

REPORT OF THE EXECUTIVE MEMBER FOR LEISURE, CULTURE AND YOUNG PEOPLE

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RE:FRESH

Improving health and reducing inequalities through healthy lifestyle interventions continues to be a priority focus for the council and public health. The investment in re:refresh has already demonstrated increased uptake of physical activity and community engagement since it was launched in 2008. re:refresh goes beyond just free leisure and incorporates community engagement models for sustainable change. The engaging and enabling strand uses, strengthens and expands on existing volunteer networks including the Health Communities Partnership (HCP), the borough Health Trainers programme and club/volunteer development. These evidence based community projects work across the borough's neighbourhood areas to support residents to make healthy lifestyle choices to improve their wellbeing and to get more active.

The following information demonstrates how re:refresh is successfully targeting key groups within communities to increase their participation:-

58 Figures are cumulative from 1.4.13	2012/13	2013/14	% change
	Q1	Q1	
Women	7700	8160	+6%
Living within the 25% most deprived areas in England*	7652	8241	+8%
BME Communities	4067	4298	+6%
50+	3283	3451	+5%
u16	4505	5426	+20%

In 2012-13 re:refresh had 58 regular volunteers within the Healthy Communities Partnership. They delivered 125 separate events, sessions and small scale projects including health fairs, cancer awareness events, healthy eating workshops and a stop smoking drama working; all designed to raise awareness and improve health and wellbeing. Through the Be inVOLed programme 107 sports volunteers have been recruited and received accredited training and qualifications.

They will now be linked to a variety of local clubs through the Community Sports Network; supporting and delivering quality sports coaching and instruction to young people and helping to develop increased opportunities through re:fresh Sport.

COTTON TOWN – BLACKBURN WITH DARWEN'S DIGITAL ARCHIVE

The new improved online local history resource was launched 1 October. The new site has all the old content but has the capacity to grow; has new features; is faster and offers users the opportunity to contribute with materials from their own collections. Phase 2 will look at developing the site further by increasing photographic content and improving site features and navigation. The aim is to work in partnership with local groups, historians and residents, to collectively build and manage this unique community resource.

YOUNG PEOPLE'S LIBRARY SURVEY

The survey, which ran between the period 21 October to 2 November, is a national model for surveying visitors aged 0 to 15. The survey focuses on various aspects of the library service, for example book and computer usage. It gives young people the opportunity to voice their opinions about their local library, which in turn provides a useful service improvement tool.

The results are also used by the Chartered Institute of Public Finance and Accountancy (CIPFA) as indicators of satisfaction levels for benchmarking with authorities both regionally and nationally.

All visitors to the Borough's libraries aged 0 to 15 during the survey period will be invited to participate.

MUSEUMS AND SCHOOL PROJECT

Blackburn Museum and Turton Tower are partnered with Pennine Lancashire Museums in a project to improve the usage of museums by schools. The project funded by the Department for Education through Arts Council England has been underway for a year and has seen the baseline of 10,000 pupils visiting the museums grow to 14,000. This growth is set to escalate in the coming months as the planning work undertaken with teachers is put into practice. There are 19 new projects available for schools to use. These have been created, tested and refined so that they can be delivered to the same standard across the museum partnership and will carry on developing once the grant funding ends. The project is being held up as an example of good practice among all the national Museum and School projects.

SUPER SLOW WAY

Super Slow Way is the new name for the £2 million Arts Council England funded Creative people and Places programme led by Canals and Rivers trust which will see 3 years of investment in arts programmes and activities using the Leeds and Liverpool canal as the spine connecting work from Blackburn to Burnley. The project is currently in a business planning phase as stipulated by the funding and is looking to recruit local people who are interested in developing inspiring art for and with their communities. There will be opportunities to go and see other projects, bring to life their own projects and

be part of a team who will bring extraordinary art and events to Pennine Lancashire.

A new website has been launched, for more information or sign up to be part of it. www.superslowway.org.uk

KING GEORGES HALL AND DARWEN LIBRARY THEATRE

The Autumn season has provided a good start to KGH as it enters its busiest period leading up to Christmas and New Year. Two nights of Jason Manford, 40 Shades of Maggie, Bill Bailey, Soul Night and Club Tropicana all proved popular with audiences. Improved marketing has been successful in raising awareness of Blakey's pre show meals which were sold out for Jason Manford and Bill Bailey and are now offered during Soul Nights.

The Head Chef and staff team as well as the recently decorated Blakey's received an excellent review and write up following a mystery visit by Taste Lancashire who commented on the good atmosphere, the good quality food, the excellent service and the recognition of local suppliers on the menu. Early September also saw KGH receive an unannounced visit from Environment Health Officer the subsequent report granted KGH a 5 star rating.

The reception area of KGH has now been finished with the painting of the front gates, returning them back to impressive black and gold with a red rose. The Windsor Suite is currently under redecoration and will be an excellent setting for the Lancashire Wedding Fair in October which will also see the launch of KGH's new wedding offers and new wedding brochure.

Looking further ahead, this year's pantomime, Cinderella was launched from KGH on 9th October when the cast ran amok around the markets and a local school creating good publicity and festive spirit. Darwen Library Theatre's pantomime, Wizard of Oz is also selling well.