

CABINET BRIEFING – 27 JANUARY 2011

CABINET MEMBER LEISURE AND TOURISM

SPORT AND RECREATION

ACTIVE LIFESTYLES

The Active Lifestyles Programme, commissioned through Leisure and Tourism 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 first six month review of the programme has been a great success with more than 2,000 referrals being made, with an average loss of weight per person half a stone with 71% of referrals reporting improvement in their mental well being.

Following on from the initial success of the programme, the team now provides a new "MOVE IT" programme – a free six week course for children aged 7-16yr olds and their families who need support with weight maintenance issues.

In addition to this, the team also offers "Relax & Revive"- an adult programme designed to improve the mental health and wellbeing of individuals and groups to assist in alleviating feelings of anxiety, stress and depression while improving self confidence, esteem, motivation and providing opportunities for social interaction.

POSITIVE FUTURES

This project provides positive diversionary activities for children and young people. The Positive Futures Team have continued to tackle hard hitting issues through a range of diversionary workshops. Gun and Knife workshops have been presented to pupils from five schools and pupil referral units across Sefton, demonstrating that a life of crime doesn't pay, while the team have provided anti-bullying workshops to four additional high schools and young people identified as having attendance and behavioural issues.

The team has also been instrumental in providing access to leisure for disabled children and young people in Sefton. Through the Aiming High For Disabled Children: Transforming Short Breaks programme, money has been successfully used in 2010 to enhance existing leisure provision and develop new services for young people within universal settings.

There has been a significant increase in the range of short breaks, provided, enabling a 200% increase in the amount of disabled children and young people accessing non-specialist group-based provision with the Sefton Positive Futures team. The Positive Futures programme has been able to expand the existing range of the scheme to incorporate additional groups including weekend groups for disabled children and their siblings, young adult social groups and additional youth clubs in partnership with the Sefton Youth Service to now offer 24 sessions every week.

NEW TECHNOLOGIES

We are working to continue to enhance the range of services for members at Dunes Splash World, Meadows and Bootle Leisure Centre and are currently investigating the potential of providing their swimming timetables online via an app for the I-Phone with current works being undertaken to develop the application for customers with a view to expanding this range in 2011.

TOURISM

MARKETING

PR – Media value secured via tourism team activity £196,366 to the end of November. Several media competitions/reader offers running through December to support the Christmas event in Southport. Business Tourism (conference) media value to end September £175,000.

Design & Print - The Sefton Trail leaflet (borough-wide tourism/leisure offer) has been so successful that we have had it reprinted. Southport Short Breaks & Holiday Guide (2011) has been delivered and sent to distributors (80,000 copies – no cost to tourism, funded via advertising). Southport Pocket Guide design agreed, all advertising sold. Walking & Cycling Guide sent to print. Design for Confex 2011 stand underway. Southport will be exhibiting on a partnered stand with TMP and ACC Liverpool.

Website/new media – work underway on refreshing the Sefton's Natural coast (SNC) site. The tourism Facebook and Twitter sites are now both active with daily (and more frequent) updates. E-Newsletter sent to database monthly, now over 6,500 contacts. December newsletters (general and Christmas Festival editions) included several special offers for both residents and visitors.

Travel Trade – Attendance at 'Best of Britain & Ireland' Travel Trade Show (Birmingham) confirmed. Tourism will also be attending the 'Great Days Out' show in Manchester. Annual update to Travel trade database to go in January.

STBN – Southport Tourism Business Network membership now stands at 112 – the highest ever figure. Southport Restaurateurs Association (SRA) recruiting for 2011, 4 new members agreed and 1 elected to leave, membership now stands at 28. Design for 2011 Eating Out Guide agreed and gone to print.

EVENTS

Christmas Lights Switch on and Parade – took place on Sunday 21st November – New route for Parade with entertainment centred around Lord Street Bandstand well attended.

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.

Next RLPO Lunchtime concert at Bootle Town Hall on 16th December, these concerts will continue until the end of this financial year.

Southport Food & Drink Festival 12–15 May 2011 – currently putting together the programme of activity for this event and gaining participation of local restaurants and businesses.

Southport International Jazz Festival 26–29 May 2011. Ten confirmed new and returning venues for fringe activity. In the pipeline headliners are Clare Teal, To'mezclao from Cuba (Latin Jazz) and Jay Phelps (formerly of MOBO winning Emphirical) and Tubby Hayes Tribute Band.

Southport Air Show – de-brief meeting took place 19 November and planning for 2011 now underway. Currently securing infrastructure and application for RAF Aircraft has been submitted. Meeting with Liverpool Airport on 16 December to confirm ongoing partnership arrangement.

Fireworks Championships – draw for competitors for 2011 taking place on 15 December. 2010 champion has confirmed that they will return to defend title.

BUSINESS TOURISM

Part way through the third quarter of the 2010/2011 financial year a total of 25 confirmed conferences worth an estimated £13.5m in economic impact have been secured. With an annual target of 31 conferences and estimated revenue of £20m the team is on target with one and a half quarters remaining.

That said, we have over the past few weeks experienced a number of event cancellations which are related to the depressed economy. These cancellations equate to approx £7m lost in economic impact from previously solid events with another £1.75m in new events which are not now going ahead.

The team has increased efforts to contact new organisations who might be less affected by the current financial climate and this, coupled with a renewed working relationship with professional conference organisers and agents, has generated a number of new enquiries which equate to a potential of £4.5m in revenue to the borough.