

## **SCRUTINY BOARD (SUSTAINABLE ECONOMY AND CULTURE)**

**TUESDAY, 16TH DECEMBER, 2014**

**PRESENT:** Councillor K Groves in the Chair

Councillors J Chapman, P Davey, B Flynn,  
R Harington, A Hussain, M Ingham,  
S McKenna, B Selby and P Wadsworth

### **47 Exempt Information - Possible Exclusion of the Press and Public**

**RESOLVED** – That the press and public be excluded from the meeting during the consideration of the following parts of the agenda designated as containing exempt information on the grounds that it is likely, in view of the nature of the business to be transacted or the nature of proceedings, that if members of the press and public were present there would be disclosure to them of exempt information as follows:

Agenda item 11 – Sport and Active Lifestyle Marketing Report (appendix 4 and additional information forming part of appendix 4) – Access to Information Procedure Rule 10.4 (3) 'Information relating to the financial or business affairs of any particular person (including the authority holding that information)'.

### **48 Late Items**

In accordance with her powers under Section 100B(4)(b) of the Local Government Act 1972, the Chair agreed to accept the following late supplementary information:

- Agenda item 11, Sport and Active Lifestyle Marketing Report - Additional information forming part of Appendix 4 (Minute No. 56 refers)

The above information was not available at the time of agenda despatch.

### **49 Declaration of Disclosable Pecuniary Interests**

There were no disclosable pecuniary interests declared to the meeting.

### **50 Apologies for Absence and Notification of Substitutes**

Apologies for absence were submitted by Councillors A Castle and D Cohen. Notification had been received that Councillor B Flynn was to substitute for Councillor A Castle.

**51 Minutes - 18 November 2014**

**RESOLVED** – That the minutes of the meeting held on 18 November 2014 be approved as a correct record.

**52 2014/15 Quarter 2 Performance Report**

The Director of City Development submitted a report which invited the Board to consider performance information for the period up to the end of September 2015 for services falling within this Board's portfolio.

The following information was appended to the report:

- Scrutiny Board (Sustainable Economy and Culture) Progress Update (in relation to the City Priority Plan, Best City for Business Objective)
- Performance Summary (in relation to the Best Council Plan).

The following were in attendance for this item:

- Councillor Lucinda Yeadon, Executive Member for Digital and Creative Technologies, Culture and Skills
- Martin Farrington, Director of City Development
- Paul Foster, Principal Transport Planner, City Development

The key areas of discussion were:

- Further progress needed to achieve housing growth target. The Board was advised that establishment of the Housing Growth Team brought together an enhanced resource to accelerate housing growth.
- Further information sought regarding the causes of people killed or seriously injured. Analysis undertaken by highways and transportation to identify hotspot areas.
- Development of 'look-out' campaign and educational awareness in schools.
- Update that a report was being submitted to the March Scrutiny Board to address issues in relation to extending 20mph zones in residential areas.
- The need to publicise the removal of pedestrian barriers. Members were advised that views were being collated as part of City Strategy and that the outcome of this would be reported back to the Scrutiny Board.

**RESOLVED –**

- (a) That the contents of the report and appendices be noted
- (b) That the Board supports City Development pressing for action at a national level in response to accidents caused by people stepping out without looking
- (c) That the requests for information be provided.

(Councillor P Wadsworth joined the meeting at 1.38pm and Councillor P Davey at 1.50pm during the consideration of this item.)

### **53 2014/15 Month 6 Finance Update**

The Head of Scrutiny and Member Development submitted a report which presented information on the budget position up to the end of September 2014 for services falling within this Board's portfolio.

The following were in attendance for this item:

- Councillor Lucinda Yeadon, Executive Member for Digital and Creative Technologies, Culture and Skills
- Ed Mylan, Chief Officer for Resources and Strategy, City Development
- Simon Criddle, Head of Finance for Strategy and Resources, City Development.

The main areas of discussion were:

- Clarification whether changes to planning permissions / permitted development rights had impacted on planning income. The Board was advised that the impact of the changes was not that great and planning income was on target.
- Update sought regarding plans in place for Kirkgate Market. Members were advised that this issue was being addressed in the Board's budget report in January.

**RESOLVED** – That the contents of the report be noted

### **54 Leeds Let's Get Active Update Report**

The Head of Sport and Active Lifestyles submitted a report which provided a progress update on the Leeds Let's Get Active Scheme following the first year of operation.

The following were in attendance for this item:

- Councillor Lucinda Yeadon, Executive Member for Digital and Creative Technologies, Culture and Skills
- Councillor Debra Coupar, Chair of Scrutiny Board (Health and Wellbeing and Adult Social Care)
- Mark Allman, Head of Service for Sport, City Development
- Susan Haigh, Active Lifestyles Manager, City Development
- Rachel Brighton, Leeds Let's Get Active Project Lead
- Cheryl Squires, Health Improvement Principal (Obesity and Healthy Living)
- Steve Zwolinsky, Research Officer at the Centre for Active Lifestyles, Leeds Beckett University.

The Board received a 5 minute Youtube video at the start of this item which highlighted the benefits of the Leeds Let's Get Active project.

The key areas of discussion were:

- Acknowledgement of the positive work undertaken as part of Leeds Let's Get Active project.
- A breakdown was sought in relation to the number of children involved with the project.
- Clarification sought regarding participation rates in areas of deprivation. The Board was advised that 22% of visits were from the most deprived areas.
- The need to develop closer links with Community Committees (particularly Community Committee Champions for Health) and Neighbourhood Networks.
- The importance of delivering programmes for schools and early years. Members were advised about the Active Schools Programme that was currently being developed.
- The benefits of outdoor gyms and ensuring that gym facilities were easily accessible and well publicised.
- The benefits of physical activity linked to the mental health agenda.
- Exploring opportunities to provide free swimming for young people, particularly throughout the school holidays.
- Suggestion that the Board be provided with a further update in summer 2015.

#### **RESOLVED –**

- (a) That the contents of the report be noted
- (b) That the requests for information be provided and that the Board receives a further update in summer 2015.

(Councillor A Hussain left the meeting at 3.05pm at the conclusion of this item.)

## **55 Work Schedule**

The Head of Scrutiny and Member Development submitted a report which detailed the Scrutiny Board's work schedule for the 2014/15 municipal year.

The following information was appended to the report:

- The Scrutiny Board's work schedule
- Minutes of the Executive Board meeting held on 19 November 2014.

It was noted that the Board was to receive a further report on the possible European Capital of Culture bid in the New Year, and a further report on 20mph speed limits in March 2015.

**RESOLVED** – That the work schedule be approved, subject to the above additions.

## **56 Sport And Active Lifestyle Marketing Report**

The Chief Officer for Resources and Strategy submitted a report which provided a summary of where the Sport and Active Lifestyle service would like to further develop its marketing activity.

The following information was appended to the report:

- Marketing building blocks
- Strategic marketing approach
- Marketing / Business improvement hub
- Sustainable business development opportunities
- Sport marketing scrutiny report (additional paper)

Appendix 4 and additional information forming part of appendix 4 to the report was designated as exempt under Access to Information Procedure Rule 10.4(3) and considered in private session.

The following were in attendance for this item:

- Councillor Lucinda Yeadon, Executive Member for Digital and Creative Technologies, Culture and Skills
- Mark Allman, Head of Service for Sport, City Development
- Cluny Macpherson, Chief Officer Culture and Sport, City Development
- Tim Quirke, Communications Manager, City Development
- Danni Brearley, Senior Communications Manager, Corporate Communications

The key areas of discussion were:

- Development of targeted marketing and social media.
- Exploring opportunities to publicise activities on the Council's website.
- The benefits of consulting with service users to develop the range of activities available.

**RESOLVED** – That the Board supports the department taking forward the proposals and requests a further report back in due course.

## **57 Date and Time of Next Meeting**

Tuesday 13 January 2015 at 1.30pm (a pre-meeting will start at 1.00pm for Board members.)

(The meeting finished at 3.40pm)