

Leisure and Culture Action Group

Minutes of a meeting held on 2 October 2007

Upper Hall, King John's House, Romsey

Present:

Madeline Edmonds, (Chair) Test Valley Arts Foundation
Charlotte Malyon, Business Development Manager, TVBC Leisure Services
Amy Redfern, TVBC Leisure Services
Derek Jeffrey, Chief Executive, Valley Leisure
Jenny Stevens, Curator, Andover Museum
Julie Lawrence, Test Valley Youth Team, Children's Services Dept. HCC
Jane Selby, Hampshire County Council, Library Service
Dave Kane, Sports Development Officer, Testway Housing
Euan Russell, Broadlands
Michael Widen, Test Valley Arts Foundation
Derek Overfield, Chair of the LSP Health & Wellbeing Group
Mike Wickenden, Hampshire County Council, Recreation and Heritage Dept.
Tony McGovern, Community Manager, Mountbatten School
Janet Blann, Chief Executive, Test Valley Community Services
Paul Gardner, Romsey and District Society
Stephen Findlay, Experian
Richard Sweetnam, Experian

1. Apologies

Sal Wright, Healthy Living Coordinator, TVBC
Dawn Elson, Test Valley Community Services
Christine Cole, Town Centre Manager
Dave Tasker, Sports and Recreation Manager, TVBC Leisure Services
Michael Johnson, Senior Arts Officer, TVBC
Mary Franklin, HCC Library Service

2. Minutes of the last meeting

Agreed as accurate.

3. Matters Arising

None

4. Presentation on 'The Economic Contribution of the Creative, Cultural and Leisure Sector to Test Valley' Stephen Findlay and Richard Sweetnam, Experian

Experian presented their interim findings on the research to date which has been commissioned by TVBC Leisure Services. For a copy of the presentation, please contact Charlotte on cmalyon@testvalley.gov.uk

5. Feedback Session

Some irregularities over employment numbers. The Group were unsure as to the accuracy of the employee figures of the following: Romsey Plaza Theatre, Andover Golf Club, Hampshire Golf Club, the Fairground Craft Centre, Valley Leisure. Experian were asked to liaise with all employers on their database to ensure accurate figures.

Clarification of Tourism South East Accommodation Figures needed, are the listed business graded only? There was also some confusion over the figures relating to attendances at visitor attractions. Experian will look into and report back.

Report needs more reference to the Andover Live events. More work to be done on relating the effects of the events on the wider economy.

CM referred to the higher than National average occupancy rate in the accommodation sector within Test Valley. This could indicate a lack of accommodation establishments. The group felt that there was scope to for more high quality accommodation establishments in Test Valley as we draw closer to the 2012 Olympics.

ME noted the omission of Village Halls in the report as she felt that they made a significant contribution to the overall economy in Test Valley. Various views on whether Village Halls are classed as businesses. Experian were asked to acknowledge this in the report.

JB would like to see the numbers of volunteers throughout the sector highlighted. This is particularly crucial for the running of The Plaza and The Lights. She has her own research which Experian would like to see.

PG spoke about the distinctiveness / attractiveness of the Test Valley area and was concerned that it hadn't come through in the presentation. CM referred to Experian's work on a long term economic development strategy for the district within which a 'Sense of Place' has emerged as a strategic priority. TVBC are in the process of writing a Tourism Strategy to acknowledge all of the points PG raised and advocate a more ambitious approach to attracting visitors and businesses to the area.

6. Update on Action Plan items.

OUTCOME 1		Comments
People of all ages regularly take part in sport, recreational and cultural activities		
Encourage Parish and Town Councils to help increase participation through incentives and sharing good practice	? (issues with this as Liz Parker has retired)	Possibly Dave Kane – to be confirmed
Make the case for the ongoing funding of outreach programmes that lead to increased participation	All	Dave reported that of the activities he has wanted to run, rural activities are being pinned back due to them not being Flagship schemes. Would only be nice to do but not necessary. Julie Lawrence informed the group that there is a Youth Opportunity Fund of

		<p>£20,000 aimed at 13-19yr vulnerable young people.</p> <p>Not many applicants so far. Applicants need to be a group of young people supported by an organisation. End date 31 October 2007</p>
Support and increase voluntary sector networks that provide opportunities in towns and villages (e.g. health walks group, sports clubs, arts groups, 'friends of' groups)	All – in partnership with TVCS as the lead agency	<p>Test Valley Arts Foundation are actively pursuing the development of the disused Chapel in St Mary's Cemetery into an arts venue to be managed on a voluntary basis (Chapel Arts).</p> <p>There is also a Christmas craft exhibition and demonstrations at King's Somborne Village Hall on Saturday 3 November.</p>
Achieve better outcomes for young people by working in partnership with Locality Teams to implement the Targeted Youth Support initiative	All – in partnership with HCC as the lead agency	<p>Julie informed the group that the Locality Team comprises of:</p> <ul style="list-style-type: none"> ➤ Manager ➤ Education Officers ➤ Family Support Officers <p>Also that there will be a Multi Agency Meeting on 12 October 2007.</p> <p>YISP (Young Inclusion Support Panel) is continuing with its hard work and is developing after school provisions in the Romsey area.</p>
Support the Turnaround Project and other targeted initiatives which encourage greater participation amongst residents	All – in partnership with lead officers on each focus area of the action plan	<p>Janet Blann made the following comments: Operational issues with the Shop. It needs more funding in order to employ staff and management. Official opening 18 October 2007.</p> <p>Recycling scheme went well with over 340 people turning up to the event. 340 questionnaires were filled in, and 150 Andover Vision questionnaires filled in. 300 Children took part in the extra curricular activities in the school holidays.</p>
Support the Sport and Physical Activity Alliance to achieve its action plan	David Tasker	<p>Dave Tasker to update at the next meeting.</p> <p>Mike Wickenden reported that the recent Joint Area Review noted that an apparent lack of access to Leisure facilities for disabled children and their parents.</p> <p>The University of Winchester is interested in running a three year study into this.</p>

		<p>There would be an opportunity of a third year placement in which the suggested actions would be implemented.</p> <p>Julie Lawrence informed the groups of two Test Valley Special projects of which the children were referred to by Children's Services. The North group is Steps and the South Group is Allsorts. The South group is currently full.</p>
<p>OUTCOME 2 People are more informed as a result of having better access to information on healthy lifestyle choices</p>		<p>Comments</p>
<p>Review what is currently available and fill gaps (both web-based and hard copy information) as part of wider extended services initiative for families</p>	<p>All – led by Tony McGovern on behalf of the HCC extended services initiative</p>	<p>Tony McGovern reported that the Romsey Contact website was going well with 50,000 hits since July. The most popular searches were IOW Sports, Valley Leisure and Romsey Allotments. This is before school links have been put on and before a marketing campaign has been launched.</p>
<p>Respond to the 'Youth Matters' Green Paper and develop a youth offer for young people aged 13 – 19</p>	<p>Emily Meadows</p>	<p>Richard Watson is the district lead for this area of work. A website is being developed by 31 March 2008. This will most likely be a series of link to /from more developed websites (such as Basingstoke Youth). Tried consulting with young people and getting volunteers but to no avail. They are now paying someone to develop.</p>
<p>Continue to produce a collective brochure on activities and information for children and young people during the summer holidays</p>	<p>Sal Wright – all to feed into</p>	<p>Sal Wright will continue to be supported with the brochure production although the group felt that it needs to be produced and released earlier. At the moment it comes out too late. Need stricter deadlines with the contributors. Very well done though!</p>
<p>Encourage schools to take part in Rock Challenge – an initiative designed to inspire and motivate young people to live healthy positive lifestyles by using performing arts as a medium. All Global Rock Challenge™</p>	<p>All secondary schools – encouraged by Test Valley Arts Foundation</p>	<p>Only Mountbatten taking part at the moment. No Andover Schools yet.</p>

events emphasise a 100% drug, alcohol and smoke free environment.		
Help to develop / refresh library and heritage services in Andover	Mary Franklin / Jane Selby	Jane Selby reported that the Library Foyer is being refurbished at the moment. Funds have been made available to refurbish the rest of the building and that is going ahead in November. Work should last a couple of months. There will be increased opening hours once this is done. Jenny Stevens offered to provide monitoring information on the Andover Museum to the group (via CM).
Outcome 3: A thriving leisure and creative economy in the borough		Comments
Establish a research project to assess the impact of investment in the leisure and creative industry on the wider economy in Test Valley.	Ian McKie, TVBC Leisure	Research project has started ahead of time.

7. Dates for 2008 - 2009 Meetings

It was agreed that future meetings will be held on a Tuesday evening with three meetings next year. One January/February time to be held in the north of the Borough, the next in the centre of the Borough, the final one to be held in the south of the Borough.

Dates for your diary, venues are yet to be confirmed:-

Tuesday 29 January '08, Weyhill Fairground or Andover Museum

Tuesday 20 May '08, The Grosvenor Hotel, Stockbridge

Tuesday 7 October '08, King John's House, Romsey