

Minutes of a meeting of the Regeneration and Economy Overview and Scrutiny Committee held on Tuesday, 10 April 2018 in Committee Room 1 - City Hall, Bradford

Commenced	6.00 pm
Adjourned	6.55 pm
Reconvened	7.10 pm
Concluded	7.30 pm

Present – Councillors

CONSERVATIVE	LABOUR	INDEPENDENT
Heseltine	Farley H Khan	Khadim Hussain

Apologies: Councillors Jamil, Nazir and Hawarun Hussain

Observers: Councillor Sarah Ferriby, Portfolio Holder for Environment, Sport & Culture and Councillor Vanda Greenwood, Chair of Health & Social Care Overview & Scrutiny Committee

COUNCILLOR FARLEY IN THE CHAIR

50. DISCLOSURES OF INTEREST

No disclosures of interest in matters under consideration were received.

51. MINUTES

Resolved –

That the minutes of the meetings held on 8 March, 25 July, 26 September, 14 November 2017 and 19 December 2018 be signed as correct records.

That the minutes of the Joint Corporate, Environment and Waste Management and Regeneration and Economy Overview and Scrutiny Committee held on 25 October 2017 be signed as a correct record.

ACTION: *City Solicitor*

52. INSPECTION OF REPORTS AND BACKGROUND PAPERS

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

NO ACTION

53. REFERRALS TO THE OVERVIEW AND SCRUTINY COMMITTEE

There were no referrals to the Committee.

NO ACTION

54. AN UPDATE ON THE PROGRESS OF ACTIVE BRADFORD IN 2017

Active Bradford was a partnership of agencies from across the District that are committed to working together to increase the number of people being active and playing sport across the Bradford District.

In 2017 Active Bradford presented to the scrutiny committee the agreed Physical Activity Strategy Framework that it would be using to promote and develop physical activity across the District.

The report of the Strategic Director, Place (**Document “AD”**) set out the progress that Active Bradford had made since 2017.

The Assistant Director, Sport and Culture was in attendance, accompanied by the Sports and Physical Activities Manager, CEO of Yorkshire Sports Foundation and the Council’s Consultant in Public Health.

During outset, the CEO of Yorkshire and Sports Foundation gave a PowerPoint. The presentation highlighted the importance of a healthy prosperous Bradford where everyone chose to make physical activity an everyday part of their lives; the partners that were involved in the supporting of driving Active Bradford forward; explanation of reasons for physical activity; national and local survey data including the estimation inactivity levels of Bradford; map of Sport England Local Delivery Pilot; and, the next steps in the 4 year plan.

Following PowerPoint presentation, officers jointly gave a synopsis of the report. It was explained that, in common with many other areas, physical activity levels across the District were less than moderate which was leading to cause harm to people’s health, wellness and prosperity. Whilst partners had been creating many opportunities through events, activity programmes and facility developments, Active Bradford had been laying the foundations for a whole system approach to tackle inactivity. The highlight of this had been the successful bid to become one of a few Sport England Local Delivery Pilots across the country that would bring a significant investment and focus on physical activity across to part of the District.

A question and answer session followed:

- In addition to the Council helping to drive a positive active change towards

- lifestyles, how did other statutory organisations come into this agenda?
- At present, this was a pilot scheme for the sole purpose of learning and the Council had teamed up with other organisations;
 - Was Active Bradford for the whole of the Bradford district or only parts?
 - It covered the whole district;
 - What was the duration of the pilot?
 - 4 years;
 - What approach had the officers taken in the delivery of the pilot scheme?
 - It was about learning of different communities and then adapting to deliver a sporting health lifestyle agenda towards each individual community's needs;
 - What approaches had been taken in order to engage with communities?
 - There was still a significant amount of learning to be done however, it was about adopting new ways of engagement whilst taking into consideration today's society living a digital world. The pilot was also about learning and developing new ways of interaction with communities for healthy lifestyles, for example and for such reasons being that during a previous programme on obesity, Asian Communities highlighted their unawareness of issues and dangers surrounding obesity;
 - In which other city was a similar framework working effectively?
 - The framework that the Council had taken responsibility was the result of a successful bid to become one of only 12 Sport England Local Delivery Pilots across the country. The Council was in a leadership stage however, the service would be concentrating on the area of engagement in order to roll out this pilot scheme; and,
 - Due to the district's highest youngest population in the City Ward, how did the service intend to collate the various information to tailor Active Bradford?
 - There circulation of a National Survey targeting 1000 people a year which was self reporting.

During the discussion, the Committee and officers made the following comments:

- Active Bradford had picked up on work undertaken by Healthy Living and on a whole system approach, was progressing towards education people to understand how easy it was to adopt a lifestyle to remain healthy;
- That making physical activity becoming part of a person's everyday routine was the essence of driving forward Active Bradford in the heart of communities;
- In relation to Asian communities, there were around 84 Madrasas/Mosques in the Bradford district and as they were heavily utilised on a daily basis, it was important to target engagement within this sector;
- It was paramount that the end policy should be based favourably on the end user in order to get the people to maintain a active lifestyle;
- This advantage of a pilot scheme was about how Bradford District's physical activity can be tailored according to different needs of communities;
- Support organisations, develop new opportunities to be active and promote the benefits of activity; and,
- Exercising saved lives, made people feel more positive and also prevented people who were under extreme stress to alleviate self harm.

Resolved –

The Committee thanks officers for their presentation and requests a wider report in 12 months to include an update on the Active Bradford Strategy and the pilot scheme, the development of the “Sports Leisure Card” and details of the Olympic legacy.

ACTION – Strategic Director, Place

55. CULTURAL STRATEGY UPDATE

The report of the Strategic Director, Place (**Document “AE”**) updated Members on the Cultural Strategy and activities to date including information on how data was collated and analysed to inform investment.

The Assistant Director, Sport and Culture was accompanied by the Culture, Policy and Events Manager who was in attendance and gave a synopsis of the report. He explained that a review of the Cultural Strategy ‘Only Connect’ was commissioned in 2012 to devise a new strategic framework for investment and support to arts, heritage and cultural activities over a ten year period. The strategic framework had been informed through public consultation undertaken between August 2012 and June 2013.

The purpose of the revised strategic framework was to ensure that over the next ten years from 2014, a direction of travel was set in place to deploy limited resources for maximum impact in the delivery of arts, heritage and cultural activities. The revised framework would inform internal and external service planning processes going forward.

A question and answer session ensued:

- How did the service intend to link in the new cultural strategy within the Bradford District?
 - The Council was mindful of the transitional period for linking the strategy taking into consideration the refreshing of some aspects of the strategy;
- In July 2017, Arts Council England announced their investments for the next four years beginning April 2018. The district received £7,088,844 up from £3,899,244 – representing an increase of 65%. Had Leeds too been given an increase or was the Bradford District catching up with its neighbour?
 - Leeds was also funded by the Arts Council England however, no comparative could be made as Leeds was on much bigger scale than Bradford and was in receipt of a significant amount of more funding;
 - A further response was provided by the Portfolio Holder for Environment, Sport & Culture. She stated that Bradford had seen much underinvestment over a number of years but now the Art Council England was working jointly with Bradford and had recently realised that this district was heavily underfunded compared to neighbours;

A Member of the Committee highlighted that Bradford had a wide cultural diversity in comparison to Leeds but the Arts Council England had clearly decided to show over emphasis on Leeds due to the arty showcase of the city hence, the underfunding of Bradford.

The Assistant Director advised the Committee that a cultural destination – telling and selling Bradford’s story, encouraging people to actively take part, watch, engage and experience Bradford as a leading cultural city locally, nationally and internationally. Bradford had successfully secured the National Rugby League Museum for the district, which would be housed in City Hall. The museum would open up City Hall as a public visitor attraction.

Resolved –

That the contents of the report be welcomed and a further progress report be presented to this Committee in Municipal Year 2018/19.

ACTION – Strategic Director, Place

56. RESOLUTION TRACKING 2017-18

The report of the Chair of the Regeneration and Economy Overview and Scrutiny Committee (**Document “AF”**) detailed the progress made against the resolutions passed by the Regeneration and Economy Overview & Scrutiny Committee during the 2017-18 municipal year.

Resolved –

That the report be noted.

LEAD - Overview and Scrutiny Lead

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 .