

Executive Annual Report 2015/16

Councillor Darren Clifford

Cabinet Member and Portfolio Holder with Responsibility for Leisure,
Culture and Tourism and Climate Change

Executive Membership

- **Cabinet**
- **Museums Partnership Advisory Panel**

Executive Appointments to Outside Bodies etc

- **Health and Wellbeing Partnership** (Substitute)
- **LGA Coastal Issues Special Interest Group**
- **Museums Advisory Panel**

Overview of Portfolio Responsibilities

Leisure, Culture & Tourism, Climate Change

Corporate Plan - Key Outcomes	Success Measures
The council's impact on the environment will be minimised	<input type="checkbox"/> Increased proportion of the council's energy needs generated from renewable sources <input type="checkbox"/> Increased proportion of council business travel mileage provided by electric or ultra-low emission vehicles <input type="checkbox"/> Increase income from energy and recycling projects
Health and wellbeing of our citizens is improved	<input type="checkbox"/> Increased number of people participating in sports and leisure activities

	<ul style="list-style-type: none"> □ Maximise opportunities for access to innovative leisure activities by working collaboratively with public and private sector partners □ Facilitate long term improvements in transportation to improve local air quality
<p>Sustainable economic growth and jobs will be created in key sectors, including energy, knowledge, health and the visitor economy</p> <p>The attractiveness and offer of the district, as a place to visit or to invest in, will be improved</p> <p>Lancaster and Morecambe Bay will be recognised as important visitor destinations</p>	<ul style="list-style-type: none"> □ Economic impact of the arts in the district will be measured with the Council moving towards an ensuring role to support a range of delivery partners □ Levels of support for business growth and skills development will be maximised □ Destination brands for Lancaster and the Lune Valley and Morecambe Bay will be developed with partners to establish these areas as important visitor destinations □ Visitor numbers and spend will be increased

Progress made during 2015/16

Overview – Culture and Tourism

2015/16 has brought some real achievements in spite of budget pressures. Visitor numbers and spend as well as tourism jobs in the district continue to rise, showing the importance of this sector to our local economy.

In the last year the Council has been able to maintain its investment in the arts, museums, major festivals and performances and events at the Platform and Storey, all of which add to the unique quality of life and the visitor economy of the district, improving the district's

competitiveness as a place to visit, live and work. Service reviews taking place currently in all of these areas will identify different ways in which the Council can achieve more for its money. This will include the development of more commercial, income generating services and will also reflect opportunities for the Council to work with others across a range of areas.

The two destination brands for Lancaster (including the Lune Valley) and Morecambe Bay have been well taken up by tourism businesses across the district. Work is now beginning, with the private sector and other partners, to prioritise how these two destinations can develop in the future and how to achieve the investments required.

Culture

Platform and performances

It has been an interesting year at the Platform with some very popular events that have attracted over 7,000 attendees to see live performances including, music, talks and some children's shows. Around 25% of the Platform's audience are visitors from outside of the district. The Platform has also been at the centre of a number of large scale Morecambe events including the Vintage by the Sea Festival, North Lancashire Soul Festival, Steampunk Festival and Catch the Wind Festival attracting 1,000's of festival goers many of whom are visitors to the area. The Platform is a popular venue hired by local community groups and organisations, this year the Platform has taken over 50 bookings offering a range of activities including, dancing, live music, flower club and craft fairs attracting more than 5,000 additional attendees. Income from ticket sales has increased this year as has sales from the bar, catering and venue hire.

The Platform brings performances and events to Morecambe, providing entertainment for local communities and visitors creating economic impact. A review is now underway to consider how audiences and income can be increased by development of the venue and the surrounding area, including the Bay Arena and additional income generation. The Platform team has been tasked with exploring opportunities to programme other civic buildings and in particular 'Ashton Hall' as this venue has the potential to attract higher profile artists/performers as it seats 800. An evening with Sir Chris Bonnington has already been scheduled for October 2016.

Museums

The Council's museums are an important in terms of the culture and heritage quality of life of Lancaster and the wider district. However, the museums cost over £0.5m a year for to operate and insufficient funds are available to refresh them and bring them up to date. All three museums are currently managed by Lancashire County Council as part of a cross Lancashire service that is about to reduce considerably in scale.

A high level review of the museums service is now underway to provide options to update and improve the museums offer, at the same time as reducing the overall costs and increasing income. This will be a major piece of work during 2016/17 but may well be the means by which the district can continue a strong museums service in the future.

Arts investments

Arts and Culture is an important part of the district's economy but has suffered due to wider reductions in funding over the last year. The Council has been able to maintain its annual investment of £194k in the Dukes, More Music, Ludus Dance and Litfest, which helps to secure a further £973k of further investment and £1.26m of earned income. Total audiences were over 145,000, of which 43% were visitors from outside Lancaster District. In addition, over 30,000 people participated in an arts activity, workshop or educational session and these organisations employ 80 people, are supported by 200 volunteers and work with over 200 artists. A review of Arts investments during 2016 will help to highlight the impact of the Arts on the local economy and consider how best to achieve an impact from the Council's investment.

Storey programming

The Storey is fast becoming well known as a busy Creative Arts Centre and over the last year a number of significant events and exhibitions have taken place that really start to put the Storey, Lancaster and the district on the map.

Over the last few months a Freelance Artists' Hub and Artists' Studios have developed that are already proving popular.

Arts audiences at the Storey are expected to reach 8,000 by the end of the year with an additional 300 attendees participating in arts activity. Many more attended weekly arts activities provided by a range of tenants include a dance school, yoga studio and print workshop. Income from room hire for 2015/16 is expected to reach £42k, an increase of

28% from last year and a significant proportion of this is made up from income from arts activities.

Tourism

Destinations – Lancaster and Morecambe Bay

Lancaster district's upward trend continues with visitor numbers reaching over 7 million, visitor spend reaching almost £416m and 5,878 full time equivalent jobs tourism jobs in 2014. (2015 figures are due during August this year).

The Destination Brand toolkits for Morecambe Bay and Lancaster are available for businesses and stakeholder on the Marketing Lancashire website and the image library has been expanded. Support has been provided for various partners and businesses to utilise the brand for their own marketing purposes.

Lancaster has stepped up as one just eleven English Heritage Cities and is working with other cities such as London, York, Bath and Chester to develop its tourism market in the UK and internationally. European digital campaigns have commenced, targeting the French market initially. The Council has worked with Marketing Lancashire and Lancaster based tourism businesses at Travel Trade events in London and Birmingham.

The Council is now working with Marketing Lancashire, plus private and public sector partners, to develop a Destination Management Plan that will prioritise and identify investment for a number of actions that will help Lancaster develop as a destination. During early 2016/17, a similar process will begin for Morecambe Bay, working with partners around the Bay.

The Council is working with Lancaster University to support the development of iLancaster as a basis for digital information across the city, creating all sorts of possibilities for visitors to access information in the future. A number of consumer campaigns have promoted the area during the last year, including Festivals and Events, Christmas What's On and Heritage Open Days, Lancaster Heritage Trail, Get The Feel (Morecambe Bay), Cross Bay Walks, Morecambe Town Centre maps and the Morecambe Bay Visitor Guide (working with Bay Tourism). Developing campaigns include City of Outdoors and the Literary Trail.

The Council has worked with a private sector company to support the development of Lancaster Heritage Tours, which is now up and running and also, with Lancashire County

Council on Lawless Lancaster tours, which will run throughout summer 2016 and include Lancaster Town Hall itself.

The Council has also taken part in Travel Trade events in London and Birmingham and attended Welcome and Visit Days with the Universities to support student recruitment alongside the visitor offer.

A key piece of work for 2016 will be the development, with partners, of the destination websites to promote local activities, attractions and venues. The destination websites will directly link to a range of other web platforms, including iLancaster and Marketing Lancashire to provide information within the local area and also far beyond it.

Visitor Information Centre's

Lancaster and Morecambe's Visitor Information Centres (VIC's) remained busy during 2015/16 with estimated figures for enquiries at 110,000 and estimated gross income at £375k, which includes as well as £126k for the Platform.

The VIC's provide information to visitors from a wide range of local attractions and businesses, including the Council's own venues, adding considerably to their market presence. In addition, through retail and ticketing, the VIC's support 55 tourism businesses and 30 event organisers, providing a cost effective service that helps local businesses to develop as well as providing an income for the Council.

The review of the VIC's during the early part of 2016 will provide a number of options for delivery of visitor information and other visitor services.

Major events

The Council worked closely with Arts partners and the BID to co-finance and deliver *Light Up Lancaster*, over two nights in November 2015. The festival was highly successful, attracting over 38,000 attendees and creating total economic activity of just under £754k, both figures a noticeable increase on the previous year. 89% of attendees rated the festival as excellent or good.

Light Up Lancaster is part of "Light Up the North" supported by the Arts Council to create a network of innovative Light Festivals across the north of England, along with Durham, York, Leeds, Gateshead, Salford and Blackpool. During the last year links with Helsinki, Amsterdam and Eindhoven have been created to learn from our northern Europe partners

who organise similar festivals but on a much larger scale and that attract European funding.

The *Vintage by the Sea* festival was a national finalist in the Visit England Tourism Awards, following winning the Lancashire Event of the Year award. The festival, which was delivered by the Council working in partnership with Deco Publique, Hemingway Design and Morecambe Town Council, brought over 40,000 people into Morecambe over two days in September 2015 and its economic impact has been estimated at over £916k.

SPORT & LEISURE

Active Health Team

Working with each GP surgery within the district the Active Health Team have continued their good work during the last twelve months. In excess of 1300 people have made use of the programme as a result of a medical referral path.

The sports centre has increased the number of 'health maintenance' classes in order to help people further improve after completing the twelve week programme.

Lancashire County Council fund the scheme and have recently offered the opportunity for organisations to tender to operate the schemes across Lancashire. The tender from Lancaster City Council was successful and sees a further minimum of three years funding in order for the scheme to continue at an increased value of £170k compared to the previous £100k. There is an additional option for the scheme to operate for a further two years depending on agreement between the two parties.

Salt Ayre Sports Centre (SASC)

The agreement to proceed with the development project is without doubt the most significant piece of work within the sporting, leisure and cultural field this council has commissioned.

A £5m investment programme sees the start of a truly transformational series of changes to the existing facilities with a number of outcomes including reduced costs to the council (circa £0.5m per annum) and increased participation in physical activity by people of all

ages and abilities. The facility will become iconic within the North West and demonstrates how progressive the council has become despite the financial pressures placed upon it from Government.

Examples of recent performance

- Holiday Programmes

More than 2100 children attended the 10 weeks of activities generating over £21k of income. Previous years at SASC have seen returns of circa £4k per annum for the holiday periods.

- Volunteering and Work Placement Programmes

SASC currently support 3 young adults, helping them gain the necessary skills and experience to gain employment. All of these young adults (aged between 15 and 22) through volunteering have gained invaluable knowledge and a sense of purpose, improved their social skills and improved confidence.

SASC also support the University of Cumbria and local high schools, taking ten students a year on placement.

- Disability Sports and Activities

SASC'S disability sport offer is leading the way in the North West. Our award winning Disability Cycling sessions (3x 1 hr 30min) are the most affordable and the only indoor sessions in the North West. There is an average of 90 attendees per week. Many are young adults, we have cyclists from Beaumont College and Bleasdale House accessing our specialist fleet of bikes.

SASC also organise and deliver a Disability Football session, which from this we have entered a team into the Lancashire Learning Disability League organised by the Lancashire FA. We entered the FA Peoples' Cup and qualified for the regional competition.

SASC also deliver a multi-sports (10-15 attendees a week) and Disability afterschool club (10-12 attendees a week). From this we have forged good links with Morecambe Road and deliver Curriculum PE lessons (20 children)

SASC support Lancaster Bulldogs Wheelchair Basketball Team. Three years ago they moved to the centre, struggling to stay afloat, with help and guidance they have 30 adult players signed on and 50 children are registered for their junior sessions. The club is financially stable and growing from strength to strength.

The Disability Swimming Gala takes place annually at SASC. Over 100 young people with disabilities attend this event.

- Swimming Lessons/Provision

Currently we deliver 24 high quality individual 1:1's per week.

Some of these lessons are the most challenging we deliver. One child has Cerebral Palsy and is wheelchair bound and after weeks of hard work swam 400m. The swimmer also saw a consultant at Alder Hey children's hospital, and because of all the swimming the child did not need an operation.

SASC deliver 37 swimming lessons per week ranging from stage 1 to stage 8. There are 220 children enrolled onto lessons

- Gymnastics

The gymnastics enrolled total (gym 1 January – March 2016) stands at 439 children (331 in 2014/399 in 2015) and 99 on the revamped Gymny Crickets programme.

- Events and Festivals

National Play Day took place on Wednesday 5 August with over 2500 people attending. Waterslides took place over the summer at Williamson Park with over 400 children taking part. West End and Trumacar Primary School fun days took

place in June with over 250 children taking part. There are a number of competitions run at Salt Ayre including the Dodgeball Festival, Rural 5-a-side Football Competition and Girls Football Competition. These competitions are attended by over 400 primary school children. We host a number of conferences including the Primary School Leadership Conference attended by over 100 children. We also organise the Sport Relief Mile attended by 150 to 200 people.

Other festivals and events include cycling and athletics events and disability awareness events.

- Leadership

We run a primary school leadership award called the Young Leaders Award. This award has been running for over 10 years and 2500 children have completed the training award. We also organise the level 2 and level 3 Sports Leaders Awards for local high schools. As part of this leadership award the students organise a fun run at Williamson Park. This was attended by over 40 people and raised money for St. John's Hospice.

- University of Cumbria Partnership

The links with the University of Cumbria are very strong. In addition to the £50k per annum agreement for use of the fitness facilities by staff and students, there are student placement options available. The team also deliver an events module which is part of the degree programme.

- After School Club/Curriculum school provision

As well as providing our own after school club offer, we have supported a number of local primary schools to deliver additional sporting activities to add to their after school provision. Over 300 children have attended our after school clubs. We have also delivered a healthy lifestyle programme to Morecambe Bay Primary School with over 30 children taking part. We also provide Bellboating to local primary schools to help with team building and confidence.

- Salt Ayre running club

There is a running club which is attended by around 30 people each week including four families and therefore provides a good healthy family experience.

CLIMATE CHANGE

- The actions in the Council's energy strategy are in the process of being delivered.
- Work is taking place to establish a publicly available infrastructure of charging points for electric vehicle. This in turn will make the use electric vehicles in the Council's fleet feasible.
- A detailed review of Council business travel has taken place and subsequent actions are being implemented.
- The Council's solar energy programme commenced in March 2012. Since then the Council has earned £225,000 in feed in tariffs (£68,600 in the 2015 calendar year), saved 426,664 kg of CO2 and generated 785,260 Kwh of renewable energy (enough to boil 39,263,150 cups of tea)!!
- Changes in government policy that have massively reduced the incentives available for investment in renewable energy production mean that the project to build a solar farm on Council owned land near Middleton is not currently financially viable. However, if as expected in the medium term the cost of solar panels and associated technology decreases and the cost of electricity continues to increase then it may well present a viable option for the Council to consider. The work the Council has directly commissioned to date and the collaborative work the Council has been involved in with APSE energy means we are in a good position to progress this option if it can be demonstrated to be a viable one and in the best interests of the Council at the time.