

Minutes of a meeting of the Regeneration and Economy Overview and Scrutiny Committee held on Tuesday 13 March 2018 at City Hall, Bradford

Commenced 6.05 pm
Concluded 8.00 pm

Present – Councillors

CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT
Heseltine	Farley Jamil Nazir	R Ahmed

Observer: Councillor Ferriby – Portfolio Holder, Environment, Sport and Culture

Apologies: Councillor H Hussain

Councillor Farley in the Chair

1. DISCLOSURES OF INTEREST

There were no disclosures of interest in matters under consideration.

NO ACTION

2. INSPECTION OF REPORTS AND BACKGROUND PAPERS

There were no appeals submitted by the public to review decisions to restrict documents.

NO ACTION

3. REFERRALS TO THE OVERVIEW AND SCRUTINY COMMITTEE

There were no referrals to the Committee.

NO ACTION

4. NATIONAL SCIENCE AND MEDIA MUSEUM - 3 YEAR PLAN

A report was submitted (**Document “AA”**) which updated Members on the progress made in respect of the National Science and Media Museum’s three year plan, covering the period April 2015 to March 2018, which aimed to re-focus its offer with a greater emphasis on Science, Technology, Engineering and Maths (STEM) and to move to a sustainable operating model for the long term future.

The Strategic Director, Place explained that the results achieved over the three year period, which had been supported by the Council and its investment of £1 million were welcomed.

The Director of the Museum gave a presentation to highlight some of the achievements and events. She explained that:

- A lot of hard work had been undertaken both with and alongside the Council and the new name brand and website had been introduced in early 2017.
- The re-launch had including the opening of an exciting new interactive gallery; ‘Wonderlab’ which focused on light, sound and perception.
- The re-launch event had been very successful.
- Significant work was being undertaken to engage with the local community; the Museum endeavoured to provide a high quality out of school experience and aimed to raise the aspirations and attainment of local children.
- The frontage was now colourfully lit at night and this had given the Museum a stronger presence within the City Centre.
- Attendance had increased significantly in comparison with previous years..
- A ‘Supersenses’ exhibition had taken place in Summer 2017 this had included exhibits exploring the way in which animals perceive the world and a sound installation, undertaken in conjunction with students from Bradford College, associated with the City Park Mirror Pool.
- The Museum was very proud of the Bradford Science Festival which had been delivered, in conjunction with a network of other agencies and local science and technology providers, in July 2017. All expectations had been exceeded with over 34,500 visitors over the weekend. There had also been a significant impact in terms of the numbers visiting the Broadway Shopping Centre and City Park. The event had received funding from the Broadway Shopping Centre.
- Between September and November the Museum had hosted the Soyuz Capsule that had transported the astronaut Tim Peake to and from the International Space Station in 2015/16. This event had included a personal appearance by Tim Peake and the chance to experience a Virtual Reality Space Descent. Sponsorship and assistance had been provided by Samsung and many connections had been made with local schools.
- A Widescreen Weekend Film Festival had been held on October which had resulted in a 15% uplift on admissions and a 27% increase in box office income. The Museum was one of only 3 venues in the world able to show Cinerama on the Pictureville Cinema curved screen.
- Numerous activities had taken place during the October Half Term in 2017 and 28,000 visitors had been welcomed during this period.
- The Museum had been highly commended at the White Rose Awards.

- The Museum had hosted the Yorkshire Games Festival for the second time;

this was a 5 day event celebrating games culture, design and production and was an inspiring event for local students.

- To date the numbers of visitors was 26% higher than previous years; it was hoped to exceed the figure of 500,000 by the end of the year in 18 days time.
- The Council was thanked for its significant investment and the clear alliance between it and the Museum.

She responded to questions from Members:

- A high benchmark had now been set in respect of attendance. It was anticipated that after the significant initial increase that there may be a dip in numbers but a strong activity programme was planned for the future and staff would continue to work hard to maintain interest and engagement. A Business Plan had been completed for the next 12 months had been completed. An application was to be submitted to the Heritage Lottery Fund in respect of the next big stage of investment into Sound and Vision Galleries which were anticipated for 2022.
- The vast majority of the funding came from the Department for Digital, Culture, Media and Sport and no increase had been made at the last two spending reviews. There constraints on funding and the Museum was constantly looking at how it could be sustainable. The contribution this museum made to the British Science Museum Group was recognised.
- The Bradford district had some areas of high deprivation and the aspiration was to become a sector leader in respect of engagement with harder to reach communities.
- Talks were already taking place with the Broadway Centre in respect of the Science Festival for 2018. It was envisaged that this event would continue to grow in partnership with a network of agencies; this currently included a number of science and technology companies but anyone who wished to become involved would be welcome.
- Surveys of visitor numbers were carried out on a monthly basis. Currently approximately 80% were from the broader Yorkshire and Humberside area and, of this number, 40% were from Bradford. The data indicated a significant increase in the number of family visits.
- The 3 year agreement and the £1 million investment by the Council had now concluded; the aim of this had been to reposition the Museum so that it had a strong and stable future. It was in a much stronger position now but it was acknowledged that this was a continually challenging environment and continued investment from partners would be needed.
- Although the January target for Education Groups had not been reached it was believed that this could have been due to the bad weather at this time. The Museum was on target to reach the 36000 for such visits for the year.
- The vast majority of educational visits were from establishments within the district but the Museum had some unique exhibits that could attract interest from much further away.
- The Widescreen Film Festival event had even attracted international visitors.
- Connections had now been made with 164 of the district's schools and this work would continue.

Members thanked the Director for the interesting presentation and the fantastic work being undertaken by the Museum and its staff. The focus on engagement

with schools was welcomed.

Resolved –

- (1) That Document “AA” be welcomed and the Director of the National Science and Media Museum and the Assistant Director, Sport and Culture be thanked for their presentation.
- (2) That the strong presence the National Science and Media Museum has in the district be welcomed and that the Director be commended on her role in bringing exciting and innovative exhibits to the Museum.
- (3) That a further progress report be submitted to the Committee in twelve months time.

ACTION: *Assistant Director, Sport and Culture*

5. GET BRADFORD WORKING - UPDATE

The Strategic Director (Children’s Services) submitted a report in respect of the Get Bradford Working (GBW) Programme (**Document “AB”**), which aimed to tackle the issues and barriers facing Bradford residents in the labour market. The report gave details of the achievements of the programme to date and future plans.

The Strategic Director showed Members a video from the Local Government Association’s (LGA) website promoting the benefits of the GBW initiative and said that:

- It was considered that the GBW Programme had been a great success with 3104 individuals supported into employment as at today’s date. Almost 3000 young people were taking part in the Industrial Centres of Learning (ICE) initiative which opened up different learning opportunities for them and had a proven impact on retention.
 - SkillsHouse had resulted in the City Centre attaining ‘World Host’ status, the first city to have done so, and there were plans to extend this to Saltaire.
 - SkillsHouse had also diversified from it’s initial remit and, further to work with the Joseph Rowntree Foundation, was working on upskilling underemployed and low paid people in the local workforce.
 - GBW worked with major employers on upskilling their employees and supporting the attainment of qualifications up to degree level.
 - There had been an increase in apprenticeship take-up through the Apprenticeship Hub.
 - The ‘Step up to Business’ Project had supported 23 young people in starting their own business and had trained 101 youth practitioners to support young people with basic business skills.
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- £4 million of European Structural and Investment Fund (ESIF) funding had

been secured, in partnership with Leeds City Council, for the Skills Training and Employment Pathways (STEP) Programme.

He answered Members' questions:

- Following the expansion of the 'World Host' status to Saltaire it was intended to roll out this initiative to Keighley and Ilkley, although this was not something that could be achieved within a short timescale.
- The STEP Programme dealt predominantly with referrals from the Job Centre although targeted recruitment in particular communities was being considered. Participation was voluntary.
- A commitment had been given by the Treasury in respect of secured funding until the end of the existing programme.
- The 'World Host' initiative was about offering outstanding service but also ensured that companies continued to invest in staff training.
- The potential for commercial opportunities and partnership investment into SkillsHouse was being investigated.
- A breakdown of how the money had been spent could be provided to Members.
- Historically data had not been collected in respect of retention of employment or the progression of participants. Some European funded contracts required tracking for 6 months whilst others required demonstration of progression. It should be noted that there were costs associated with undertaking tracking.
- The Government was clear that careers education and technical learning was the responsibility of schools.
- The ICE initiative was a partnership with local businesses to enhance learning opportunities and focus on relevant skills. It also increased connections between young people and the labour market/business. The Council maintained a brokerage role in terms of the relationship between education and business.
- In addition to assisting over 3,000 people into employment, GBW had supported 5000 young people through the ICE programme, 5000 apprenticeships and provided support to local business.
- It was considered that the Council had been bold in pursuing this initiative and this had been recognised by the LGA picking it up as a case study.
- Parts of the programme had been costly but this had to be weighed against the cost of a person being unemployed; it was considered that it was good value for the tax payer. It also targeted those people with multiple or significant barriers to achieving employment and assisted those at a low level to gain skills and then qualifications to help them to sustain employment moving forward and then to develop a career. An external evaluation in 2015 had calculated the social value of the work being undertaken.
- It was recognised that a number of people would travel to Leeds to work, having been trained in Bradford, but the ultimate aim was to support Bradford people to have a better quality of life whether this was within the district or outside.

Members made the following comments:

- The 'World Host' scheme was very positive and the roll-out to other areas was welcomed.
- Six months tracking was not considered to be sufficient in terms of assessing the benefit of such schemes.
- Someone who had been assisted to gain skills could then use these to work outside the district but they would then be contributing to society, paying taxes and spending money within the local economy; in addition to which they would gain self worth from having a job. In terms of the greater economy and issues such as mental health this was a worthwhile investment.

The Strategic Director said that he was unable to say if it would be possible to track past activity but the programme had helped a lot of people into work and enabled them to make a contribution to society.

Resolved –

- (1) **That Document “AB” be noted and the continued success of the Get Bradford Working Programme in providing access to employment opportunities for those living in the Bradford district be welcomed.**
- (2) **That the work of the Council’s partners in delivering the Get Bradford Working programme be commended.**
- (3) **That Members of the Committee give a commitment to the promotion of the Get Bradford Working and Skills Training and Employment Pathways (STEP) programmes within their networks.**
- (4) **That a combined report to update Members on the Get Bradford Working and Skills for Work programmes be presented to the Committee in twelve months time; to include the tracking of outcomes for at least twelve months of those people who gain employment as a result of the Get Bradford Working initiative.**

ACTION: *Strategic Director, Children’s Services
Scrutiny Lead*

6. SKILLS FOR WORK - UPDATE

A report was submitted by the Strategic Director (Children’s Services) (**Document “AC”**) which provided an overview of the Skills for Work provision in the district.

It was reported that the Service had been inspected by Ofsted in December 2017 and was judged to have maintained the 'Good' rating achieved in March 2014.

The Strategic Director explained that the Service was working towards an 'Outstanding' rating and reported that:

- The Education Skills and Funding Agency contracts allowed parents to

engage with schools and learn alongside their children which had a positive impact. It increased English Language skills and improved interaction with agencies such as Education and Health.

- It provided a welcoming and inclusive environment and various qualifications could be acquired.
- Above the national average retention and achievement rates were being achieved.
- Skills for Work was the preferred training provider for the Council and was assisting the Council in meeting its target of 500 apprentices.
- The Service worked with those who were hardest to help and the most disadvantaged. Its work had been highly praised by the Inspectors and it had been nominated for a national award.

Members questions were answered as follows:

- The 51+ age group was a challenging group; in many cases there were issues associated with health conditions and disability. The Service had worked very hard to achieve the results that it had.
- Skills for Work was not the only such learning provider in the district.
- In terms of the percentage of people who were unemployed and 'not looking for work' in Appendix 3 this was as a result of personal choice.
- Encouraging people into employment was only one strand of the programme; the aim was to create an ethos of family learning, cohesion, engagement with the community and enrichment,

Resolved –

That Document “AC” be noted and the continued success of Skills for Work and its delivery of learning opportunities and apprenticeships across the Bradford district be welcomed.

ACTION: Strategic Director, Children’s Services

Chair

Note: These minutes are subject to approval as a correct record at the next meeting of the Regeneration and Economy Overview and Scrutiny Committee .