



Leicester
City Council

MEETING OF THE HERITAGE CULTURE LEISURE AND TOURISM SCRUTINY COMMISSION

DATE: TUESDAY, 7 JUNE 2022

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 Bajaj (Vice-Chair)

Councillors Dr Barton, Broadwell, Dawood and Shelton

(1 unallocated Labour group place)

(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:

Jessica Skidmore (Democratic Support Officer) Anita Patel (Scrutiny Policy Officer)

Tel: 0116 4546350, e-mail: jessica.skidmore@leicester.gov.uk | Tel: 0116 454 6342, e-mail:

anita.patel@leicester.gov.uk

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

Information for members of the public

Attending meetings and access to information

You have the right to attend formal meetings such as full Council, committee meetings, and Scrutiny Commissions and see copies of agendas and minutes.

However, on occasion, meetings may, for reasons set out in law, need to consider some items in private.

Due to ongoing mitigations to prevent the transmission of COVID, public access in person is limited to ensure social distancing. If you wish to attend a meeting in person, you are required to contact the Democratic Support Officer in advance of the meeting regarding arrangements for public attendance. A guide to attending public meetings can be found here on the [Decisions, meetings and minutes page](#) of the Council website.

Dates of meetings and copies of public agendas and minutes are available on the Council's website at www.cabinet.leicester.gov.uk, or by contacting us using the details below.

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- maintain distancing while entering and leaving the room/building;
- remain seated and maintain distancing between seats during the meeting;
- wear face coverings throughout the meeting unless speaking or exempt;
- make use of the hand sanitiser available;
- when moving about the building to follow signs about traffic flows, lift capacities etc;
- comply with Test and Trace requirements by scanning the QR code at the entrance to the building and/or giving their name and contact details at reception prior to the meeting;
- if you are displaying Coronavirus symptoms: a high temperature; a new, continuous cough; or a loss or change to your sense of smell or taste, you should NOT attend the meeting, please stay at home, and get a PCR test.

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Filming and Recording the Meeting - The Council is committed to transparency and supports efforts to record and share reports of proceedings of public meetings through a variety of means, including social media. In accordance with government regulations and the Council's policy, persons and press attending any meeting of the Council open to the public (except Licensing Sub Committees and where the public have been formally excluded) are allowed to record and/or report all or part of that meeting. Details of the Council's policy are available at www.leicester.gov.uk or from Democratic Support.

If you intend to film or make an audio recording of a meeting you are asked to notify the relevant Democratic Support Officer in advance of the meeting to ensure that participants can be notified in

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The aim of the Regulations and of the Council's policy is to encourage public interest and engagement so in recording or reporting on proceedings members of the public are asked:

- ✓ to respect the right of others to view and hear debates without interruption;
- ✓ to ensure that the sound on any device is fully muted and intrusive lighting avoided;
- ✓ where filming, to only focus on those people actively participating in the meeting;
- ✓ where filming, to (via the Chair of the meeting) ensure that those present are aware that they may be filmed and respect any requests to not be filmed.

Further information

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

Jessica Skidmore, Democratic Support Officer on 0116 4546350

Alternatively contact Democratic Services on 0116 454 6350 or email Committees@leicester.gov.uk or call in at City Hall.

For Press Enquiries - please phone the **Communications Unit on 0116 454 4151**.

PUBLIC SESSION

AGENDA

FIRE / EMERGENCY EVACUATION

If the emergency alarm sounds, you must evacuate the building immediately by the nearest available fire exit and proceed to the area outside the Ramada Encore Hotel on Charles Street as directed by Democratic Services staff. Further instructions will then be given.

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 3 March 2022 are attached and Members will be asked to confirm them as a correct record.

4. TERMS OF REFERENCE FOR SCRUTINY COMMISSIONS

Members will be asked to note the Terms of Reference for Scrutiny Commissions as set out in the Councils Constitution:

[See our Constitution here](#)

5. MEMBERSHIP OF THE SCRUTINY COMMISSION FOR 2022/23

Members will be asked to note the membership of the commission for 2022/23:

Councillor Halford (Chair)
Councillor Bajaj (Vice-Chair)
Councillor Barton
Councillor Broadwell
Councillor Dawood
Councillor Shelton
(1 unallocated Labour group place)
(1 unallocated non-group place)

6. DATES OF MEETINGS OF THE SCRUTINY COMMISSION FOR 2022/23

Members will be asked to note meetings of the Commission for the 2022/23 municipal year are scheduled to be held on:

Tuesday 7 June 2022
Tuesday 9 August 2022
Tuesday 20 September 2022
Tuesday 8 November 2022
Tuesday 10 January 2023
Tuesday 28 February 2023

All meetings to take place at 5.30pm at City Hall unless otherwise notified.

7. CHAIRS ANNOUNCEMENTS

8. PETITIONS

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

9. 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.

10. CULTURAL AMBITION FUND OVERVIEW 2021/22 [Appendix B](#)

The Director of Tourism, Culture and Inward Investment to provide a presentation overview of the Cultural Ambition Fund for 2021/22.

11. LEICESTER STORIES GALLERY PRESENTATION [Appendix C](#)

The Director of Tourism, Culture and Inward Investment to provide a presentation on the Leicester Stories Gallery at Leicester Museum and Art Gallery.

12. ACTIVE LEICESTER STRATEGY UPDATE [Appendix D](#)

The Director of Public Health to provide a presentation update on the Active Leicester Strategy.

13. SPORTS CAPITAL PROGRAMME [Appendix E](#)

The Director of Public Health to provide a report on the Sports Capital Programme.

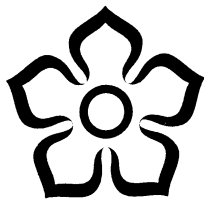
14. UPDATE ON TASK GROUP REVIEW

The Chair to provide a verbal update on the Task Group Review work.

15. WORK PROGRAMME PLANNING 2022/23 [**Appendix F**](#)

Members will be asked to consider the Work Programme for 2022/23 and to suggest possible items for future meetings.

16. ANY OTHER URGENT BUSINESS



Leicester
City Council

Appendix A

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

Held: TUESDAY, 1 MARCH 2022 at 5:30 pm

P R E S E N T :

Councillor Halford (Chair)
Councillor Ali (Vice Chair)

Councillor Dr Barton
Councillor Cole

Councillor Dawood
Councillor Shelton

Councillor Solanki

* * * * *

Also Present:

Councillor Clair – Deputy City Mayor for Culture, Leisure and Regulatory Services

23. APOLOGIES FOR ABSENCE

There were no apologies for absence.

24. DECLARATIONS OF INTEREST

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

There were no declarations of interest.

25. MINUTES OF THE PREVIOUS MEETING

AGREED:

That the minutes for the meeting held on 30th January 2022 be confirmed as a correct record.

26. QUESTIONS, REPRESENTATIONS AND STATEMENTS OF CASE

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

27. PETITIONS

The Monitoring Officer reported that no petitions had been received.

28. TOURISM ACTION PLAN UPDATE

The Director of Culture, Tourism and Inward Investment submitted a report to the Commission with a progress update on the actions outlined in the Leicester Tourism Action Plan 2020-2025.

Councillor Clair, Deputy City Mayor for Culture, Leisure, Sport and Regulatory Services, introduced the item and relayed to the Commission the plans and investments in place to promote Leicester as a tourist destination of choice in the United Kingdom.

The City Centre Director led the presentation. It was noted that the Tourism Action Plan had been launched at the end of 2019 at the Leicester Business Festival, as a collaboration with Leicestershire County Council. During the presentation, it was noted that:

- Local hotel occupation rates had recovered to 2019 levels since the pandemic. There was a 45% increase in bedspace due to the opening of new hotel franchises.
- 78% of the Tourism Action plan had already been delivered despite pandemic impacts and the predicted 2025 completion date.
- The Action plan was based on four main areas of interest: Product, Place, Positioning and People.
- An extra 1,500 more spaces for outdoor eating and drinking had been brought to the city.
- The Santander Cycle Scheme had achieved over 45,000 trips around the city as of April 2022, with 23 cycle docking stations, which was planned to increase to 30 docks and 300 cycles in 2022.
- There was an increase in overnight stays at Leicester, thanks to efforts from the 'Uncover the Story' promotion and the Leicester trails and itineraries in development, which proposed ideas for half-day to full weekend breaks in Leicester City.
- With assistance from BID Leicester, £4.2 million had been privately funded for Leicester businesses. BID ambassadors were providing a valuable meet and greet service to city centre visitors.
- 'Meet Leicester' free service had been established through the Place Marketing Team to promote business tourism for 50 venues and attractions.
- Businesses had been supported with 'We've Missed You' and 'Make a Date with Leicester' campaigns funded by European Regional Development Fund (ERDF) grant.
- Footfall counters in three areas had recorded footfall as being nearly back to pre-pandemic levels.

Regarding the People aspect in focus, it was noted that:

- Due to the national and local skill shortage, DWP had set up a skills academy where local residents would develop new skills and form connections. Interviews with local employers were guaranteed to those using this prospect.
- The Leicester and Leicestershire Enterprise Partnership (LLEP) careers hub were working with tourism advisors in the City and County to create an 'Open Doors' programme for visitors to Leicester and Leicestershire.
- Next steps include developing a plan to promote the Visiting Friends and Family (VFR) market by recruiting local volunteer ambassadors to become local 'influencers', discovering and promoting what Leicester had to offer, and encouraging public and business communication.

The Chair thanked the officers for the presentation. Members were invited to ask questions of the officers.

Members questioned the unique points of Leicester, and what aspects would prevent locals and tourists alike from going elsewhere for a weekend away and instead, choose Leicester. Members also questioned the balance of availability for opportunity for adults and children. It was noted that Leicester had a wealth of opportunity and experience for all ages, including but not limited to; the National Space Centre, King Richard III gallery, broadness of culture and cuisine and leisure activities such as escape rooms and crazy golf, alongside the added benefit of Leicester's ease of accessibility through public transport links.

Further discussed was how Leicester compared to nearby competitors, such as Nottingham. It was noted that Leicester was a second-tier city, just below hotspots such as Birmingham and Bristol. Further data and statistics would be provided to the Commission at a later date.

Members discussed the Leicester Heritage Panels and potential errors in the information provided. It was noted that the Panels would be reviewed for any existing errors.

Members looked positively on Leicester's potential in various areas, including the business tourism market, considering its strategic location and public transport accessibility.

The Commission debated the Action Plan's ability to gain the interest of under 35's, due to the heavy importance placed on the historical aspects of the city, which was considered to be less interesting for that age group. It was noted that the student population and nightlife opportunity in Leicester was expansive, but more would have to be considered to keep students in the city after graduation.

Members requested further data on age groups involved in physically attended events or digital campaigns online, as well as data on the targets and indicators for success in achieving the Tourism Action Plan's goals.

It was noted that European grant funding for Covid-19 was provided to local businesses across various sectors, such as hotels, retail, hospitality, leisure, and beauty.

Members discussed untapped potential in the Golden Mile and what would be done to bring it to the forefront of Leicester's tourist aims.

Members considered business tourism events may finish later than the current opening times of facilities and attractions, and therefore consideration for extending opening hours later would be the most effective in targeting the business tourism market. It was noted that opening hours would be extended into the evening on a need basis and approach towards late hour openings would be flexible. It was further noted that the Cathedral area including St. Martins Square was well placed to welcome business events.

Members discussed concerns over the impact in the job market due to Brexit and what areas of the industry marketing was targeting to retain and attract new hospitality staff to Leicester. It was noted that hospitality was a large area in focus for recruitment, with the aim to be a stable career choice. Local agencies were stabilising the shortage in hospitality, therefore Leicester's career hub partnerships with LLEP and DWP would address the hospitality skill shortage over the next few years.

It was noted that Leicester had an opportunity to target group travel such as friendship groups meeting up or business tourism. The brochures in production would assist in targeting that demographic through day trip ideas to local attractions.

Members debated the potential of replicating the current efforts and investments in the city centre in other areas of the city, as current focus in investment felt limited to a specific area. It was noted that the 'Uncover the Story' project covered the exploration of the region, not just the city centre.

It was noted by Members and officers that the sporting market was another area of focus and plans to make the most of Leicester City Football Club, Leicester Tigers Rugby Club, and hosting other sporting events like World Darts, to increase tourism and footfall were underway.

Councillor Clair praised Member input and depth of thought process put forward for the item. He noted the wealth of opportunity and thriving economy of the city compared to 10-15 years ago. The Commission was reminded of the budget cuts in the Council and that all efforts were put forward to achieve the best possible outcome for Leicester despite the budget concerns.

Members questioned the need for additional resources and funding available. It was noted that the Shared Prosperity Fund may be an appropriate funding vehicle and the decision on the allocation would be confirmed in a few weeks' time.

AGREED

1. That Members be kept updated on the progression of the item, including an update to the Commission in six months.
2. That further data and statistics regarding Leicester's place against nearby competitors be provided to the Commission at a later date.
3. That further data regarding age groups involved in physically attended events or digital campaigns, as well as data on targets and indicators for success in achieving the Tourism Action Plan's objectives be presented to the Commission at a later date.
4. That Members comments be taken into consideration for future work.

29. EVENTS CALENDAR 2022

The Director of Tourism, Culture and Inward Investment submitted a presentation detailing the planned festivals and events in Leicester in 2022.

Councillor Clair, deputy Mayor for Culture, Leisure, Sport and Regulatory Services, introduced the item. He noted the struggles with Covid-19 and the difficulties encountered to ensure the current Events Calendar was feasible. It was further noted that the events calendar would proceed in three categories: In-house funded, support in partnership and externally delivered events.

The Deputy Festival and Events Manager led the presentation. The presentation laid out an overview of how events and festival projects were run and funded, as well as the events planned in 2022.

It was brought to attention that the Riverside Festival was currently in planning and there was an intention to incorporate elements that referenced the Queen's Jubilee as part of it.

Members questioned where funding would come from. It was noted that core funding required for the events programme had already been approved and other events that didn't require direct funding were also supported with manpower, equipment, road safety and security. Members further asked about the possibilities of sponsorship for events where possible, due to the concerns around budget. It was agreed that sponsorship was a high priority and was proactively sought for events, with the sponsorship secured for Diwali in 2021 being the highest in recent years.

The Commission enquired about the marketing methods used to promote the events being held. It was noted that a variety of methods were in use, including brochures, tourist guides and social media campaigns. Some larger festivals had their own marketing campaigns planned and may include more methods, such as the TV advert used in the Christmas 2021 campaign.

Members probed the availability of funding for community hosted events for the Queen's Jubilee, such as street parties and other similar events. It was noted

that members of the public interested in holding events for the Platinum Jubilee would be referred over to the Festivals and Events Department for further information. There were no costs for road closures or event charges, however members of the public were advised to contact the Highways Department to confirm road closures. Councillor Clair added that members of the public were encouraged to apply for Ward Community Funding.

Members commented on the unique theme of the project: 'The World Re-Imagined' which brought to attention the impact of the Trans-Atlantic Slave Trade. It was noted that a fundraising exercise was underway with local partners. Leicester would be one of eight cities taking part and conducting the event. Members praised the project in making the community more aware of the horrors of the slave trade and Leicester's part in slavery in the 1900's, especially in the hosiery and cotton industries.

The Chair thanked the officers for the presentation.

AGREED:

1. That the presentation be noted.
2. That a follow-up update be provided to the Commission during Summer 2022.

30. 50 YEARS OF UGANDAN ASIANS IN LEICESTER PROGRAMME - VERBAL UPDATE

Councillor Clair, Deputy Mayor for Culture, Leisure, Sport and Regulatory Services provided a verbal update on the 50 Years of Ugandan Asians in Leicester Programme.

Councillor Clair relayed to the Commission the importance of the Ugandan Asian community in Leicester and their positive impact on the economic success of Leicester. It was noted that he had been collaborating with different departments across the Council, external partners, and community groups across the city to learn from and glean stories and experiences of the Ugandan Asian community.

The collaboration intended for the Leicester Stories Gallery and the Ugandan Asian Community in Leicester was noted, which involved schools, art groups and communities providing shared memories and artifacts for display. The Museum would be opening July 2022. It was noted that similar artifacts would be used from the 40th anniversary event.

It was noted that £10k funding for the project had been sourced internally within the Council, as well as £100k from the Government Heritage Lottery Fund.

Emphasis was placed on the experiences of the Ugandan Asian community during the tragic circumstances of their migration. The event was intended to be a celebration of the Ugandan community and their successes.

The importance of Leicester being a tolerant city that provided help and support

to all refugees was stressed. It was noted that the Council would be providing personnel and equipment in support, in hopes to ensure the success of the event.

Councillor Clair highlighted the promotion for the event in the Leicester Mercury, as well the ongoing work developed with local artists to create small stories, presented to the public during Summer 2022. A potential BBC radio event was being considered.

Councillor Clair informed the Commission that updates would be provided to future Commission meetings as the project continues.

Members discussed the impact the Ugandan Asian refugees had made on Leicester over the years.

Members expressed concern that representation was not being given to Kenyan Asian refugees.

The Chair thanked Councillor Clair for the verbal update.

AGREED:

1. That the update be noted.
2. That further updates be provided to future Commission meetings.
3. That the comments made be taken into consideration in the ongoing development of the project.

31. SPORTS ENGLAND INITIATIVES AND GOOD PRACTICE

The Director of Public Health submitted a presentation to the Commission on the current best practice for women's participation in sport in the city.

Councillor Clair, the Deputy Mayor for Culture, Leisure, Sport and Regulatory Services, introduced the item. It was noted that the project had inspired Leicester's leisure centres, which now provide women's only classes and physical activity sessions.

The Sport and Physical Activity Manager and Sport and Active Recreation Development Manager relayed Sport England's 'This Girl Can' campaign presentation to the Commission, which aimed to inspire and encourage women to participate in sporting and leisure activities.

During the presentation, attention was drawn to:

- The project would be delivered in three phases based on the three main objectives.
- Phase 1 had brought the initiatives directly to women instead of expecting women to travel to them. The campaign had 95 million views worldwide and had brought £66 million to the economy.
- Phase 2 aimed to increase resilience, which had brought 700,000

followers on social media, with 50% of 40-60's recognising at least one of their adverts.

- Phase 3 aimed to challenge and overcome cultural barriers. It was noted that the results of phase 3 would be presented to the Commission once they had been published.

The Commission praised the presentation and commended the efforts to encourage more women's involvement in sports activities.

Members discussed the Council's investment in the sporting and leisure sector and questioned how residents would be encouraged to increase participation and the steps taken to achieve those aims. It was noted that the situation was complex as despite the opportunities and facilities offered, public commitments would interfere with further involvement. The campaign to dispel myths and barriers had been successful in reducing barriers to participation.

Members contemplated the difference in stereotyped perception of non-participating groups and how to best challenge those perceptions, for example, women using weights at a gym.

Regarding the Wycliff Initiative – Active Through Football, which was a five-year series of funded, women's only football sessions in Wycliffe ward for women aged between 18 and 49. Concerns were raised over its April/May start date coinciding with Ramadan, and the impact on the female population of certain cultural groups taking part. Members also requested clarified targets for participation over the project's time period.

Members questioned the intention behind limiting the project to Wycliffe ward, to which it was noted that the pilot area was decided upon due to funding and targeting areas of Leicester with higher deprivation rates. The location wouldn't exclude women travelling to join from different areas of Leicester, and the five-year pilot period would be a period in which to learn from before possible expansion into other areas.

There was confusion among Members about the boundaries of the ward, which wasn't a defined ward geographically, but a political boundary. The comment was noted by the Sport's Services Officers and was to be considered for future reports.

AGREED:

1. That the report be noted.
2. That the Council increase publicity and raise awareness of Leisure and Sport facilities on offer across the city.
3. That the results of Phase 3 be presented to the Commission upon completion.
4. That the impact of the chosen April/May date and clarified targets for participation over the project time period regarding the Wycliff Initiative be presented to the Commission at a future meeting.
5. That the item be used to inform the ongoing task group review.

32. WOMEN'S PARTICIPATION IN PHYSICAL ACTIVITY AND SPORT IN THE CITY REVIEW - PROGRESS UPDATE

The Chair provided a verbal update on the Women's Participation in Physical Activity and Sport Task Group.

It was noted that the Task Group had been making good progress, with two informative sessions having been conducted. A further session had been planned for 10th March, which the Women in Sports item would feed into.

It was noted that work on the review would continue over the next few months.

AGREED:

That the verbal update be noted.

33. WORK PROGRAMME

The Commission received and considered its current work programme.

Members were recommended to bring any questions or comments regarding the Work Programme to the Chair or the Scrutiny Policy Officer.

34. ANY OTHER URGENT BUSINESS

The Chair thanked the commission for their hard work and support over the past municipal year.

Councillor Barton thanked the Chair for their hard work chairing the Commission.

Councillor Clair thanked the Commission for their hard work.

There being no further urgent business, the meeting closed at 7:55pm.



Cultural Ambition Fund Grants overview 2021/22

Cultural Ambition Fund

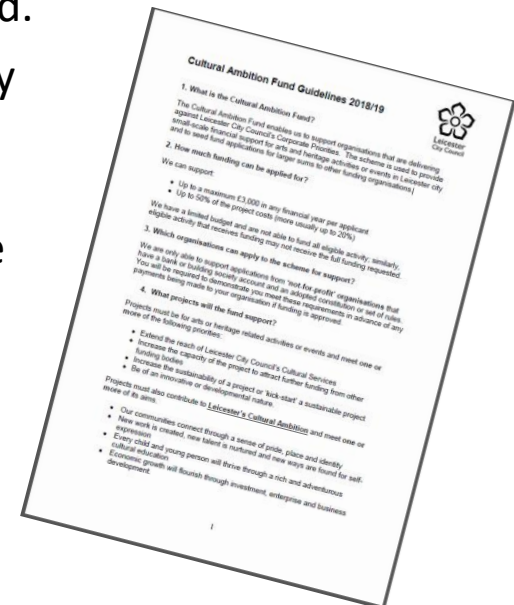
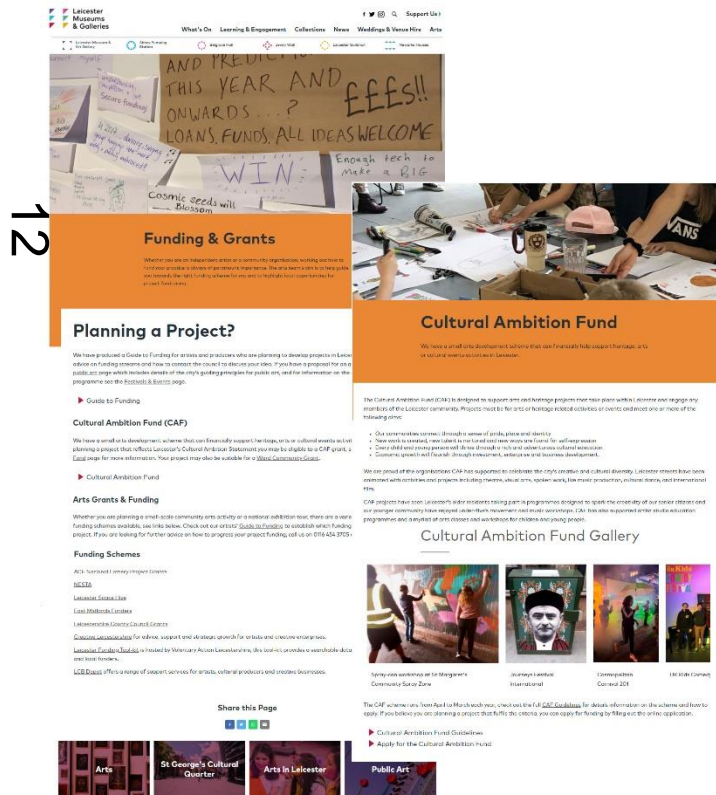
Overview

The Cultural Ambition Fund (CAF) scheme offers small-scale financial support to artists and cultural producers delivering arts and heritage activities in Leicester.

Arts Funding

The Arts & Museums website (launched 2020) includes funding advice pages with a dedicated page for the Cultural Ambition Fund.

The page features a gallery of previously funded projects, details of how to apply and a downloadable copy of the application guidelines.



www.leicestermuseums.org/arts/funding-grants

Funded projects



Over the last two years CAF has supported eight different projects across multiple artforms and target users, including:

✧ community arts workshops ✧

3 ✧ sound system culture ✧ ✧ Asian classical music ✧

✧ street performance ✧

✧ dance choreography ✧ ✧ community orchestra ✧

✧ music therapy ✧ ✧ artist support ✧

CAF applicants 2020 - 2022



INTERPLAY!



THE COMPANY OF ARTISTS



Nupur Arts

DRUM
+
BRASS



OPAL
Arts & Edutainment

ArtReach®

Whispered Tales



CAF projects overview 2021/22



■ Interplay!

I N T E R P L A Y !

Awarded **£1,355** towards music-centered rehabilitation and empowerment workshops for people living with Parkinson's disease.

15

■ The Company of Artists



Awarded **£3,000** towards the delivery of exhibitions and engagement activity at new gallery Leicester Contemporary.

■ Nupur Arts



Awarded **£3,000** towards Asian Dance choreography and performance for Nartan Dance Festival, part of the Curve New Works season.

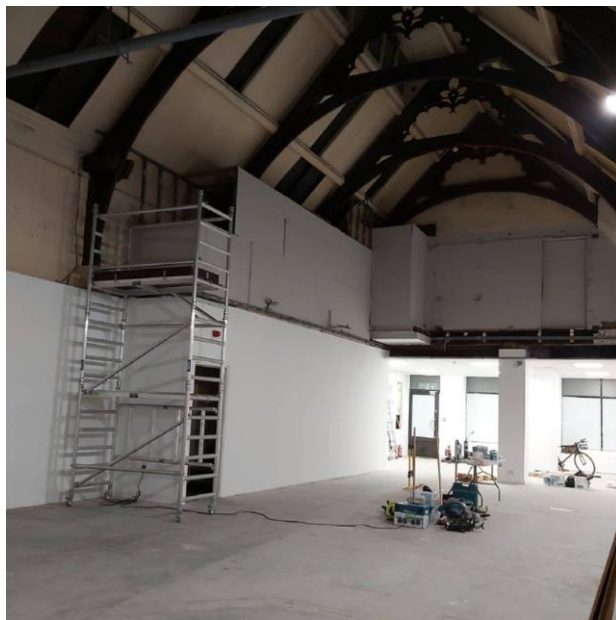
■ Drum and Brass



Awarded **£2,770** towards the development of a Community Orchestra and delivery of accessible workshops focusing on music composition and tuition.



Leicester Contemporary



Awarded **£3,000** towards the delivery of exhibitions and engagement activity at their new gallery project: Leicester Contemporary





Nartan Dance Festival



Awarded **£3,000** towards Asian Dance choreography and performance for Nartan Dance Festival, part of the Curve New Works season.



DRUM + BRASS

Film Tracks

20



Awarded **£2,770** towards the development of a Community Orchestra and delivery of accessible workshops focusing on music composition and tuition.

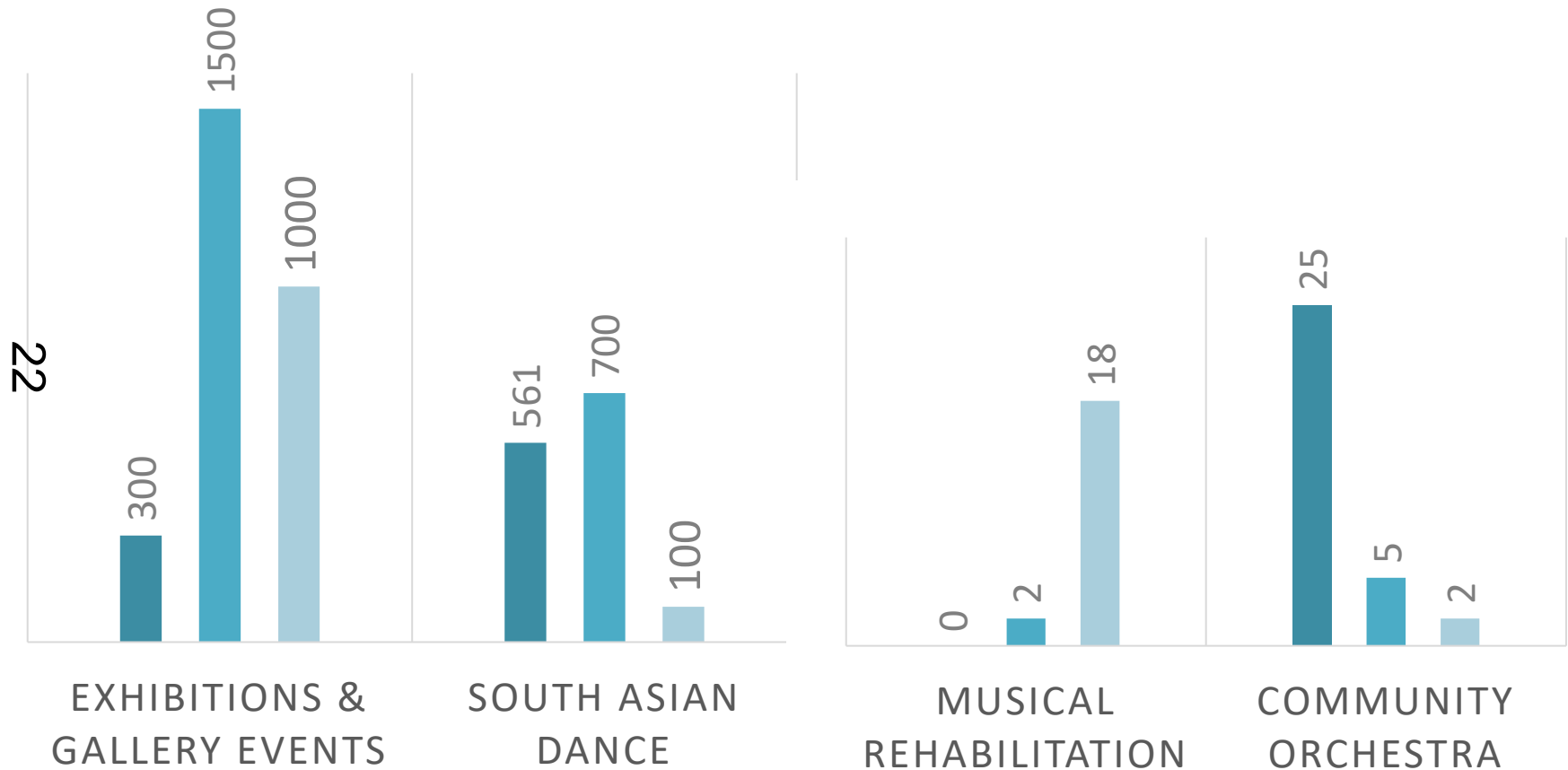
DRUM + BRASS

21



ART-FORM & ENGAGEMENT AGE

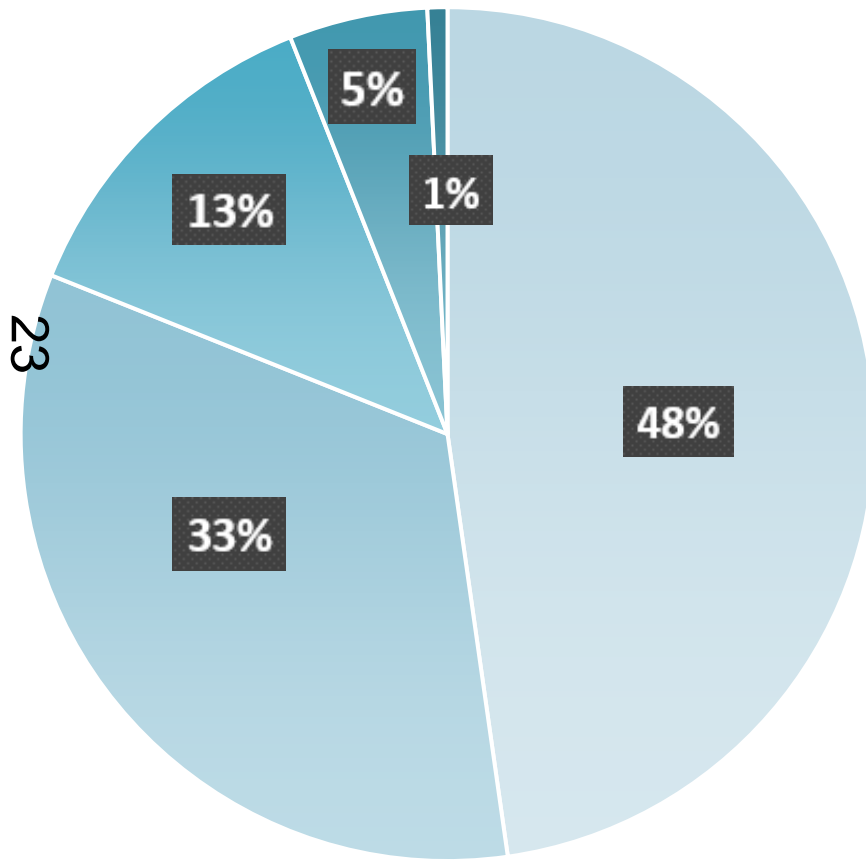
■ Under 19 Yrs ■ 20-59 Yrs ■ 60 Yrs +



I N T E R P L A Y !



CAF 2021/22 – PARTICIPANTS BREAKDOWN

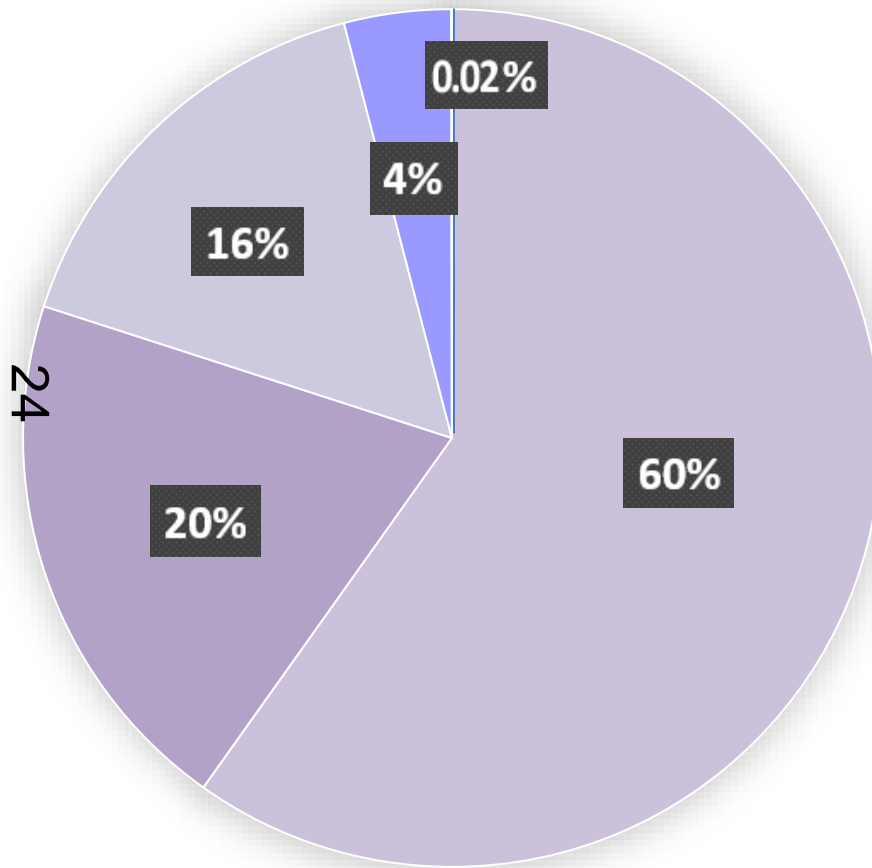


PARTICIPANTS Total = 4,231*

Asian or Asian British	2,020	48%
White	1,410	33%
Black or Black British	547	13%
Chinese	222	5%
Other	32	1%

(*based on unit number of engagement opportunities)

CAF 2021/22 – AUDIENCE BREAKDOWN

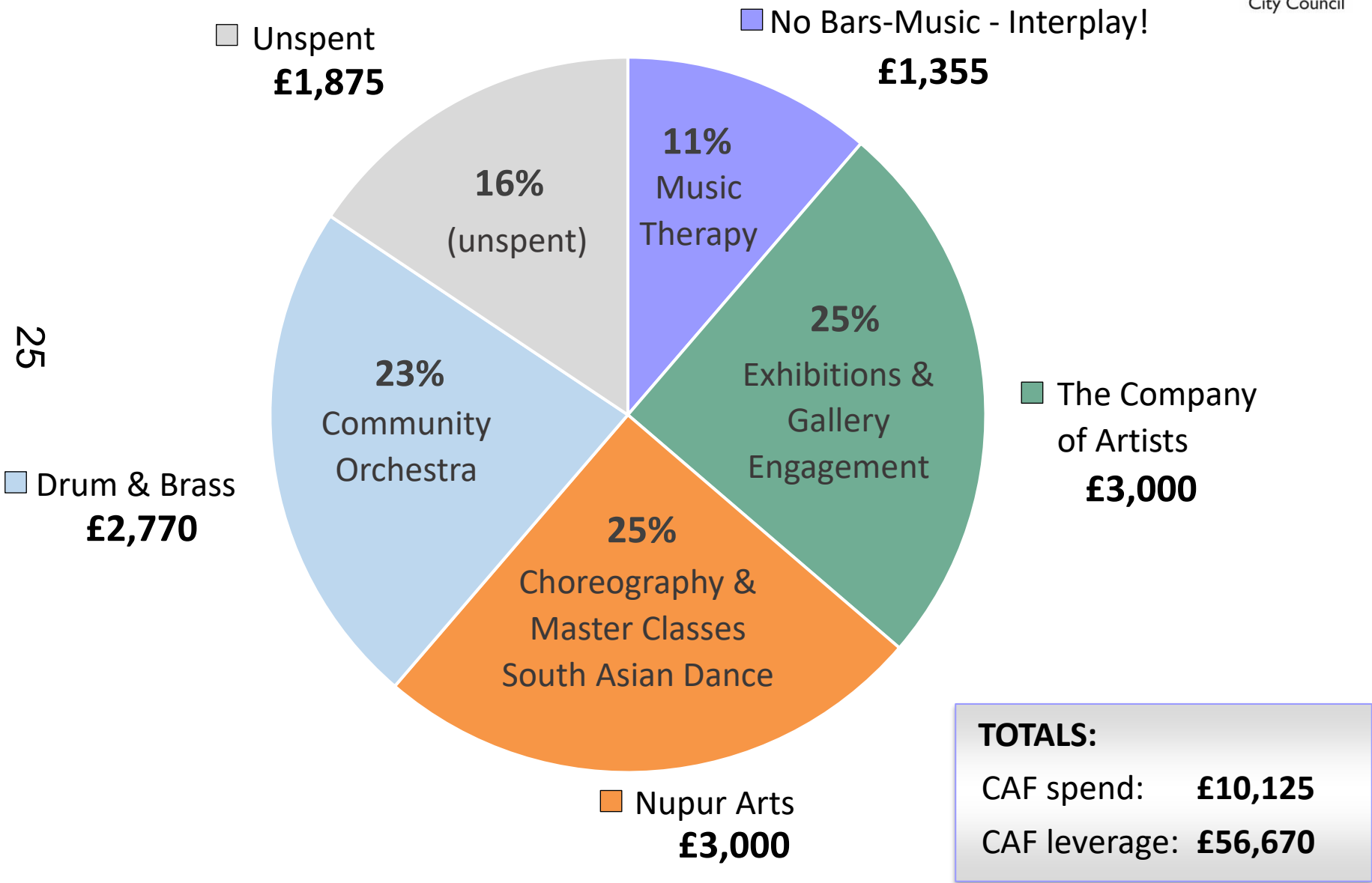


AUDIENCE Total = 250,845

White	150,110	60%
Asian or Asian British	50,500	20%
Black or Black British	40,070	16%
Chinese	10,110	4%
Other	55	0.02%

(includes online streaming audience numbers)

CAF 2021/22 – PROJECT LEVERAGE



LEVERAGE COMPARISON



2019/20 CAF PROJECTS

PROJECT	APPLICANT	CAF AWARD	PROJECT BUDGET
Project LIVE	2Funky Arts	£3,000	£62,590
Cosmopolitan Carnival	Cosmopolitan Arts	£3,000	£150,193
St Margaret's Community Jam	Graffwerk	£1,450	£9,050
Skate Leicester	MaMa Skate	£500	£2,300
"Uprooted" Asian Film Festival	Phizzical Productions	£1,550	£29,000
20 Patel's Millions	Madraj	£2,500	£56,752

LEVERAGE TOTAL: £310,185

2021/22 CAF PROJECTS

PROJECT	APPLICANT	CAF AWARD	PROJECT BUDGET
The Interplay! Project	Interplay!	£1,355	£7,330
Leicester Contemporary	The Company of Artists	£3,000	£18,000
Nartan Dance Programme	Nupur Arts Academy	£3,000	£25,570
Film Tracks	Drum and Brass CIC	£2,770	£5,720

LEVERAGE TOTAL: £56,620

LEVERAGE COMPARISON

2019/20 CAF PROJECTS

LEVERAGE TOTAL: £310,185

Full £12K CAF budget spent - split between 6 applicants

5 of the 6 supported organisations are established arts facilitators / producers

4 of the supported projects had large budgets - between £29k and £150K ea

3 supported projects included large scale city-wide engagement

4 supported projects secured additional funding through Arts Council and National Lottery grants

2021/22 CAF PROJECTS

LEVERAGE TOTAL: £56,620

£10,125 CAF budget spent - split between 4 applicants

2 of the 4 supported organisations are small scale, grass roots / community organisations

The largest single project budget was £25,570, 2 were below £7.5K

2 projects worked with small groups of specifically targeted participants

Total budgets of all 4 2021/22 projects put together is £56K, half the 2019 projects' individual budgets exceed this



Cultural Ambition Fund

Leicester Stories Gallery

Summary

- About the city and its people over the last 70 years
- Content created by Leicester people
- Aim: start conversations
- New public space at Leicester Museum & Art Gallery – equivalent size to Dinosaur Gallery
- Arts Council England NPO funding of £350k
- Opened 13 May 2022

The numbers

- 207 people involved in developing the content
- 11 companies/freelancers involved – 10 from Leicester/shire
- 3 Leicester artists/creatives employed = 10 artworks commissioned
- 118 objects displayed; 15 donated; 1 loaned; 14 purchased
- 270 average daily visitors (Mon-Fri)



The launch

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The central themes

Achievements:

- Community
- Industry
- Sport
- Diversity

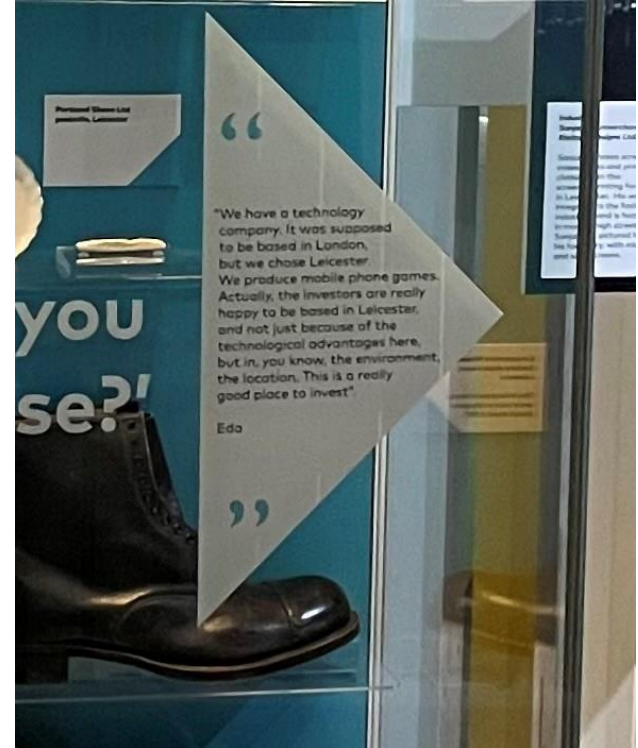
Challenges:

- Arrival
- Education
- Work
- Prejudice



Themed case approach eg 'Industry'

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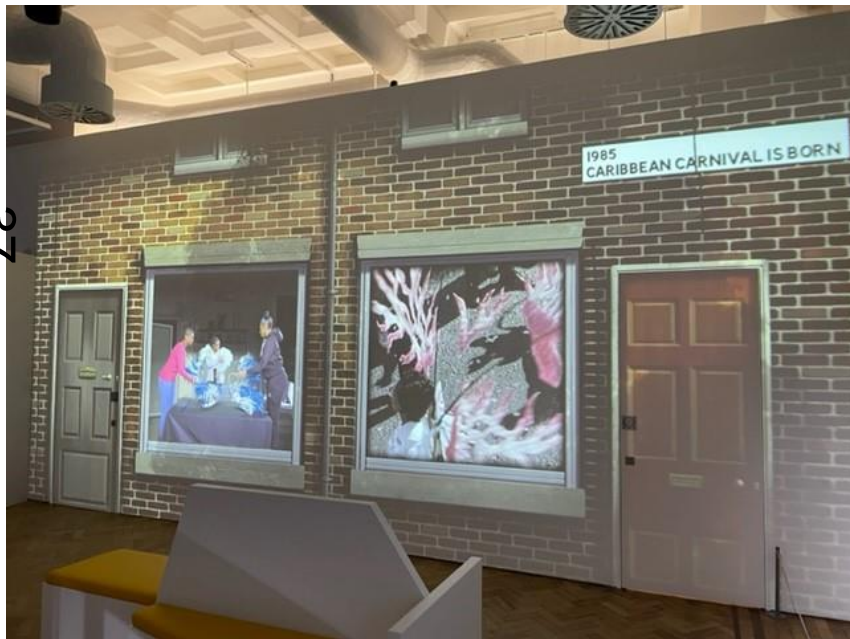
Leicester People & Milestones

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The Film

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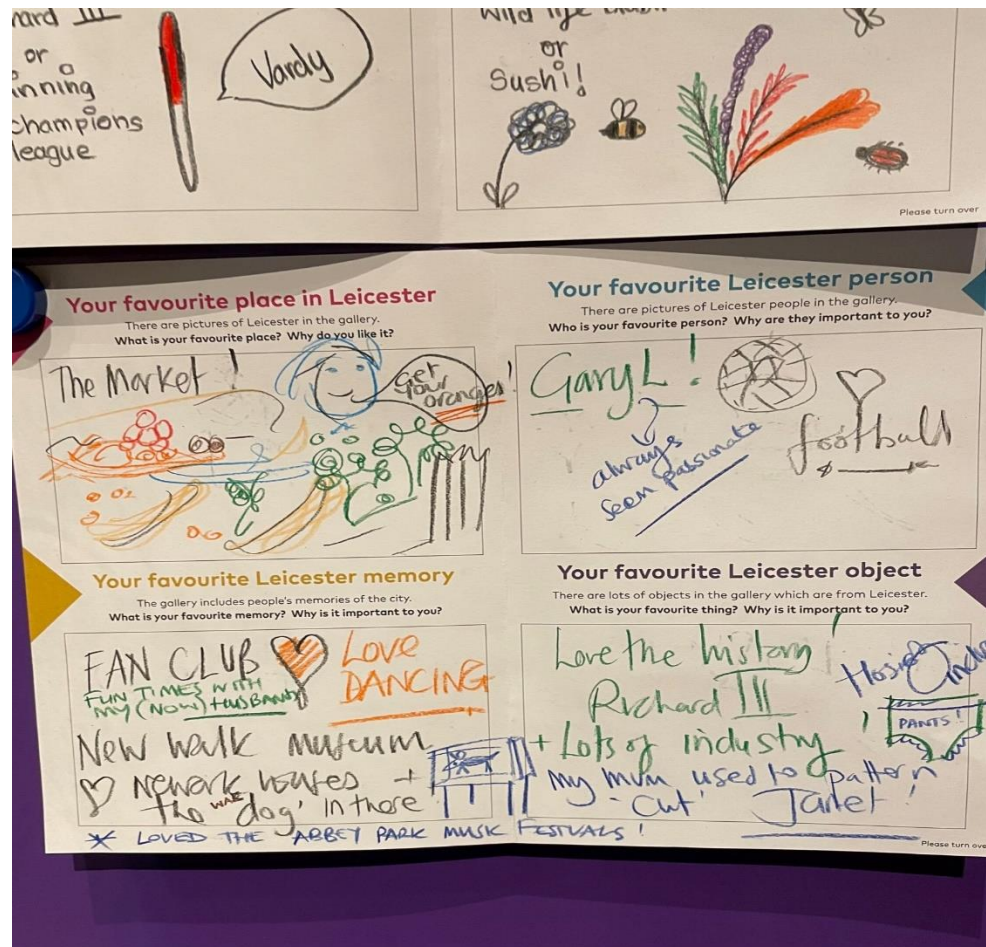
People's Space (temporary exhibitions) & photographic portraits

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Visitor interaction

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Next steps

- Evaluation of the process
- New temporary exhibitions every 6 months
- Further work with the co-production group
- Adding to Leicester People
- New Leicester Voices?

Mark Simmons (Audience Development &
Engagement Manager)

Clare Hudson (Project Manager)



Active Leicester- Building a strong and Active future for all

5 year strategy - 2017 to 2022

Ambition to get 20,000 more
active.

12 priorities and themes.



Active Leicester – Context

- The importance of Physical Activity to population health
- Nationally 1 in 4 adults are inactive (25%), Leicester it is higher at 34%
- Inequalities are high in Leicester: females, low socioeconomic, BME
- Covid had an impact on childhood obesity

Active Leicester – Context

Active Lives physical activity data – 2020 to 2021

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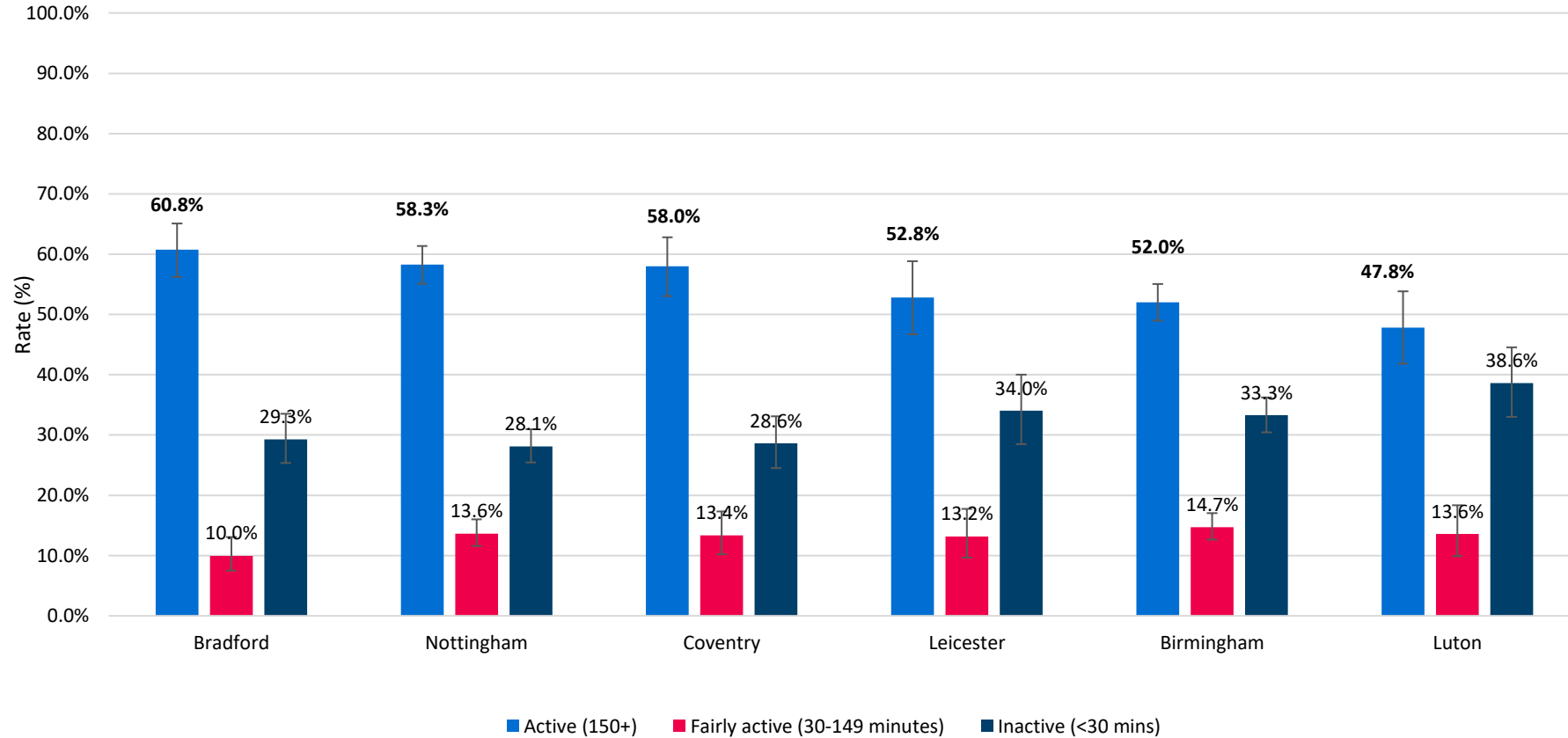
	May 2020-21		
	Active across the week (≥150 minutes per week)	Fairly active (30-59 minutes a day)	Less active (<30 minutes per day)
Leicester	52.8%	13.2%	34.0%
England	60.9%	11.6%	27.5%

Significantly higher than England

Significantly lower than England

Active Leicester – Context

City Comparators

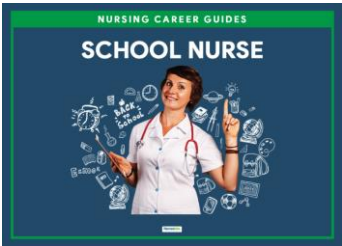


Active Leicester – Context

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Active Leicester – Context



Active Leicester

Strategy

2023 - 2028

Active Leicester – Vision

Vision for the new strategy:

- Five years - 2023 to 2028
- Focusing on the inactive and reducing inequalities
- Covid recovery
- Harnessing the power of collaboration
- Small changes can make a big difference (individuals and organisations)

Strategy Development – Phase 1

- 28 partners and stakeholder groups were consulted. Representatives from:
 - Public health
 - Healthcare
 - Pre school children
 - Education- Schools, Colleges, Universities
 - Voluntary sector
- 6 main questions + sector specific questions were asked.
- Interviews conducted via MS Teams October/ November 2021
- A report of finding's has been drafted.

Strategy Development – Headline feedback

- A focus on the inactive and targeting inequalities.
- Hyper-local
- Informal, social and low commitment/cost
- Better information sharing and collaboration.

Strategy Development – Phase 2

- A stakeholder engagement event was held in April 2022.
- The purpose was to:
 - Check and challenge the key findings from the consultation and identify any gaps.
 - Did the findings & content resonate with organisations?
 - What would stakeholders want from a city strategy?
 - What changes can stakeholders make to improve the cities activity levels?
 - Can stakeholders collaborate better and how?
 - Vision, Governance and Monitoring

Strategy Development – Phase 3

- Officers are reviewing all the content and are creating a strategy draft.

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- Aim to seek final comment and approval by mid summer.
- Aim to launch a new five-year strategy **late summer of 2022.**



Sport Services Capital program – update

Heritage Culture, Leisure, and Tourism scrutiny
Commission

Decision to be taken by:

Decision to be taken on/Date of meeting: 7th June 2022

Lead director/officer: Ivan Browne



City Mayor

Useful information

- Ward(s) affected: All
- Report author: Derek Jinks
- Author contact details: Derek.jinks@leicester.gov.uk
- Report version number: V1

1. Summary

1.1 This report updates progress made on the Phase 2 capital programme at Spence Street, Aylestone and Braunstone Leisure Centres.

2. Recommendations

2.1 The lead member is asked to note -

- The site work progress Phase 2 scheme at Spence Street Gym
- The progress to determine cost certainty and planned works programme at Aylestone and Braunstone Leisure centres

3. Main report

3.0. Phase 2 Redevelopment Projects

Phase 2 is planned to undertake the following improvements -

Spence Street Sports Centre (SSSC)

- refurbish and increase gym capacity to 70-station gym
- create new studio
- create new toilets and changing
- provide secure access control

Braunstone Leisure Centre (BLC)

- enlarge the existing gym into ground and first floor areas (made available from the office hub relocating to Aylestone)
- increase capacity to 90-station gym

Aylestone Leisure centre (ALC)

- re-align reception area including secure access control
- convert Ancillary Hall into a dedicated group exercise studio

3.1 The schemes are planned to extend capacity, improve facilities, continue to improve overall financial income, and drive down the service subsidy.

3.2 **Spence Street Gym.** Cost certainty completed and contract signed. Site works commenced on 19 April 2022 with progress to date as follows -

- Site set up including contractor's compound

- Scaffolding erected around building
- Internal strip-out of walls, flooring, mechanical and electrical fixtures and fittings
- Existing roof removed with fall netting installed
- New roof currently being installed
- Progress photos – please see Appendix 1

Works planned to be completed by end September followed by equipment installation and signage. Planned re-opening mid October 2022.

3.3 Aylestone and Braunstone.

Initial cost certainty data has been received from Alliance Leisure which is currently being finalised with the planned programme as follows –

- commence part Aylestone in July 2022
- commence Braunstone at end July for completion by mid-December.
- commence second part of Aylestone on completion of Spence Street, end September, with planned re-opening of the reception area in January 2023.

4. Financial information

4.0 The approved capital programme for the three schemes is £1.94m which includes the building works, equipment, internal and external fees.

4.1 In addition Sports Services, in conjunction with EBS, have secured additional allocations from the Salix funding streams amounting to £277,999. This has been approved for works at Spence Street gym and contributes towards replacing the roof, installing air-to-air heating, LED lighting, PV roof panels and insulating the roof and wall areas.

4.2 The works are being undertaken under the National Leisure Framework contract with Alliance Leisure using the same design team and contractor who successfully completed the Phase 1 programme.

5. Details of Scrutiny

This report will be presented to the Heritage, Leisure, Culture and Sport scrutiny commission.

6. Legal implications

Legal elements and formal contracts have been undertaken by the City legal department with any technical input from EBS.

7. Climate Change and Carbon Reduction implications

Liaison and approval to elements has been through the City EBS Salix team, including budget approval.

8. Equalities Implications

The Equal Opportunities team have been consulted and agreed to the works to ensure the Equality Act 2010 recommendations are included.

9. Other Implications: None

10. Background information and other papers: None

11. Summary of appendices: None

12. Is this a private report: No

13. Is this a “key decision”? No

14. If a key decision please explain reason: N/A



Photo 1 – Roof stripping underway. 12 May 2022

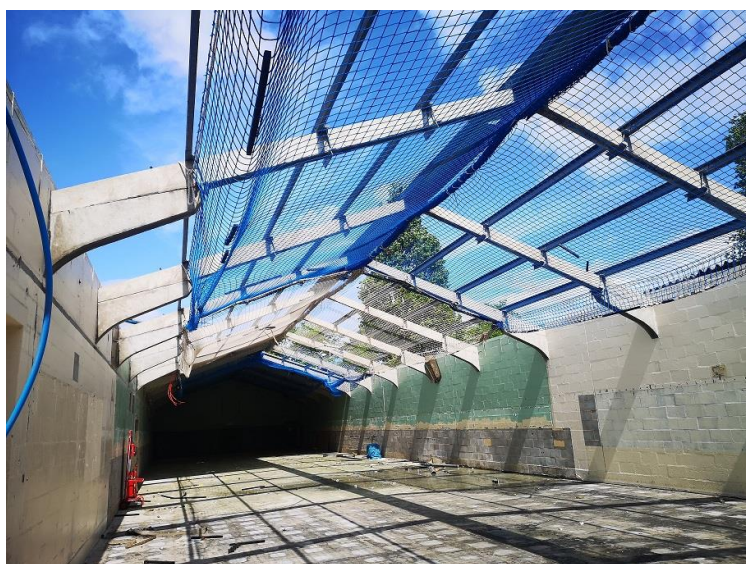


Photo 2 – Internal fittings, walls and flooring removed, roof safety netting being installed and roof removal ongoing. 12 May 2022



Photo 3 – New roof being installed. 19 May 2022

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2022 -23

Meeting date	Meeting items	Notes/Actions Arising	Progress
7 th June 2022	<ul style="list-style-type: none"> • Use of the Cultural Ambition Fund in 2021/22 (lead: Mike Dalzell) • New Stories Gallery (lead: Mike Dalzell) • Sports & Physical Activities Strategy Planning phase (lead: Andrew Beddow) • Sports Capital Programme (lead: Andrew Beddow) • Update on progress with Task Group review work into 'Women's Participation in Sport' – verbal update on position by the Chair • Work Programme 2022/23 planning – work in progress. Members to discuss and consider possible items for future meetings 		
9 th August 2022	Possible items tbc <ul style="list-style-type: none"> • Task Group review – update on progress • Jewry Wall – Roman Leicester. Update report • Cultural Development Fund programme Round 3 • Work Programme update 		
	Possible items tbc <ul style="list-style-type: none"> • Autumn / Winter events programme? 		

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2022 -23

20 th September 2022	<ul style="list-style-type: none"> Task Group review – update Work Programme update 		
8 th November 2022	Possible items tbc <ul style="list-style-type: none"> Christmas Campaign events? 		
10 th January 2023	Possible items tbc <ul style="list-style-type: none"> Annual Council Budget reports, -revenue and capital Christmas activities – feedback report 		
28 th February 2023			

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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:		

Heritage, Culture, Leisure and Tourism Scrutiny Commission

Draft Work Programme 2022 -23

FORWARD PLAN / SUGGESTED ITEMS		
Topic	Detail	Proposed Date
<div>65</div> <ul style="list-style-type: none"> • Local Plan • Leicester Cathedral investment - report • Pheonix Arts Centre investment - report • Festivals & Events plans - report • Football Investment Strategy update • Tourism Action Plan update • Jewry Wall • Haymarket Theatre update • Heritage Interpretation Panels – any further phases • Cultural & Creative industries plan item – <i>update following item in late 2021</i> • 50 years of Ugandan Asians in Leicester programme – update 		

