

COUNCIL: 24 OCTOBER 2019

CULTURE & LEISURE STATEMENT

People Programme

I am pleased to report that our People Programme continues to provide wide and diverse opportunities ranging from work experience placements to trade and craft apprenticeships/traineeships across the Council's Parks, Sport, Leisure and Harbour Authority teams. At Quarter 2 of 2019/20, a total of 63 opportunities were offered, including an appointment to a new Marine Trainee Operative post over a 3-year term. This is an exciting and unique opportunity that will provide a combination of maritime, basic engineering, environmental and plant operator skills and experience. In addition, Quarter 2 has seen the inception of a project that cuts across both my own and, my Cabinet colleague, Councillor Lynda Thorne's portfolio for Housing & Communities, whereby work experience placements for the homeless have been rolled out in Parks providing individuals with the opportunity of getting into a work routine and enhancing employability prospects. The opportunities within the programme underline my portfolio's commitment to the Cardiff Commitment and demonstrates this Council's ambition of supporting the most vulnerable people in our society.

Holiday Hunger in Children

I was very pleased to learn of the outcomes of this very important initiative held during this year's summer holidays. The Sport and Play service held a series of programmes during the 6-week holiday period in some of our most deprived areas. 16 schools took part and over 200 hours of coaching sessions were delivered in partnership with Welsh Athletics, Glamorgan Cricket, Cycle Wales and Swim Wales. Over 1,000 breakfasts and 1,200 dinners were served throughout the sports programme and over 500 refillable water bottles were issued to children for continuous hydration during the hot summer. This initiative has demonstrated the importance of sport in tackling some of our societal issues, particularly for young people.

Free Swim

Welsh Government and Sport Wales have reduced the Free Swim funding across all local authorities in Wales by 50%. The new priorities for delivery have a stronger focus on targeting those aged 60+ in areas of deprivation and aim to target children to become able to swim by Year 6, as well as using alternative water based activities to engage those who would not normally swim. This is a challenging reduction and, as a result, the joint venture for Sport will be developing an Aquatics Strategy for the city involving all providers to offer opportunities to participate in water based activities.

Improving Opportunities for Women and Girls in Sport

The Girls Together initiative has been running for just over two years and is making a step change in the habits of women and girls and their attitudes towards physical activity. The International Day of the Girl on 11th October 2019 saw a mass participation event staged at Cardiff Metropolitan University sport campus with over 150 girls attending from our Primary Schools and delivered by student volunteers from the University's Sport and PE Degree courses. Specific after school clubs for girls have now been established and are well attended as a result.

Sport and Community Focussed Schools

Sport Cardiff have expanded the 21st Century Schools programme, which now includes the sports facilities at Cardiff West Community High School and Eastern Community Campus. A full community programme has now been established at the sites' 3G pitches and sports halls, which is seeing approximately 30 hours per week of sports delivery across a range of local clubs. The goal is to help establish effective school-club links for mutual benefit, as well as working with the clubs to drive development, pupil attainment and support for after school delivery.

Cardiff Sport Network

The Cardiff Sport Network, which is comprised of our key stakeholders, reconvened this month following a break over the summer period and, with regionalisation discussions progressing across Wales, there is a strong appetite from the group to make a difference to the sporting landscape in Cardiff and the wider region. Whilst a lot of discussion has been around the Network's involvement in regionalisation, we need to take a strong lead position on the new Community Sport delivery model proposed by Sport Wales, which sees further cuts to Local Authority sports development grants and a move to fund alternative delivery partners through an open procurement process.

The Museum of Cardiff

I am delighted to share with Members that The Museum of Cardiff was shortlisted for two awards at the Museums Association's Museums Change Lives Awards 2019 – Best Small Museum Award for its dementia friendly programme and Radical Changemaker Award for the museum's manager, Victoria Rogers. These awards champion the work of individuals and museums across the UK that are working with and for communities.

I'm hugely proud to announce that Victoria Rogers won the Radical Changemaker Award with the judges commenting how we put social impact at the core of everything we do by making the museum a dementia-friendly service, changing the museum's visitor profile by engaging more diverse audiences and working with people in the local area to explore challenging aspects of the city's history.

Whilst it did not win the Best Small Museum Award, the museum's dementia friendly programme was described as "extraordinarily impressive".

The shortlisting of The Museum of Cardiff and its success in winning the award reflects the fact that, as the judges commented, it is "such an open, community-

driven place". This well-deserved recognition has been achieved despite the museum being faced with significant venue and funding challenges over recent months and I would like to personally recognise the commitment, professionalism and dedication of Victoria and her team. They are an inspiration and a great example of the Council's commitment to social engagement and inclusion.

CIPR PRide Awards 2019

Continuing our winning streak, Members will, I am sure, be delighted to learn that, earlier this month, the Visit Cardiff Tourism team and Cardiff Harbour Authority secured the Gold award in the Travel, Leisure or Tourism category at this year's CIPR (Chartered Institute of Public Relations) PRide Awards in Wales. The annual CIPR PRide Awards are the leading regional Public Relations awards, which recognise the industry leaders in Wales and the outstanding work delivered.

The Gold award recognised the 12-month Eco Tourism campaign that sought to raise awareness of the issues surrounding sustainability, specifically the challenge of ocean plastic and the impact of tourism and events on the environment. Using established events and networks as platforms, the team created a project plan to engage with leisure and tourism businesses and visitors to help inspire them to make positive environmental changes. This included a quirky activation for the Volvo Ocean Race site called the Eco Lounge, which consisted of upcycled furniture made from debris and rubbish collected by the Harbour Authority boat crew in Cardiff Bay – all made by a local carpenter. This was a unique way to demonstrate the scope and volume of rubbish/plastic that is collected in Cardiff Bay and the initiative proved to be a great vehicle by which generate conversation and get people talking about the issue.

I would like to thank all of the officers involved in utilising the global brand of the Volvo Ocean Race to not only promote Cardiff as a beacon for sustainable events, but ensuring a legacy through the 12-month promotion of the campaign and its important message. Creatively strong and well executed, this was a strong example of a campaign with social purpose, demonstrating complex and comprehensive stakeholder relationship management to deliver both consumer and business engagement. My congratulations and thanks to all involved.

Councillor Peter Bradbury
Cabinet Member for Culture & Leisure
18 October 2019