

Leicester
City Council

**MEETING OF THE HERITAGE CULTURE LEISURE AND TOURISM
SCRUTINY COMMISSION**

DATE: TUESDAY, 30 NOVEMBER 2021

TIME: 5:30 pm

**PLACE: Meeting Room G.01, Ground Floor, City Hall, 115 Charles
Street, Leicester, LE1 1FZ**

Members of the Committee

Councillor Halford (Chair)

Councillor Ali (Vice-Chair)

Councillors Dr Barton, Cole, Dawood, Shelton and Solanki
(1 unallocated non-grouped place)

Members of the Committee are invited to attend the above meeting to consider
the items of business listed overleaf.

For Monitoring Officer

Officer contacts:

Jacob Mann (Democratic Support Officer),

Tel: 0116 4546350, e-mail: Jacob.mann@leicester.gov.uk

Leicester City Council, City Hall, 3rd Floor Granby Wing, 115 Charles Street, Leicester, LE1 1FZ

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If you have any queries about any of the above or the business to be discussed, please contact:

Jacob Mann, Democratic Support Officer on 0116 4546350

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PUBLIC SESSION

AGENDA

FIRE / EMERGENCY EVACUATION

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1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members are asked to declare any interests they may have in the business to be discussed.

3. MINUTES OF THE PREVIOUS MEETING

[Appendix A](#)

The minutes of the meeting of the Heritage, Culture, Leisure and Tourism Scrutiny Commission held on 12 October 2021 are attached and Members are asked to confirm them as a correct record.

4. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer to report on the receipt of any questions, representations or statement of case submitted in accordance with the Council's procedures.

5. PETITIONS

The Monitoring Officer to report on the receipt of any petitions submitted in accordance with the Council's procedures.

6. CULTURAL AND CREATIVE INDUSTRIES PLANS - UPDATE

[Appendix B](#)

The Director of Tourism, Culture, and Inward Investment submits a report on the Council's plans for cultural and creative industries in the city.

7. CHRISTMAS CAMPAIGN EVENT

[Appendix C](#)

The Director of Tourism, Culture, and Inward Investment submits a presentation on the Festivals and Events Team's Christmas Programme.

8. WOMEN'S PARTICIPATION IN PHYSICAL ACTIVITY AND SPORT [**Appendix D**](#)

The Director of Public Health submits a presentation on the current status of women's participation in physical activity and sport in the city.

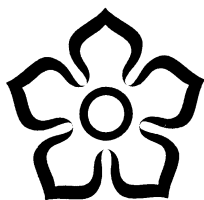
9. DRAFT SCOPE FOR NEW REVIEW INTO 'WOMENS PARTICIPATION IN SPORTS AND PHYSICAL ACTIVITIES' [**Appendix E**](#)

The Chair submits a draft scope for a new review into 'Women's Participation in Sports and Physical Activities' for Member's consideration.

10. WORK PROGRAMME [**Appendix F**](#)

Members are asked to declare any interests they may have in the business to be discussed.

11. ANY OTHER URGENT BUSINESS



Leicester
City Council

Appendix A

Minutes of the Meeting of the
HERITAGE CULTURE LEISURE AND TOURISM SCRUTINY COMMISSION

Held: TUESDAY, 12 OCTOBER 2021 at 5:30 pm

P R E S E N T :

Councillor Halford (Chair)

Councillor Dr Barton
Councillor Cole

Councillor Dawood
Councillor Shelton

Councillor Solanki

* * * * *

1. APOLOGIES FOR ABSENCE

There were no apologies for absence.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. CHAIRS ANNOUNCEMENTS

The Chair announced that Covid-19 updates would no longer be a regular agenda item and that Officers could bring relevant updates to the Commission when necessary.

4. MINUTES OF THE PREVIOUS MEETING

AGREED:

That the minutes of the meeting of the Heritage, Culture, Leisure and Tourism Scrutiny Commission held on 24 August 2021 be confirmed as a correct record.

In response to a question regarding swimming lessons at New Parks Leisure Centre it was noted that swimming lessons for each school had been booked before the start of the academic year when New Parks was closed. Due to the certainty at the time as to when New Parks would be open due to the COVID recovery it was necessary to confirm school swimming arrangements with all the city schools in readiness for the forthcoming academic year. Therefore, schools were programmed at the other leisure centres. Schools would be able

to book New Parks when the booking arrangements with schools early next year for the academic year ahead commenced.

Councillor Shelton noted that he had received interest from other Councillors on the concept of a heritage project on Leicester's historic cinemas.

5. UPDATE ON PROGRESS AGAINST ACTIONS OF PREVIOUS MEETINGS (NOT ELSEWHERE ON THE AGENDA)

It was noted that the Haymarket Theatre item had been added to the Commission's work programme and a report would come to a future Commission meeting.

6. PETITIONS

The Monitoring Officer reported that no petitions had been received.

7. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

The Monitoring Officer reported that no questions, representations, or statements of case had been received.

8. COVID 19 UPDATE - VERBAL

The Director of Tourism, Culture, and Inward Investment presented an update on the impact of the Covid-19 pandemic on Heritage, Culture, and Tourism Services. It was noted that:

- De Montfort Hall was now fully back open, due to the number of rescheduled shows the schedule for DMH was very busy. Shows were on average getting 80% attendance.
- Customers were being encouraged to show a Covid pass or a clear lateral flow test result when entering DMH.
- There had been a shift towards last minute booking in venues across the city.
- There was no evidence at Covid spreading at DMH though there was considerable pressure from promoters to ensure Covid safety.
- All museums were now open at normal hours and at full capacity. Social distancing and masks were still being encouraged.
- Attendance at museums was 50-60% compared to pre-pandemic numbers, this was in line with national trends.
- Larger events such as exhibition launches were now possible, and a few were scheduled for the near future.
- There was a large group of front of house staff who were well briefed on Covid safety, to date there had been no issues with staff shortages.
- There was now a full programme of exhibitions for the next couple of years, any ideas for future exhibitions could be discussed.

The Head of Sports presented an update on the impact of the Covid-19 pandemic on Sports Services, it was noted that:

- Customers had continued to return to Leisure Centres.
- The capital investment in Cossington, Aylestone and Evington leisure centre had helped to fast track the recovery.
- The initial budget pressure had reduced significantly since the last update from a projected £2.1 million to £1.6 million at period 6.

9. AUTUMN WINTER EVENTS PROGRAMME

Councillor Clair, Deputy City Mayor for Culture, Leisure, Sport and Regulatory Services, introduced the item, noting that following the success of the Summer in the City program, an events program for autumn and winter was now being outlined, these events would be delivered in collaboration with local partners.

Chris Hackett, Deputy Festivals and Events Manager, presented the item. It was noted that:

- Festivals plans had been outlined until the end of the financial year.
- A hybrid approach would be taken to Diwali celebrations, removing the stage programme and the fireworks display. These would be replaced with a pre-recorded film to be shown on a loop on a screens in the Belgrave area and a fire garden installation on the Cossington Recreation Ground.
- For Bonfire Night, an event would still be held at Abbey Park, including an entertainment package to encourage early attendance.
- For the Christmas lights switch on, to reduce crowd density there would also be no stage programme and the countdown event would be relayed across a number of places in the city centre.
- Other Christmas activities would include the ice rink and Big Wheel on Jubilee Square, and a Santa's grotto in Green Dragon Square.

In response to questions from Members it was noted that:

- Due to having to close Belgrave Road twice, and the costs of filming and screens, there would not be a significant cost saving for the Diwali events.
- The Council was working closely with the Local Business Association to promote shopping across the period of Diwali celebrations. ERDF funds were being used to support the shopping promotion.

AGREED:

1. That the Commission notes their praise to the Festivals and Events team for their work on the seasonal programs, and notes they have been assured that crowd control and public safety will be in-place.

2. That the Commission recommends the Festivals and Events team to continue to make efforts to make the public aware of the Autumn and Winter program.

10. BLACK HISTORY MONTH EVENTS PROGRAMME

Pawlet Brookes from Serendipity UK was present to provide an update on the organisation's Black History Month programme which was supported by a Leicester City Council grant. It was noted that:

- The national theme of Black History Month 2021 was 'Proud to Be'.
- There would be a series of films showing at Phoenix cinema celebrating 50 years of Blaxploitation cinema.
- There would be 39 events across the programme, working with 15 partners.
- Measures would be put in place to make all events Covid secure.
- The programme for Black History Month in 2021 had also been outlined.

In response to Member's questions it was noted that:

- School activities were included in the programme, including an event on black educators, and a series of podcasts and education packs provided to schools. It was also noted that Spark Festivals ran Black History Month events in schools.
- There were examples of events with 38% of attendees being Afro-Caribbean, higher than the national figures.
- A National Lottery fund of £680,000 was being applied for to fund a 3-and-a-half-year program, also including a young archivist program.
- Serendipity UK had worked before with the Afro Caribbean Centre and would continue to do so in future.
- Key Performance Indicators were set by stakeholders and were different for every organisation contributing funds.

The Chair thanked Pawlet for the update and wished her the best of luck with the program.

11. HERITAGE PANELS - PROGRESS REPORT

Councillor Clair, Deputy City Mayor for Culture, introduced the item, noting the Commission has previously been updated on the city's Heritage Panels.

Emma Buckler, Heritage and Engagement Manager, presented the item, it was noted that:

- The update covered the period from September 2020 to the present, during that time 34 new Heritage Panels had been installed across the city, making 150 in total. 44 Panels were in development and would be installed by February 2022.
- The Heritage Panels project would be completed in March 2023, with 87

extra Panels being installed from April 2022-March 2023.

- The Panels were colour coded into different themes, such as the race equality Panels.
- There had been a positive response to the Panels on social media.

In response to Member's questions it was noted that:

- The Panels were coated in an anti-graffiti material, and graffiti on the panels was a rare occurrence.
- The process for creating the Panels involved working with community stakeholders and external researchers to ensure accurate information on the Panels. Any inaccuracies on the Panels could be corrected by reskinning the Panels.
- The lifespan of the panels was estimated to be 5-10 years. The newer panels would have higher ultraviolet resistance, leading to them being more durable and potentially having a lifespan longer than 10 years.

AGREED:

1. That the Commission recommends that efforts be made to raise awareness for the city's Heritage Panels.

12. LEISURE CENTRE REFURBISHMENT CAPITAL PROGRAMME

Councillor Clair, Deputy City Mayor for Leisure, introduced the item. It was noted that the first phase of Leisure Centre refurbishment throughout the city had exceeded targets on construction, and that it was hoped the second phase could be delivered on time and on budget.

Andrew Beddow, Head of Sports, presented the item, it was noted that:

- Previous support had been provided by the Commission on this area.
- The investment from the Capital Programme was targeted based on a sound return on an investment case
- Whilst there may have been a perceived risk to the business case, this was managed due to the latent demand study that underpinned the business case. The uptake by customers at the 3 centre was significantly higher than the projected demand outlined in the business case.
- There was an anticipated extra budget pressure on the service due to the pandemic, this pressure was lessened due to the 3 new facilities.
- The recently refurbished Evington Leisure Centre had 18% of members coming from the county area. Once the half-price offer had expired 65% of members retained their memberships.

In response to Member's questions it was noted that:

- Over the last 18 months there had been a restructuring giving dedicated

resources for marketing in the Sports Service. There had been more investment in marketing and close work was ongoing with the Comms team on promotion of the new Leisure Centres.

- The service did offer women's only activities and programme times for women as part of its offer.
- Leicester Hockey Club had recently returned to the city, providing more sports opportunities for women.
- Sports Services staff could help support a task group for the Commission on women's sports in the city.
- The City Sports Foundation/Partnership no longer meet or operated.

AGREED:

1. That the Commission recommends taking forward a task group on women's sports in Leicester.

13. DRAFT WORK PROGRAMME

The Chair noted that any suggestions for future items for the Commission should be emailed to herself or the Scrutiny Policy Officer.

14. ANY OTHER URGENT BUSINESS

There being no other urgent business, the meeting closed at 7.25pm.

Appendix B

Report to Scrutiny Commission

Scrutiny Commission: Heritage, Culture Leisure and Tourism
Date of Commission meeting: 30th November 2021

Cultural and Creative Industries Plan

Lead Executive Decision Maker
Assistant Mayor for Heritage, Culture, Leisure and Sport
Report of the Director of Tourism, Culture and Inward Investment



1 Purpose

- 1.1 This briefing note includes background information about the significance of the Cultural and Creative Industries. It highlights opportunities for accessing funding and supporting growth. It also sets out the proposed brief for a consultant to work with local stakeholders to create a Plan. Commission members are invited to comment.

2 Background

- 2.1 Previous work to develop a cultural and creative industries plan had been halted by COVID in early 2020.

3 Cultural Development Fund

- 3.1 In July 2021 a decision was taken not to apply for the Cultural Development Fund (CDF) round 2 programme. That government funded programme had invited a city wide bid for between £3-5m, primarily for capital interventions. We had bid in round 1 and were not successful but in summer 2021 we were not ready to bid.
- 3.2 It is felt that a new city strategy will significantly enhance our opportunities to bid to a round 3 of CDF which is anticipated in 2022 at a similar level (circa £17m) to the round 2 programme. That should mean 4-5 successful towns or cities. Although this is an Arts Council England administered

programme, it is notable that the programme is designed to support creative industries as well as cultural and arts organisations.

4 Creative Industries Sector Deal

- 4.1 The Cultural Development Fund was one of a series of interventions agreed by government as part of a wider creative industries sector deal in 2018. The deal also included the establishment of a creative industries cluster programme funded via the Arts and Humanities Research Council. £80m was allocated to nine clusters, typically R&D partnerships involving universities, the private sector and local government bodies. The nine clusters are intended to accelerate growth in a range of creative sectors including the broadcast and screen industries, fashion textiles and technology, fashion design innovation, data and design, animation and videogames, digital storytelling and creative audiovisual. Two of the nine creative clusters have a focus on textiles and fashion.
- 4.2 One recipient of the original cluster programme was Future Screen Northern Ireland. Successful delivery of the original £13m cluster project has led now to a proposal for a new £70m virtual production studio, agreed with government as part of a Belfast City Deal.
- 4.3 No clusters were supported at all in the Midlands and this is seen as a significant weakness / opportunity. It is anticipated that the emphasis on R&D and the additional resource committed for it in the recent spending review will likely lead to a further round of 'creative clusters' or some similar programme. The Cultural and Creative Industries Plan to be commissioned should also help us be ready for such an opportunity, though it will require a clear focus and a strong partnership, particularly with the HE institutions.

5 Creative Industries – Scale and Significance

- 5.1 The keynote speaker at a recent conference in Belfast on this subject was Peter Bazelgette. He is current Chair of ITV, ex Chair of Arts Council and author of the Independent Review of the Creative Industries (2017). The Sector Deal was the government's response to his research.
- 5.2 He noted that although the Creative Industries in terms of GVA already dwarf most traditional industries, they are still relatively invisible in gov't policy and in official statistics. Nine sectors constitute the 'creative industries' i.e. Advertising and Marketing / Architecture / Crafts / Design / Film, TV and Radio / IT Software and Computer services / Museums, Galleries & Libraries / Music, Performing & Visual Arts / Publishing.
- 5.3 Together they represent the fastest growing sector of the economy. Jobs growth was 25% in 2011-2016 compared to 7.6% average elsewhere and that pattern has continued. The sector overall grew by even more in terms of value – circa 34%. Jobs in these areas are highly resistant to automation and are often highly skilled.

- 5.4 The creative industries council is the body responsible for championing and promoting the overall sector. It is drawing attention to what it describes as Crea Tech, where creativity meets technology. Building on the UK's reputation for creativity and invention, CreaTech embraces the commercial and cultural possibilities of virtual reality, artificial intelligence, 5G, and other developing fields. The Creative Industries Council is working to raise the profile of CreaTech to that of FinTech or EdTech in the financial and education sectors.
- 5.5 Many of the new job roles that are required by Crea Tech are not even yet defined but the basic requirements are combinations of creativity and digital technology. Digital artists are something of a template.

6 Leicester Relevance

- 6.1 The city has some strengths in the creative industries already though some of that is relatively invisible. Pilot House will create opportunities for existing clusters to be more visible, especially the Design sector which is particularly strong.
- 6.2 It is notable however that when IBM chose Leicester it did so because of the concentration of IT graduates within an hour travel time. Aside from generic IT skills we have considerable expertise in DMU in the creative industries including of course fashion and design but also in Artificial Intelligence. In Leicester University we have also got considerable expertise in Big Data etc.
- 6.3 Arguably Leicester is well positioned to develop Crea Tech innovations that could drive investment and economic growth. It is clear the sector demands highly skilled roles that could make a significant contribution to graduate retention, growing employment opportunities that are not widely available at present.
- 6.4 The brief for the Plan therefore includes a desire to properly explore and make recommendations about what a future 'creative cluster' type programme might look like for the city.

7 Commissioning an Agency

- 7.1 The following is proposed as a brief we use to commission support. The city council will commit circa £20k to the cost of this exercise. Discussions are underway to secure other partner contributions.

Proposed Brief

Leicester city council and partners wish to appoint an agency experienced in the development of cultural and creative industries strategies, to help develop and shape such a strategy for the city that can guide priorities for the next 5 years 2022-2027. The appointed agency will be expected to

- *carry out research to clearly map and analyse the existing sectors, identifying areas of strength, weakness and opportunity*
- *undertake extensive public, stakeholder and business consultation*
- *review and comment on existing local and national policies that are relevant*
- *consider routes to funding that may be available to support the strategy*
- *consider best practise from other cities that have effectively used similar strategies to deliver meaningful impacts*
- *recommend interventions to support specific sub sectors including dance / music / theatre / creative digital / design / museums / training and education*
- *propose future priorities for intervention, particularly capital investment*
- *recommend a focus for a future 'creative cluster' bid for the city*
- *explore and recommend a model of governance to support the delivery of the strategy with focus on the scope to develop a 'cultural compact'*
- *draft a cultural and creative industries strategy for the city with clear objectives, priorities and measures and present it to stakeholders*
- *create useful assets that can be used to support the dissemination of the strategy including visual and digital materials*
- *complete the above by end ?? 2022*

Agency Spec

The person, people or company we appoint will have:

- *Wide experience of working with organisations and businesses in the UK cultural and creative industries sectors*
- *Direct experience of working in partnership with UK local authorities and multiple stakeholders on cultural and creative industries strategy planning*
- *Extensive experience of feasibility studies; economic research and market assessments; qualitative and quantitative research; stakeholder facilitation.*
- *An understanding of business support initiatives and funding streams relevant to creative industries and cultural organisations*

The process will be led by the Director of Culture, Tourism and Investment. The agency will work with two steering groups of local stakeholders covering the cultural and creative industry remits.

Christmas in Leicester 2021

A programme of Christmas activities was approved in the summer including the return of the Ice Rink, Santa in the Green Dragon Square, film screenings, marketing costs and an online programme.

This report is an update on the planned activities



Christmas Light Switch On

Thursday 18th November

2021 Overview:

As with Diwali, the Christmas Light Switch On reduced crowd density and increased crowd flow by removing elements that required people to gather in one place. 20,000 – 22,000 attended the event .

Programme :

- Removed stage at Humberstone Gate - replaced with funfair
- BBC Radio Leicester broadcast 5pm-7pm live show featuring countdown that was relayed via a PA system
- 12 • Choirs, bands (such as brass and steel pan performers), tableau and Nativity scene in Town Hall Square
- Movie night in Green Dragon Square with food & drink vendors
- 'Happy Wheel' operational in Jubilee Square
- Large light installation in Orton Square - funded by BID
- Increased number of street acts & installations to keep people moving including roaming bands, stilt walkers and lantern puppets
- Online digital programme with messages, performances pre and post Switch On

Ghost Caribou walkabout and shadow puppetry story telling



Penguin lantern puppets

Outdoor Cinema

Dates: 18th, 19th, 20th November
Plus continuing Saturdays: 27th November,
4th, 11th & 18th December

Location: Green Dragon Square

Starts on the eve of the Lights Switch on with a trio of festive film nights.

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Assessing proposals for festive food and drink outlets to accompany the screenings



Santa in the Square

Dates: 4th – 23rd Dec

Location: Green Dragon Square

Fake snow coverage and bursts of falling snow across the square booked for duration

Copies of the Snowman and The Snowdog book will be given as a gift for visiting children

Return of 'snowflake wall' and a new interactive puppet projection on to the wall by Interact Digital Arts.



Jubilee Square Ice Rink

Dates: Thurs 2nd Dec – Mon 3rd Jan

Tickets on sale 1st November 2021

No ticket price increase from 2019

GEM Radio

Biggest reach radio station in Leicester, listenership of 440,000 across the East Mids each week. £17k worth of radio advertising secured for £5k has been agreed via a partnership with GEM

Agreement includes: 4 weeks of on-air advertisement of the rink, promotional trails and live reads, webpage feature, branded playlists for rink

- **Prestige Events - Rink side photo station**
- **Sports Team Theme Nights**
- **University Student events**
- **Disco evenings Friday & Saturday 7pm-9pm slots**

The Snowman Costume

Shared access between Festivals and Events and Arts and Museums will give us the opportunity to promote The Snowman and The Snowdog exhibition at Newarke Houses at all Christmas events.



Town Hall Square

Nativity scene

Painted illustrations created last year to be installed which features written captions of the nativity story



Tableau

Interactive AR installation based on a tableau scene created using scenery and characters from various tableaux over the years.

A local set designer has been engaged to help the lighting team create this scene.

AR experiences have been added to the tableau by AR specialist Red Frog. Users will be able to download an app and hunt for Santa's little helpers in the tableau. When found they will engage in a game of Snowball dodge, interact with the user etc.

A portal also takes the user through to a Christmas in Leicester branded Winter Wonderland where they can take selfies to post on social media.

Users can also collect Reindeer dust by scanning decals on shop windows. That will unlock other options for individual users and the total accumulated dust will gradually increase the density of lights on an AR tree in Town Hall Square.

It is hoped this will be a very engaging process for families with children.

Extension to Fairground on Humberstone Gate

In place from 18th November – 2nd January



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Clock Tower Tree

New Tree is up and decorated.

Sponsored by Watches Of Switzerland the new tree is attracting plenty of positive social media and was the centrepiece of the Christmas Light Switch On



Wheel of Light

Dates: Fri 12th Nov – Sun 2nd Jan

Build 9th Nov, Derig Mon 3rd Jan 22

Location: Jubilee Square

Prices:

Standard £6

Small child (under 1.4m) £4.50

Family (2 adults + 2 Children or 1 adult + 3 children) £18

Times:

Mon – Thurs: 11am – 9pm

Fri – Sat: 11am – 11pm

Sun: 11am – 9pm



Orton Square

Rhizome

BID Leicester light installation

Dates: 18th November 2021 – 6th January 2022



Digital Programme

Ideas in development:

- Permission to use a selection of The Snowman PDF activity sheets
- Christmas Craft tutorials and activity packs
- Festive Tales from Leicester Libraries



Repurpose some content from last year

- Pre recorded messages. Including:

City Mayor
Cllr Clair
Public Health Director
Lord Mayor
Lord Lieutenant
Chief Constable
Chief Inspector
Fire Service

Marketing & Websites

- Arch appointed to deliver the creative for Christmas In Leicester, media campaign and measurement: £20k
- The theme this year is 'Festive Adventures' to encourage visitors to seek out the activities in the city centre and public squares.
- 8 x 3-sided towers will be placed strategically around the city centre advertising the activities.
- An additional £5k has been approved for the development of the Christmas In Leicester website to integrate the ticketing system and content management.

Key BID initiatives in the lead up to Christmas that will complement the programme:

- Rhizome light installation in Orton Square from November 18th - January 5th
- Production and screening of a new TV advert on Sky running for 4 weeks from 26/11
- Funding for the creation and distribution of Christmas in Leicester printed leaflet as part of the overall campaign
- Funding for marketing campaign to promote theatres and cinemas and drive ticket sales. Managed by LCC.
- Independent Leicester campaign to promote businesses particularly via social media
- The Leicester Gift Card will be extensively promoted
- Development of Christmas Trail on LoyalFree app

Sponsorship Secured

- Light Switch On: Octopus Energy £10k
- Santa in the Square: City Fibre £5k
- Tree: Watches of Switzerland 7k
- Ice Rink (12k in kind)

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Women's Participation in Physical Activity and Sport

21



Women in Sport / Physical Activity

- Physical Activity provides a wide range of physical and mental health benefits.
- Inactivity is estimated to cost the UK economy £7.4 billion a year and accounts for 1 in 6 deaths.
- 22 • Women's participation, for many years has lagged behind their male counterparts.
- 2m fewer women than men participate with more men than women participating in sport, at almost every age group.

Women in Sport / Physical Activity

- Physical activity rates in Leicester had been steadily on the rise since 2015, meeting national averages. However, Covid is likely to have had an impact, which isn't yet known.
- In the city there is a 5% gap between male and female participation, with the highest levels of inactivity amongst people from ethnic backgrounds.
- The joint strategic needs assessment on physical activity in Leicester(2020) , listed six target groups for increasing physical activity levels, 'women of any age' is one of those groups.

Women in Sport / Physical Activity

- Encouraging more women to find their way into sport and physical activity needs to be a priority if the gender gap is to close.
- There are different drivers and motivations for women to be active. 13m nationally state they want to move more, yet 6m remain inactive.
- 24 • Sport England and National Governing bodies of sport, over recent years have invested into research into the subject of women in sport and physical activity to help address the gender gap.
- There are examples of best practice with the 'This Girl Can campaign' and useful 'how to engage guides'.

This Girl Can.....

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<https://www.youtube.com/watch?v=hMsZ1GBxh6o>

Scrutiny Review

Purpose

- Understand some of the challenge's women (18+) face with participating in physical activity / sport by:
 - Drawing on local and national research into women's participation in sport and physical activity.
 - Facilitating focus groups or individual conversations with women to gain an insight into women's attitudes, perceptions and key issues to participation.
- Understand the types of products, programs, and levels of usage by women within Sport Services facilities.
- Understand what city partners offer women to participate in physical activity and sport.
- Provide a set of recommendations for the council and city partners to utilise that will raise the awareness of city programs and encourage more women to participate in physical activity and sport.

Scrutiny Review

Scope

- Understanding the local, regional, and national context to the challenge women face with participation in physical activity and sport.
- A review of local and national best practice to encourage women's participation.
- Understanding women's attitudes and perceptions to sport and physical activity, particularly local Leicester women.
- Understanding what services and programs exist for women. Reviewing Lcc sport services programs and gaining an understanding of uptake.
- Understand in the City landscape for opportunities for women to participate in sport and physical activity with city partners, along with an understanding of uptake and usage (where data is available). For example, community clubs, self-employed and private operators.
- Identifying issues and gaps in provision and where improvements can be made to increase participation.

Scrutiny Review

Methodology

- A review of national and local research into Women's participation in physical activity and sport
- Draw on examples of best practice locally and nationally, where women's participation has been encouraged.
- Conduct a small number of focus groups and one to ones with local women to understand attitudes, perceptions, and key issues to being physically active.
- Understanding Lcc Sports data and trends and identifying gaps and issues, with suggestions on how these can be addressed.
- Explore the ways in which Lcc promotes and market's exercise and physical activity to women and provide recommendations to how techniques used can be more appropriate to improve engagement.

Scrutiny Review

Evidence will be gathered from:

- Lcc Sports Division leads
- Lcc Public Health lead
- City based women representatives
- Scrutiny members
- Sports Forums and agencies – local and national
- Sports England and partners
- Strategies and plans

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Time frame : 3 months, complete March / April

Welcome feedback on the review including the purpose, scope and methodology.

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Any further questions

Leicester City Council Scrutiny Review

Title of Review:
Women's participation in sport and physical activity in Leicester

A review of the Heritage, Culture, Leisure and Tourism
Scrutiny Commission

Date: 30th November 2021

Background to scrutiny reviews

Determining the right topics for scrutiny reviews is the first step in making sure scrutiny provides benefits to the Council and the community.

This scoping template will assist in planning the review by defining the purpose, methodology and resources needed. It should be completed by the Member proposing the review, in liaison with the lead Director and the Scrutiny Manager. Scrutiny Officers can provide support and assistance with this.

In order to be effective, every scrutiny review must be properly project managed to ensure it achieves its aims and delivers measurable outcomes. To achieve this, it is essential that the scope of the review is well defined at the outset. This way the review is less likely to get side-tracked or become overambitious in what it hopes to tackle. The Commission's objectives should, therefore, be as SMART (Specific, Measurable, Achievable, Realistic & Time-bound) as possible.

The scoping document is also a good tool for communicating what the review is about, who is involved and how it will be undertaken to all partners and interested stakeholders.

The form also includes a section on public and media interest in the review which should be completed in conjunction with the Council's Communications Team. This will allow the Commission to be properly prepared for any media interest and to plan the release of any press statements.

Scrutiny reviews will be supported by a Scrutiny Officer.

Evaluation

Reviewing changes that have been made as a result of a scrutiny review is the most common way of assessing the effectiveness. Any scrutiny review should consider whether an on-going monitoring role for the Commission is appropriate in relation to the topic under review.

For further information please contact the Scrutiny Team on 0116 4546340

To be completed by the Member proposing the review		
1.	Title of the proposed scrutiny review	Women's participation in Physical Activity and Sport.
2.	Proposed by	Cllr Elaine Halford, Chair of Heritage, Culture, Leisure and Tourism Scrutiny Commission.
3.	Rationale Why do you want to undertake this review?	<p>Sport England has identified that less women participate in physical activity and sports than men. Being active and having a positive relationship with sport and physical activity is important to women's long-term health and wellbeing.</p> <p>The pandemic resulted in more-home working, which has led to changes in lifestyles, fitness, and health, with a positive and negative effect on physical activity habits. There is a need to understand women's attitudes and behaviours to sport and physical activity to promote and encourage participation.</p> <p>City partners and LCC offer a wide range of opportunities for participation, within a formal sport setting or recreationally. LCC Sport Services particularly, provide numerous services and programs across its portfolio of leisure facilities.</p>
4.	Purpose and aims of the review What question(s) do you want to answer and what do you want to achieve? (Outcomes?)	<p>The review will aim to:</p> <ul style="list-style-type: none"> Understand some of the challenges women (18+) face with participating in physical activity / sport by: <ol style="list-style-type: none"> Drawing on local and national research into women's participation in sport and physical activity. Facilitating focus groups or individual conversations to gain an insight into women's attitudes, perceptions and key issues with regard to participation. Understand the types of products, programs, and levels of usage by women within Sport Services facilities. Understand what city partners offer women to participate in physical activity and sport. Understanding the level of non-paid participation – such as running, cycling and exercising in own home as many people choose to exercise in this way rather than at facilities. Provide a set of recommendations for the council and city partners to utilise that will a) raise the awareness of city programs and encourage more women to participate in physical activity and sport, and b) try to overcome any existing barriers to participation.

5.	Links with corporate aims / priorities How does the review link to corporate aims and priorities?	<ul style="list-style-type: none"> • Sports strategies / plans and initiatives e.g. 'Be Active' Leicester encourages participation. • Health and wellbeing plans are linked to sports and physical activities. • LCC investment into developing and improving the Leisure and Sports Centres facilities in the city
6.	Scope Set out what is included in the scope of the review and what is not. For example which services it does and does not cover.	The review will include: <ul style="list-style-type: none"> • Understanding the local, regional, and national context to the challenges women face with participation in physical activity and sport. • A review of local and national best practice to encourage women's participation. • Understanding women's attitudes and perceptions to sport and physical activity, particularly local Leicester women. • Understanding what services and programs exist for women to access sporting opportunities. Reviewing LCC sport services programs and gaining an understanding of uptake. • Understanding the City landscape for opportunities for women to participate in sport and physical activity with city partners, along with an understanding of uptake and usage (where data is available). For example, community clubs, self-employed and private operators. • Identifying issues and gaps in provision and where improvements can be made to increase participation.
7.	Methodology Describe the methods you will use to undertake the review. How will you undertake the review, what evidence will need to be gathered from members, officers and key stakeholders, including partners and external organisations and experts?	Evidence will include: <ul style="list-style-type: none"> • A review of national and local research into women's participation in physical activity and sport • Draw on examples of best practice locally and nationally, citing cases where women's participation has been encouraged. • Conduct a small number of focus groups and one-to-ones with local women to understand attitudes, perceptions, and key issues to being physically active.

		<ul style="list-style-type: none"> Understanding LCC Sports data and trends and identifying gaps and issues, with suggestions on how these can be addressed. Explore the ways in which LCC promote and market exercise and physical activity to women and provide recommendations on how techniques used can be more appropriate to improve engagement.
	Witnesses Set out who you want to gather evidence from and how you will plan to do this.	Evidence will be gathered from: <ul style="list-style-type: none"> LCC Sports Division leads LCC Public Health lead City based women representatives Scrutiny members Sports Forums and agencies – local and national Sports England and partners Strategies and plans
8.	Timescales How long is the review expected to take to complete?	3 months
	Proposed start date	End of Nov 2021
	Proposed completion date	Feb / March 2022
	9. Resources / staffing requirements Scrutiny reviews are facilitated by Scrutiny Officers and it is important to estimate the amount of their time, in weeks, that will be required in order to manage the review Project Plan effectively.	Scrutiny officer time within existing workload. The officer time from services within Sports division contributing to the review.
	Do you anticipate any further resources will be required e.g. site visits or independent technical advice?	Not at this stage.

	If so, please provide details.	
10.	Review recommendations and findings To whom will the recommendations be addressed? E.g. Executive / External Partner?	Recommendations will be made to: <ul style="list-style-type: none"> The Executive, Leicester City Council
11.	Likely publicity arising from the review - Is this topic likely to be of high interest to the media? Please explain.	Likely to attract some attention from the media
12.	Publicising the review and its findings and recommendations How will these be published / advertised?	The progress of the task group review will be reported to the HCLT Scrutiny Commission. The report findings and recommendations will be presented to HCLT (public meeting) and the Overview Select Committee and will also be published on LCC website.
13.	How will this review add value to policy development or service improvement?	The review will aim to help and further encourage and develop ways of engaging more women into physical activity and sports. As a result, there could be changes to existing policy within the Sports Services and within the local sports sector more widely.
To be completed by the Executive Lead		
14.	Executive Lead's Comments The Executive Lead is responsible for the portfolio so it is important to seek and understand their views and ensure they are engaged in the process so that Scrutiny's recommendations can be taken on board where appropriate.	<i>I welcome this review, I will support this, and I foresee positive outcomes for my work.</i> Councillor Piara Singh Clair Deputy City Mayor and Executive lead for Culture, Leisure, Sport and Regulatory Services

Comments from the relevant Director		
15.	Observations and comments on the proposed review	<i>Sports Services welcomes the review that will focus on Women's participation in sport and physical activity as the findings and recommendations will help inform how we can improve access for women to take up or continue to exercise in the city.</i>
	Name	Andrew Beddow
	Role	Head of Sports, Public Health
	Date	10/11/2021
To be completed by the Scrutiny Support Manager		
16.	Will the proposed scrutiny review / timescales negatively impact on other work within the Scrutiny Team?	<i>The review as anticipated can be carried out within existing team resources</i>
	Do you have available staffing resources to facilitate this scrutiny review? If not, please provide details.	Yes.
	Name	Francis Connolly, Scrutiny Support Manager
	Date	11/11/2021

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

Meeting date	Meeting items	Actions Arising	Progress
8 th June 2021	<ul style="list-style-type: none"> • Overview of HCLT services • Covid-19 update – verbal update on position • New Leicester Stories Gallery: Leicester Museum development plans – presentation (Mike / Jo) • Loros Rocket Around Leicester installations: Summer in the City – presentation (Mike / Jo) • Work Programme 2021/22 work in progress for members consideration 	<p>Overview item: This will help members to set the Commission's work programme for the forthcoming year.</p> <p>Museum item: Members of the Commission suggested that:</p> <ul style="list-style-type: none"> a) Ward Councillors can be contacted to make links with any community organisations that could be helpful, and b) that an effort should be made to ensure that a wide diversity of communities in the city were represented. <p>Loros Rocket item: Members requested further updates to come back to future meeting.</p>	
24 th August 2021	<ul style="list-style-type: none"> • Leisure Centres and Facilities reopening update. • Feedback from Jewry Wall Development – members site visit • Summer in the City programme • Haymarket Theatre update 	<p>Leisure Centres item: Commission recommended:</p> <ul style="list-style-type: none"> - The Service and Councillors play their part in encouraging residents to use Leisure and Sports Activities. - An update on Sports Strategy to future meeting - Evington LC members usage data for outside the city, and retention data from those joining with 50% discount. - To receive Item on LC refurbishment Capital Program update. <p>Summer in the city item: commission recommended: A similar programme be explored for Xmas and other calendar events. Some events to be repeated annually, such as Beach in the City.</p> <p>Haymarket Theatre item: commission recommended:</p> <ul style="list-style-type: none"> - A detailed report on Haymarket usage proposals be bought back. 	

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

12 th October 2021	<ul style="list-style-type: none"> • Covid-19 update • Leisure Centres Refurbishment Capital Programme • Autumn / Winter events programme • Black History Month - October programme – Serendipity organisation invited • Heritage Panels update 	<p>Leisure Centres Refurb item: Members agreed to carry out a new review into ‘Sports for Women in the city’.</p> <p>Autumn / Winter events item: Members praised the Festivals and Events team for their work on the seasonal programs and notes they have been assured that crowd control and public safety will be in-place.</p> <p>Black History Month - Serendipity item: Members agreed that schools should continue to raise awareness throughout the year not just during BHM.</p> <p>Heritage Panels item: Members praised the panels as excellent idea and agreed that the service should continue to raise awareness and publicise the Heritage panels.</p>	
30 th Nov 2021	<ul style="list-style-type: none"> • Cultural & Creative Industries Plans update • Christmas Campaign event • Sports for Women in the city presentation • Draft Scope for proposed review re: Sports and Physical Activities for Women topic. 		
11 th January 2022	<ul style="list-style-type: none"> • Annual Council Budget reports • Leicester Museums: <ul style="list-style-type: none"> a) Investment plan update (Jewry Wall / LMAG / KRiii / APS) b) NPO Extension year business plan update 		

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2021 -22

	<ul style="list-style-type: none"> • Haymarket Theatre Update • Review update on progress re: Sports and Physical Activities for women. 		
1st March 2022	<ul style="list-style-type: none"> • Tourism Action Plan update • Local Plan update - tbc 		

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FORWARD PLAN / SUGGESTED ITEMS		
Topic	Detail	Proposed Date
Forward Plan of key decisions	Commission members to be kept updated on items impacting on HCLS services areas. Watching brief, as required	Ongoing
Budget reviews and Annual budget	Commission members to be kept updated on budget impacts on HCLS service areas. Watching brief, as required.	Ongoing
Consultations	Commission members to contribute to planned and live consultations impacting on HCLS service areas. Watching brief, as required	Ongoing
Suggested Items to be presented to scrutiny: <ul style="list-style-type: none"> • Leicester Cathedral investment - report • Pheonix Arts Centre investment - report • Festivals & Events plans - report • Football Investment Strategy update • Tourism Action Plan update • Sports for Women in the City 		

