

**LEISURE AND HEALTH PORTFOLIO
COUNCILLOR C CARR****Report to Council – 11 October 2023****Cultural Services****Cultural Strategy**

A new Cultural Strategy was recently adopted to help us to celebrate, protect and enhance the many existing cultural activities that take place in the Borough each year.

Culture means something different to everyone - whether that's our heritage sites like Canalside Heritage, Bennerley Viaduct and the D.H. Lawrence Birthplace Museum, to our many parks and open spaces, art galleries, cinema and four town centres with their own unique heritage and character.

Our approach will therefore be very much focused on partnership and collaboration so we can work with residents and organisations across the Borough to make sure that Broxtowe can embrace the opportunities that culture brings to improve lives.

One of the first pieces of work for the strategy is to map all the cultural organisations and activities that are already taking place. Many of you may be involved in these either through your role as a Member or your own personal connections so please let the Communications, Cultural and Civic Services Team know of any groups or activities that should be included in this mapping exercise.

D.H. Lawrence Birthplace Museum

Visitor and engagement figures at the D.H. Lawrence Birthplace Museum continue to improve on the previous year and at the end of August totalled 2,814. This represents 69% of the total visitors for the whole of the 2022/23 financial year and puts the museum on track to reach pre-pandemic levels by the end of 2023/24.

In line with the new Cultural Strategy, this year's D.H. Lawrence Festival promoted a wider range of cultural, heritage and community events which resulted in 6857 visitors enjoying events like the Heritage Open Days, Wellbeing Walks, Reading Groups, Lectures and the D.H. Lawrence Music Festival.

Working as part of the wider Communications, Cultural and Civic Services Team, following the transfer of Cultural Services back into the Council in November 2022, there has been a renewed focus on marketing the museum and re-engaging existing and new audiences, supported by the expertise of the Communications Officers in the team.

Since January 2023 there has been:

- A programme of 11 press releases which have received 750 views and have been included in multiple news outlets including BBC News.
- 17 articles included in the Council's weekly Latest News email bulletin, which is sent to more than 12,500 people.
- New portfolio of professional photographs for use in publicity material to showcase the site at its best
- New suite of webpages which have received 2,759 page views to date.
- Regular programme of Facebook messages which has helped increase Facebook page visits to 3,609 compared to 1,411 in the previous six months. There has also been an 11% increase in the reach of the Museum Facebook posts to 25,768 with 1,647 people engaging with the content in some way (like, share, comment, react).
- Refreshed branding.
- Internal campaign to promote the Museum to employees, many of whom are local residents.
- Direct upselling to local media including the Eastwood and Kimberley Advertiser to include features and regular articles on the Museum as part of the fabric of Eastwood.
- Special feature in Broxtowe Matters
- New suite of promotional videos which are currently in the final editing stages.
- All museum events listed on the Council's events calendar.

This activity has contributed to an 88% increase in visitors/engagements reached between January and July 2023 (2,931), compared to January to July 2022 (1,559).

Members from the Overview and Scrutiny Committee recently met with Officers to discuss the marketing of the site moving forward.

Events Programme

This year's summer events programme was popular with 13,383 people coming out to enjoy events like Play Days and Friday18. Work is well underway on Christmas Light Switch On events in Beeston, Eastwood and Stapleford with Kimberley Town Council making arrangements for Kimberley. The team have also provided Event Management Support to the Green Festivals and the upcoming Beeston Remembrance Parade. An evaluation exercise is now being undertaken to evaluate the events which have taken place so far and design a programme for 2024-25 for consideration.

CCity Project

Broxtowe has signed a C-City Charter along with Gütersloh (Germany), Falun (Sweden), Châteauroux (France) and Grudziądz (Poland). The C-City concept is focused around the idea that sharing culture is key to European cooperation. The project provides a platform with which to showcase Broxtowe's existing cultural offer and for those in the community to exchange ideas and practices with the other cities involved. So far, the project has seen a new live music event, Friday18, established in Beeston and work continues on the other project themes of cinema, visual arts, music:

classic, music: jazz and rock, theatre, sport, food and lifestyle, literature and history and custom. Further updates about the project will be provided as part of future Portfolio Holder's reports or contact kevin.powell@broxtowe.gov.uk

Leisure Centre Updates

Use of our leisure centres continues to improve. At the end of the first quarter 220,361 people attended our leisure services, which is 99.3% of the target for quarter one. Fitness memberships stayed largely static during quarter one following the price changes implemented in April, with 4,280 members being recorded at the end of June. However, quarter 2 sales have increased with memberships standing at 4,377 at the end of August.

At the end of quarter 1, Swim School memberships across both sites was 3,448 (98.42% average occupancy) people learning to swim each week. At the end of August, the Swim School had 3,475 members.

Operating costs remain high and some areas continue to increase for all aspects of our leisure centre delivery. The company have implemented a number of efficiency measures including implementing price changes in April, changing its music licensing and marketing arrangements, reducing online digital classes and changing its bank treasury arrangements. The company continues to review options to more efficient and will be reporting future proposals to the Board of Directors for consideration.

The company's reserves, detailed in the draft accounts at 31 March 2023 remain at £491,969 which is reduced from £602,130 from the end of March 2022.

The company continues to work with the council and a range of partners to deliver the exciting pavilion project at Hickings Lane, Stapleford while contributing towards developing plans for a new leisure centre at the Bramcote Site. Work continues with Kimberley School to deliver the new arrangements at the leisure site to deliver the best outcomes for the community.

Liberty Leisure Limited continues to develop opportunities to target different groups of people in the community. Recently the company received £15k from Sport England to deliver Wise Moves (postural stability courses) in conjunction with the Primary Care Network. There will be 3 classes per week taking place during 2023-24 across Eastwood, Stapleford and Beeston with a total of 45 places being available across the 3 classes at any one time. Participants will have their postural stability continuously assessed and once they have completed the course they will be offered to move onto the Exercise Referral Scheme for continued support. The classes began on the 12 September with 40 people having signed up.

Refugees and Asylum seekers

Broxtowe has had 112 arrivals under the Homes for Ukraine scheme however 155 applications for visas have been made so more are expected. The Home Office have recently seen a significant increase in visa applications however there is a backlog in the approvals system. Recent Government guidance has extended the length of time hosts can receive thank you payments for to 24months.

Armed Forces

The armed forces covenant fund trust team have announced the veteran's mobility fund. This fund is a brand new, highly specialised programme which will award a single, 5-year award to an experienced registered charity to provide onward in-kind grants to veterans with physical disabilities. The fund is to benefit working age veterans. To find out more visit [The Armed Forces Covenant Fund Trust website](#) (opens new window)

Children and Young People

On Thursday 14 September 2023 a social media discussion meeting took place in the Council Chamber in Beeston. This meeting involved presentations from 'Tackling Emerging Threats to Children'. The rise of social media influencers with harmful messages has caused concerns for those working with children and young people as well as parents. The meeting has come up with actions to take forward which will aim to empower services to face this challenge to our children and young people.

Food insecurity

The food club at St Barnabas Church is going well with 80 individuals / families registered. The food club in Eastwood is delayed but will be held at St Mary's Church. Unfortunately, FareShare has had to put a pause on taking on new members due to some constraints on surplus food supplies (resulting from Brexit, the Ukraine war, the cost of living crisis etc). The pause on memberships was discussed at the Nottinghamshire Food Insecurity Network meeting (Broxtowe is not the only Council being affected by this) and a meeting to discuss this further and consider alternative solutions is being planned.

Tobacco Control

The Nottinghamshire City and County Declaration on Tobacco Control has been re-signed. The Smoking and Tobacco Control vision document and delivery plan was launched on World No Tobacco day on 31 May 2023 and we continue to work with our partners to reduce the harms of tobacco and vapes.

Cost of Living

Four cost of living roadshow events across Broxtowe (Stapleford, Eastwood, Beeston, Kimberley) have been held.

Citizens Advice Broxtowe continues to deliver (until end of September) 32 "Days of Action" to tackle the cost of living. Further information in links below:

Days of Action:

<https://citizensadvicebroxtowe.org.uk/2023/05/30/days-of-action/>

August newsletter:

<https://citizensadvicebroxtowe.org.uk/2023/07/27/newsletter-august-2023/>

Warm Spaces

In partnership with Rushcliffe Community Voluntary Service, discussions have been held to consider Warm Spaces with existing venues in the aim of planning for the forthcoming winter. There is an appetite to continue the offer of a warm space but to reconsider its name to something along the lines of Place of Welcome as there is a perceived stigma associated with “warm space” – if you go there, people know you cannot afford to heat your home etc. Discussions are ongoing and funding opportunities by venues being explored.

Learning Disability

The last Learning Disability Roadshow was held at Middle Street Resource Centre Beeston on 29 September 10am – 2pm. Roadshows are held to better understand the needs of those with learning disabilities and increase awareness and sign-up of the annual health check.

Integrated Neighbourhood pilot in Eastwood

Following a successful funding bid to the Health Inequalities, Innovation & Investment fund by South Nottinghamshire Place Based Partnership (August 2023) work can begin on creating an integrated neighbourhood model for Eastwood. The ambition is to improve health and wellbeing and reduce health inequalities. Meetings have been planned to take this forward and develop the asset mapping. A Community Conversation with residents of Eastwood is being planned for November 2023.

Dementia

A community conversation meeting was held in Stapleford for people living with dementia and their carers to consider if there was an interest in creating a memory café in Stapleford. There was a very clear interest in developing a memory café and a meeting had taken place on 13 September with attendees to discuss further. This will be the first meeting of the memory café group.

Health & Mental Health

A new Health and Wellbeing action plan for Broxtowe 2023 -2026 is in progress. This will combine many different action plans into one overarching plan. To that, the health and the mental health elements are currently being refreshed.

The Samaritans held a mental health awareness event in Beeston on 10 August. In total they spoke to 45 people in addition to lots of people stopping and noticing them and reading the message on the trailer. A summary of the interactions are included within the table.

Number of Emotional Support Contacts	Number of Enquires about Samaritans (inc. giving out cards and a quick chat about what we do)	Number of expressions of interest in volunteering for Samaritans	Referrals to/interactions with other organisations
15	17	2	11

The Samaritans were also joined by the following people/organisations on the day:

- Middle Street Resource Centre in Beeston - they are a mental health focussed community centre based in Beeston which offers a variety of mental health support groups, therapeutic one to one support, and volunteering opportunities to promote mental health wellbeing
- Radford Care Group – they provide free dementia information program for anyone with caring responsibility of a person with a dementia/cognitive impairment with or without a diagnosis
- Enlighten the Shadows - Men’s Mental Health charity providing support through mindfulness, media and mentoring
- Citizens Advice Broxtowe - Free, independent, impartial and confidential advice to the people of Broxtowe
- Public Health from Nottinghamshire County Council – Public Health Suicide Prevention / contact cards to signpost to the local crisis helpline

Information and awareness of World Suicide Prevention Day (10 September) has been shared.

Suicide

The Borough Councils 6 Step Plan for Dealing with Threats to Suicide and Harm has been updated to reflect that staff are now often working from home and no longer have access to support from colleagues during extremely difficult calls.

The plan is awaiting publication on the intranet by the business support and web teams.