace the scheduled information.
49. This creates a self-service environment where everyone with a smart phone (approx. 60% of all phone owners) can access real time data from any stop without the need for expensive at-stop displays.
50. Scheduled bus information is also currently available on a stop by stop basis on-line through the Nexus myJourney website. This facility will also be updated to RTI as data becomes available.
51. In parallel with this process, Go North East have developed their own smartphone app which currently provides a mixture of real-time and timetable information for their services on a stop by stop basis.

Innovative ticketing arrangements should be considered to complement infrastructure investment

52. The North East Smart Ticketing Initiative (NESTI) is still progressing well. Smart tickets are now generally available on most forms of public transport in the North East. The offer ranges from operator specific ticketing products to the English National Concessionary Travel Scheme smartcard.
53. POP Pay As You Go was officially launched on 2nd November 15 and is available to use on Metro, certain bus services and the Shields Ferry. This allows passengers to top-up credit on their smartcard and use it to pay for trips as and when they travel rather than buying a ticket or pass in advance. The product uses zonal price capping, when used on Metro, with the back office system automatically calculating the best fare for a journey or combination of journeys.

Further work should be undertaken to address the image of cycling with secondary school pupils.

54. As part of the Schools Go Smarter initiative, Transport Strategy staff co-ordinated Bike It and FEAT 1st officers in a pilot project in two secondary schools (Heworth Grange Secondary and Thomas Hepburn) plus 6 of their feeder primary schools, to promote cycle journeys during the transition period, and supporting pupils to

keep cycling as they move up from primary schools. This was so well received that plans to extend this new project have now been integrated into the SGS legacy programme.

What impact has this had for users?

55. The latest figures available from the Government show carbon emissions in Gateshead from traffic in 2013 were down by 15.5% on 2005 levels. This is also a 1.3% drop from 2012 despite traffic volumes increasing slightly by 0.2% between 2012 and 2013, indicating that vehicles and fuel continue to become more efficient and lower carbon.

56. As of March 2015, actual greenhouse gas emissions from Gateshead Council operations were 15% lower than in 2007/8. Fleet transport emissions are now 24% less than in 2007/8, which is a result of both increased efficiencies and reductions in transport operations.

57. As of March 2015, Council fuel use for fleet and plant equipment was down by 25% since the 2007/08 baseline, a continuation of the trend over the period. When compared to the previous year, fuel use in 2014/15 was down 81,000 litres (equivalent to 213 tonnes of CO₂).

58. Since the start of the current programme, the LSTF initiatives supplied through Sustrans in Gateshead (Bike It and FEAT1st) have delivered over 2600 activities, achieving an average of over 31,000 pupil interactions, 1,500 school staff interactions, and 1,600 parent interactions with the project in each year. With the establishment of the Go Smarter Centre at Bill Quay farm, the last year (2015-16) has seen a near 40% increase in the number of hours delivery from the projects; now exceeding 1,400 hours for just the first eight months of the year.

59. As noted above, the Go Smarter to Work initiative has now engaged with businesses that employ over 70,000 employees, and delivery staff are engaged in revisiting those engaged at the start of the process to monitor impact. GSW legacy plans are also well formed, centring on a self-sustaining business support network.

What will we do next?

60. As noted above, the actions arising from the report are ongoing and will continue to develop over the coming months. Some points to note are:

- Work will continue to develop the business case for the proposed Park & Ride at Eighton Lodge. The potential to incorporate smart technology to pay for both parking and travel as part of the scheme will be investigated as part of this process.
- The Council will continue to investigate new funding opportunities for sustainable travel initiatives, infrastructure, low emission vehicles etc. either on its own or through partnership with neighbouring authorities and stakeholders.

Recommendations

61. It is recommended that the Communities and Place Overview and Scrutiny Committee

- Consider whether sufficient progress has been made against actions to date

Contact: Anneliese Hutchinson, Acting Head of Transport Strategy ext. 2526

TITLE OF REPORT: Review of Annual Work Programme

REPORT OF: Jane Robinson, Chief Executive
Mike Barker, Strategic Director, Corporate Services
and Governance

Summary

The report updates and seeks the Overview and Scrutiny Committee's views on the current position with regard to the annual work programme.

Background

1. At its meeting on 30 March 2015, the Communities and Place Overview and Scrutiny Committee agreed its work programme based on the Council's policy framework. This work programme was then agreed by the Council as part of the policy planning process.
2. In line with the process agreed by all OSCs this OSC selected its case studies using a process designed to help make linkages between potential topics and the Council's policy framework.

Proposals

OSC Review Topics for 2016/17

3. In advance of the OSC agreeing its review topic for 2016-17, members of the OSC have been invited to identify any issues which may potentially be appropriate for a detailed review by 18 December 2015. It is proposed that those issues put forward by members are added to the list of potential review topics for consideration by the OSC at the start of the municipal year, unless the issue is already being, or would more appropriately be, dealt with through other processes within the Council. Members will be notified if this is the case and advised as to how their issue is being dealt with.

Monitoring of OSC Reviews

4. All of the Council's Overview and Scrutiny Committee's have received feedback on the outcomes of the specific reviews undertaken by them during 2014-15. This Committee has received a monitoring report on the outcomes generated by its Review of Energy Management/Fuel Poverty on 2 November 2015 and will receive a further monitoring report on 18 April 2016.

Case Studies

5. Case studies have been included within OSC work programmes to provide an additional means of examining specific issues of concern/carrying out more detailed work on a particular topic/measure the impact of a particular OSC's review recommendations over a specific period of time.
6. The case study for 2015/16 is:-
 - Housing Estate Management (14 Sept 2015)
 - Access to Swimming (25 Jan 2016)
7. Each OSC has identified specific issues to be considered through the case study method and it was agreed that in view of the timing of case studies within the 2014-15 work programmes that feedback on their effectiveness be sought during its work programme review in 2015/16.
8. During 2014/15 the OSC considered the following case studies :-

Dog Fouling (23 June 2014)

The OSC focused on:-

- the level of and impacts of dog fouling
- how Waste Services and Grounds Maintenance (WS&GM) are responding to the problem and reviewing how the service can be provided differently.

Having examined the issues the OSC

- Noted that dog fouling is very emotive and at times frustrating issue which is high on the public's agenda. It is a problem which cannot be solved by one individual body but needs to be a collaborative effort and offers great opportunity for close working with partners and community and voluntary groups. Dog fouling issues have to be prioritised against the many other demands on enforcement teams' time and reduced resources.

In light of the above, the OSC indicated requested that further information be presented to Committee during the course of its work programme and it was suggested that information be included in the OSC's six monthly performance reporting.

Metro Centre Recruitment Model (15 Sept 2014)

The OSC focused on:-

- The Metrocentre Recruitment Partnership, context and the background to the Council's partnership approach to working with intu Metrocentre and Jobcentre Plus.
- The development of the partnership and its model to maximise opportunities for local people.
- Outcomes and lessons learnt from the development of the model and partnership.
- Case studies of Metrocentre employers who have utilised the recruitment support and to local people who have been assisted to make the transition from benefits into sustainable employment

Having examined the issues the OSC :-

- Sought to understand further the impact / benefits of the model to the Metro Centre and the Committee was pleased to note that since the Metrocentre Recruitment Team commenced they had handled approximately 1000 vacancies per year and around 90% of these converted to job starts and between 55 – 60% were filled by Gateshead residents. The Committee noted that formal monitoring of those gaining long term employment stopped in 2009. However, the Committee was informed that support is being given to individuals who have been long term unemployed with Gateshead College to assist them back into work and this was working very well.
- The Committee raised issues about whether young people not in education , employment or training were encouraged to apply for vacancies; how young people could gain access to the Metrocentre Academy; access to the Metrocentre from rural parts of Gateshead; turnover of staff and whether the model could be used in the private sector
- The Committee learned that young people not in education, employment or training were encourage to apply for appropriate opportunities at the Metro Center and a lot of vacancies in the Metrocentre are ideal for young people. Subway average employee age is between 16 and 35 years and they gain experience and NVQ Qualifications. In relation to access to the Metrocentre Academy, the Committee was informed that people can be referred through Jobcentre plus to Gateshead College. Under the Gateshead work programme employers try to employ people from Gateshead.
- The Committee also suggested that access to the Metrocentre from the rural parts of Gateshead could be improved if a bus (not a commercial bus company) could drop off at the Metrocentre at 9am and leave at 5pm for outside villages. The Committee was informed that bus companies work closely with the Metrocentre and they have a Transport Manager and the next steps would be refined.
- As far as staff turnover was concerned, the Committee was informed that some people are happy with part time work or seasonal work and others who want a long term contract are working with Gateshead College. Discussions on training offered takes place with employers. It was confirmed that this model could be used in any employment site and there were various plans for the future for a proactive rather than reactive service.

In light of the above, the OSC asked that its comments be taken into account when the Economic & Housing Growth reviewed the operation of the Metrocentre partnership model.

Olympic Legacy (10 Nov 2014)

The case study focused on the following areas:

- The physical activity levels of adults in Gateshead, both pre and post London 2012, based on Sport England's Active People Survey
- The investment Gateshead has received from the Places, People, Play initiative and the impact at a local level, as a legacy from London 2012
- The views of the two local sports clubs and how they have benefitted from the legacy of London 2012 (Tyne United Rowing Club and Fighting Chance Foundation Boxing Club).
- Current programmes aimed at increasing participation levels in Gateshead, supported or funded by Gateshead Council

Having examined the issues the OSC :-

- noted the evidence of a rising trend of levels of participation in sport by adults aged 16yrs plus. At a local level Gateshead had seen a 5% increase between 2005/06 and 2012/13 in adults taking part in at least 30 minutes of sport per week and a 6% rise in those taking part in 90 minutes of sport per week. This was significantly greater than other Tyne and Wear local authority areas, regional and national averages. Leisure facilities within the borough had also seen a 10% rise in attendance figures since the hosting of the Olympic Games.
- queried how each of the local sports clubs could be sustained financially in the future and received information that the clubs look to access grants wherever possible but also look to increase other community and sport use of the buildings.
- suggested that further advertising of what the clubs can offer may help to build on the clubs' aspirations and their sustainability.
- noted that whilst the Olympic and Paralympic Games have helped to increase participation though increasing sport profiles, it is more the elite clubs and athletes that have greater success in attracting high level funding.

In light of the above, the OSC indicated that it was satisfied that there has been an effective legacy from the London 2012 Olympic and Paralympic Games in Gateshead and agreed that it should receive further reports regarding Gateshead's approach to increasing sport and physical activity levels within Gateshead.

Recommendations

9. The Committee is asked to

- (i) Note that any issues identified by members of the OSC as potential review topics by 18 December 2015 have been included in the list of review topics to be considered by the OSC at the start of the municipal year unless such issues are being or would more appropriately be dealt with via other Council processes.

- (ii) Give its views on the review monitoring process carried out so far.
- (iii) Give its views on the effectiveness of the case studies carried out in 2014/15.

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