

CABINET BRIEFING – 25 NOVEMBER 2010

CABINET MEMBER LEISURE AND TOURISM

SPORT AND RECREATION

Halloween and Bonfire Events

Three successful firework displays were held, at Bootle, Netherton and Maghull. These displays, which were hosted by Leisure and Tourism, were funded by the areas' respective Area Committees, Merseyside Police, the Safer Stronger Communities Partnership and Maghull Parish Council. Around 15,000 Sefton residents attended the three displays.

Overall there was a 38% reduction in firework related anti-social behaviour from 2009 to 2010. As a partnership we have succeeded in making this year's Halloween and Bonfire period the safest there has been on record.

Active Lifestyles

The Active Lifestyles Programme, commissioned by NHS Sefton, incorporates a number of services designed to work with residents in need of weight management support or suffering with/at risk of developing heart disease, through a combination of physical activity, dietary support and behaviour change. The programme has been awarded the prestigious 2010 North West Public Health Award.

The Active Lifestyles Service was also one of only five interventions nationally to be 'highly commended' by the National Obesity Forum and is also being showcased as a best practice model by the British Heart Foundation within its 'Sharing Practice: Raising the profile of physical activity across the UK' publication, which is being launched at their 10th Annual Conference.

Positive Futures

Throughout the October holiday, the Sefton Positive Futures team continued to provide a range of activities for disabled children and young people as part of the Aiming High For Disabled Children project.

Activities on offer throughout October included blokarting, wheels for all activities and caring for ponies as well as family based activities, day trips and activity days with transport provided for the first time from some areas of the borough.

The Sefton Positive Futures football programme has successfully been assessed by the FA to achieve Chartered Standard status a benchmark of high quality football sessions.

Free Holiday Activities

Free & Active providing Places To Go, Things To Do has been running throughout the October half term at a range of leisure centres, youth centres and community venues across the borough.

Continuing to partner with the Sefton Youth Service, the programme offered a range of free activities for children and young people aged 2-19.

Throughout the October half term the Free & Active section of the programme continued to witness rising participation figures in both wet and dry activities with a 17.3% increase on dry side sports and 13.1% increase in wet sports. Out of the range of activities on offer, athletics, water sports and adventurous activities and football were the most popular choices for young people, receiving more than 700 visits alone.

Coach Education

The Inspire Accredited Coach Education programme run by the Sefton Sports Council offers young people aged between 14-19 the opportunity to gain a nationally recognised coaching qualification. 200 places have been made available for students and over six weeks the programme has been open 140 individuals have already registered at the time of going to print.

Netherton Activity Centre

Construction works have commenced on the development of the Netherton Activity Centre. The new development will witness the leisure centre, library and arts centre undergo extensive reconstruction to be housed in the new leisure centre and library as well as a sensory unit for disabled children and young people in the form of Jake's Sensory Centre.

LIBRARY AND INFORMATION SERVICES

Fulfilling their Potential

The three year Fulfilling Their Potential project, which completed in March 2010, was intended to improve the library offer to young people across the North West. In Sefton Libraries the aim was to introduce teenage reading groups, and encourage staff to be more confident working with teenagers. In the Final Report, produced by the Reading Agency, Sefton libraries are referred to as the 'reading group champions of the North West'. Reading groups have been set up in six libraries, plus imaginative author events have attracted hundreds of young people to the libraries.

Summer Reading Challenge 2010

The annual summer reading challenge took place across Sefton libraries, encouraging children to read six books during the holidays. It was publicised in all primary schools, and almost 5,000 children signed up and read a number of books, with almost 4,000 completing the challenge, and receiving a certificate and medal as a reward. An awards ceremony took place for children in the Maghull area at Maghull High School, at which the Mayor presented children with their rewards.

Get On-Line Week

The national Get On-Line Week took place 18-23 October 2010. Sefton libraries took part in this campaign by giving people unfamiliar with IT the chance to get on-line. Sessions ran at most libraries, and over 100 people were helped to get started with IT. Comments received included 'The computer lessons are very welcome especially to older persons. "Please continue" and "Now I know what I 'm doing" . "It's nice to learn" were among comments received.

LANDSCAPE DEVELOPMENT AND MANAGEMENT

Awards for Parks and Greenspaces

Landscape Development and Management have won several prestigious awards in recent months for their management of Sefton's parks and greenspaces.

Firstly, the service has again been awarded the prestigious Green Apple Award for environmental best practice. The Green Apple Awards are the leading environmental awards in the UK, and are organised by The Green Organisation. The awards began in 1994 and attracted more than 500 nominations this year.

Secondly, the Service has been re-accredited by the Royal Society for the Prevention of Accidents (RoSPA) for the way it manages Sefton's play areas. It has achieved a Bronze award, a higher level than previously. Only one other local authority in the North West has achieved this status, and the judges commented that Sefton Council have, 'continued to show a high standard of effectiveness.'

Thirdly, the Service won a number of awards in the Southport Flower Show, including the 'Best in Show' award for its garden.

North-West in Bloom

Further successes have been achieved in this year's Regional 'In-Bloom Awards'. Leisure and Tourism have worked with many local partners to secure Silver Gilt awards for both Southport (in the Best Large Coastal Resort category) and Crosby and Waterloo (in the Small Coastal Resort category). Both these awards were higher than the previous year's awards.

Among the many other 'In Bloom' awards in Sefton this year were 14 'Neighbourhood' Awards, in the 'Developing', 'Thriving', or 'Outstanding' categories.

TOURISM

Marketing

PR – British Musical Fireworks Championship received substantial coverage by way of editorial, reader offers (for tickets) and competitions. Davies Tanner (business Tourism PR) continue to secure exposure in a range of trade publications and associated websites (equivalent advertising value of over £100,000). Christmas Festival PR to begin shortly via articles and reader offers in regional newspapers.

Website / new media – The move to the new 'enterprise' web platform for visitsouthport.com has taken place, the online shop is now live. The tourism Facebook and Twitter sites are now both active with daily (or more frequent) updates. E-Newsletter sent to database monthly, now over 6,000 contacts. October newsletter included several special offers for both residents and visitors.

Travel Trade – Familiarisation visit for 23 coach operators and group travel organisers hosted 10-12 October. Positive reviews from the group with some business being placed already.

STBN – Southport Tourism Business Network paying membership now stands at 106. Next Alliance meeting 17 November. Southport Restaurateurs Association

(SRA) recruiting for 2011, 4 new members agreed and 1 elected to leave, membership now stands at 29.

Events

Southport Air Show 18 & 19 September – Saturday was well attended with approximately 35,000 people, feedback from customers was positive. Weather deteriorated during the Saturday pm and continued to rain overnight leaving organisers with no option apart from cancelling the Sunday event, decision made early am and message was communicated immediately via website, radio stations etc.

British Musical Fireworks Championships – 1 - 3 October, successful three evenings, great standard of displays, winners were Pyrotex who fired first on Saturday, presentations made by Mayor of Sefton, attendance 13,000.

Southport Comedy Week – passed off successfully, headline gigs by Sean Lock, Dara O’Brain, Rich Hall and Jimmy Carr all sold out.

Christmas Lights Switch on and Parade – Sunday 21st November – New route for Parade, Entertainment centred around Lord Street Bandstand whilst Arts Centre work taking place.

Christmas Retail Campaign, Chapel Street will host a Christmas Market on the 11th & 12th and 18th & 19th December, this will include local retailers plus traders, entertainers and traditional fairground in Town Hall Gardens.

Southport Food & Drink Festival, we will be working with Edge Street events again, planning for 2011 has started already including search for sponsorship. The event will take place on the 12th – 15th May 2011.

Southport International Jazz Festival – 26 – 29 May 2011, starting to secure headline acts, working with Southport Melodic Jazz Club for one evening headliner, currently approaching fringe venues to participate.

Southport Air Show – de-brief meeting taking place on 19th November, schedule of planning meetings being circulated for 2011, event will take place on 23/24 July 2011.

Business Tourism

At the end of the second quarter of the 2010/2011 financial year there was a total of 22 confirmed conferences worth an estimated £12.5m in economic impact. With an annual target of 31 conferences and estimated revenue of £20m the team is well on target with two quarters remaining.

The destination exhibited at Event UK in Birmingham in September, alongside Liverpool Convention Bureau and ACC Liverpool – and it was the best attended Event UK exhibition for a number of years. Several strong leads were made and are being progressed. The Autumn/Winter issue of Conference Times has been launched and the team is currently putting together a second edition of the popular Delegate Passport.

The team has increased efforts to attract Agents to the resort as increasingly, the association and not-for-profit organisation market are using conference organisers and a dedicated Agent Familiarisation Visit is planned in November.