

For General Release

REPORT TO:	CABINET 16 MARCH 2015
AGENDA ITEM:	10
SUBJECT:	Ambitious for Croydon, Ambitious for Culture: Update on Culture and Leisure developments since May 2014
LEAD OFFICER:	Paul Greenhalgh, Executive Director - People Jo Negrini, Executive Director - Place
CABINET MEMBER:	Cllr Timothy Godfrey Cabinet member for Culture Leisure and Sport
WARDS:	All

CORPORATE PRIORITY/POLICY CONTEXT

The projects outlined for members to note contribute substantially towards the creation of an enterprising and creative city where residents feel a sense of belonging and ambition. These projects contribute directly to objective A1.5 in the Corporate Plan as they will see a strengthened cultural offer which will lead to an increase in participation in cultural activities.

AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS:

The Council is committed to the improvement of culture, sport and leisure activities for residents and visitors to Croydon to enrich lives, contribute to community cohesion, and make Croydon a better place to live work and play.

FINANCIAL IMPACT

The **summer festival** 2015 has a budget of £150k. This allocation plus sponsorship and ticket sales will cover all costs.

The **free school swimming initiative** has a budget of £16k for a period of 6 weeks. It is estimated that it will cost the Council £16k.

Parks and Nature Conservation activities are covered by existing core budgets and the costs levels are relatively small c £1k and volunteer time.

Wandle park activities are covered by the external funding from the Lottery Heritage Fund.

The total cost to the Council of staging a **Cycling Tour Series Road Race** and women's event is estimated at £111.2k. A combination of Local Implementation Plan funding and sponsorship will be used to meet the Council's costs as host borough. In addition the cost of temporary cessation of Connected Croydon works would be £27.5k, which is proposed to be absorbed within the Connected Croydon capital project budget.

There is a risk that sufficient sponsorship might not be achieved but this is unlikely given the wealth of high profile development activity in Croydon. Other Tour Series venues have been very successful in securing sponsorship.

FORWARD PLAN KEY DECISION REFERENCE NO.: this is not a key executive decision

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to

- 1.1 Endorse the content of this report outlining the positive activities and developments in culture, sport and leisure in the borough which have taken place over the last 10 months and which are planned for 2015/16.

2. EXECUTIVE SUMMARY

- 2.1 The purpose of this report is to provide members and the public with an update on the progress made to improve culture and leisure and sport in the borough since May 2014. The report will highlight specific areas: the summer festival 2015, Museum Services, Fairfield Halls, consultation with the public about their ambitions for culture, the free swimming initiative, activities in parks and the Croydon Tour Series Road Race, June 2015.

3. CULTURE AND LEISURE INITIATIVES 2015

3.1 Summer Festival 2015: AMBITION



As promised in the administration's commitment of 2014 the Croydon summer festival has been relaunched. This year the festival has been branded "AMBITION" and it will run from Thursday 23 – Sunday 26 July. The festival is to celebrate and promote Croydon as a place and to provide an opportunity to bring different communities in Croydon together.

It will officially mark the start of Croydon's cultural renaissance and contribute towards making Croydon a cultural destination.

The intended audience is regional as well as local to help get Croydon on the map as somewhere people will increasingly want to visit as well as live and will support the regeneration of the borough. The festival differs from the previous summer festivals in that it will be located in the centre of the town across various venues in the developing cultural quarter. The festival will take place over 4 days, starting on Thursday 23rd with a small number of warm up events, increasing in size on Friday, and with the main days on Saturday and Sunday. The range of events will be broad including music, comedy, dance, theatre and public art.

Key to the successful delivery of the festival is working in partnership with a range of commercial and community organisations. The key delivery partner is the Fairfield Halls which will be the primary venue for the headline acts. Other partners are being chosen for their ability to ‘curate’ (e.g. book and programme) sections of the event and bring breadth and diversity to the festival. Examples potentially include Ariwa Sounds, Gastropub Live, and Polish Arts in London, Joyzine, Colourscape, Drunken Chorus, Heroes of Fringe, BoxedIn, and Darber South East Asian Arts.



Other partners will be sponsoring activities and events. To date the Croydon Advertiser has agreed to support the event through media coverage and Croydon Bid have agreed sponsorship in kind by putting on street entertainment in North End over the festival weekend. Cash sponsorship has so far been secured from Stanhope plc and Schrodgers for the Platform performance space, from Veolia for Queens Gardens and from the Croydon Partnership.

Festival planning is advanced and it is anticipated that events will take place on outdoor stages in College Green, Queens Gardens, Mint Walk, and Platform. There will also be a number of fringe venues including churches, the Braithwaite Hall, the Spread Eagle, Matthew’s Yard, Scream and, it is hoped, some other “unusual” spaces.

The marketing and publicity for Ambition will also be used to help promote other community festivals and carnivals across the borough this summer. A page on the festival website has been created to list these events. The page currently includes the following:

- Coulsdon and Purley Festival
- Croydon Performing Arts Festival
- Addiscombe Carnival
- New Addington People's Carnival
- Croydon Heritage Festival
- Croydon Tattoo Convention
- Crystal Palace Overground Festival
- South End Food Festival
- Croydon Folk and Blues Festival
- South Norwood Arts Festival
- Crystal Palace International Film Festival
- Witchfest International

3.2 Museum Services

The Riesco Gallery Re-Launch: The Riesco gallery has been updated to introduce two new elements – Roman Croydon and Anglo Saxon Croydon – exhibiting items from the collections for the first time alongside the remaining Riesco ceramics collection. Feedback has been overwhelmingly positive with particular note of the excellent curation.

On Wednesday 1 April 2015, the Museum of Croydon will be hosting the Croydon launch of London Screen Archives' 'London: A Bigger Picture' project. The event is targeted at engaging local people with their local film heritage and, over the next 2 years, encouraging the collection & preservation through digitisation of community films, supported by KinoVan visits to various locations in the borough to screen the material collected.

On the same day, the Museum of Croydon will also be launching their two exhibitions to mark the 50th anniversary of the London Borough of Croydon,

The museum arts participation team has successfully secured funding from the Department of Health for a project approved under the Autism Innovation Fund. The funding will support young people with autism to develop skills relevant to the arts industries. The successful bid is one of 42 that has been chosen from 360 applications.

3.3 Fairfield Halls

Over the last few months a new audience has been drawn to the Concert Halls by the installation of new digital cinema equipment. Celebrities and their families belted out a rousing rendition of Let it Go when they came to Croydon for a sing-along screening of Frozen including X Factor winner Alexandra Burke.

A new venue has been created inside the Fairfield Halls, The Studio is the former Green Room. This provides seating for up to 100 people and is a great

addition to the facilities already on offer. It will particularly good at showcasing a range of comedy talent.

3.4 The ambition's of the public #ambitionsforculture

In order for culture to maximise its contribution work has begun to articulate a clear vision for culture and the positive benefits (or desired outcomes) which the achievement of the vision will bring to Croydon.

Recent and ongoing engagement with members of the community has focused on their ambitions and priorities for culture in Croydon. Feedback received to date has led to the development of a draft vision for culture and six key outcomes to be worked towards which will in turn directly contribute to Croydon's overarching ambitions for Growth, Liveability and Independence. The results of a survey conducted before Christmas which received 670 responses is currently being analysed.

3.5 Sports and Physical Activity Initiatives 2015

The sports and physical activity team run numerous initiatives including **Croydon Leisure Centres (run on behalf of the Council by Fusion Lifestyle)**

There are five local leisure and sports centres across the London Borough of Croydon. Facilities include Pools, Gyms, Fitness Studios, Indoor Racquet Courts and Sports Halls.

In order to increase numbers of visits to leisure centres from 935,000 in 2014 to 1 million, Fusion has put on an array of activities across the boroughs to get everyone active. They have a huge variety of energetic and relaxing activities, sessions and courses for people of all ages and abilities and strive to make activities more accessible for everyone. Highlights include:

Monks Hill Sport Centre

The current centre is a dual use sports centre on the site of The Quest Academy, Selsdon. The centre closed on 10 May 2013 and was handed over to Wates Construction for the duration of the construction programme. The 100% new build Monks Hill Sport Centre (the new sports centre) was returned to the council in September 2014.

The scheme involved the relocation of the Edgecombe Community Centre onto the Monks Hill Sport Centre site. The community facility is integrated into the new sport centre and shares an entrance and reception area. As this facility is integrated into the sports centre, from a management and maintenance perspective the whole building is to be considered one entity.

The facility is due to open to the community as of week beginning 20th April and will be open for community use between 6-11pm weekdays, 9am-5pm weekends and 8am-11pm school holidays.

Free Swimming for Young People 16 and Under

Following on from the success of Free Swimming in the summer of 2014, Free Swimming for young people 16 and under is being re-instated for the Summer Holidays 2015, funded by Croydon Council. Free swimming will be available from Monday 20th July to Sunday 30th August for a period of 6 weeks in line with Croydon schools summer break and to be eligible you must be 16 years and under and a Croydon Resident. Further information can be found on https://www.fusion-lifestyle.com/contracts/Croydon_Council/Activities

Free Swimming for 60 years and over

Following on from the success of Free Swimming in the summer of 2014, free swimming is available for anyone 60 and over whether a seasoned swimmer, or a complete beginner. Swimming improves health and fitness levels, tones muscles, burns calories, stimulates circulation, soothes the mind and improves stamina and this activity is available across all Croydon leisure centres. Further information can be found on https://www.fusion-lifestyle.com/contracts/Croydon_Council/Activities

Alongside the leisure centres the Sport and Physical Activity team also seek opportunities to develop new provision for physical activity to help Croydon residents become more active and live happier, healthier lifestyles. As a team they manage the running of several large projects to tackle key health outcomes in Croydon through physical activity. Below is a snapshot of just some of the bigger projects that the team has played a major role in initiating and delivering:

- The London Youth Games is Europe's largest youth sporting event. The games offer young athletes (aged 7-18 year old) living or attending school in Croydon the opportunity to compete in a wide range of sports, like football, swimming, athletics and even sports like rowing, BMX and fencing.
- The RAP (Recreational Activity Project) sports courses target 5-18 year olds with disabilities and additional needs to take part in a range of fun, accessible sport sessions across the whole of Croydon. From swimming, boccia and trampolining to powerchair football, wheelchair athletics and the half term holiday schemes, these courses have a range of options available to encourage vulnerable children and young adults to engage socially and participate in physical activity. Thanks to short breaks funding, these courses are available at a very affordable payment rate from those attending.
- The Croydon sports arena in South Norwood is home to a number of different sports clubs including Croydon FC, Croydon Harriers, TUBA Archery and Wheels for Wellbeing. The centre includes an all-weather 8 lane 400m running track, a floodlit senior football pitch and 7-a-side mini

soccer pitches. This venue has also been home to the Croydon Duathlon (a free, bookable sports event that the team have managed).

- The MI (Motivational Interviewing) Change project is a free 12 week project which aims to help adults in Croydon to become more physically active, it utilises Motivational Interviewing as its primary technique and signposts and helps set goals for participants to take part in different activities. The aim of this project is to give Croydon residents the motivation they need to maintain long-term behaviour change towards an increased level of physical activity.
- One of the many activities the MI Change project signposts to is our Walking for Health scheme in Croydon. This scheme offers participants to join a free, volunteer led, group walk around some of Croydon's parks and green spaces. These walks attract hundreds of Croydon residents to take part in walking, which is a fantastic way to tackle social isolation and physical inactivity.
- Finally, in partnership with Public Health, the Sport & Physical Activity team contribute to the management and running of the Healthy Living Hub in central library.

Activities in Parks and Nature Conservation

3.6 Parks and Nature Conservation

At 33 sq. miles, Croydon is London's third largest Borough, 29% of which is green belt or open land, and within which there are 127 public parks and open spaces attracting some 22 million visits annually. 737 hectares of woodland makes up 8% of the borough, and 400 hectares of this are managed by the Council, who hold forestry stewardship accreditation for ten years of sustainable maintenance. In terms of nature conservation the most notable activity planned for 2015/16 is Croydon Outdoor Explorers (COE). The COE network will bring together teachers, schools, families, parents, play providers, youth group leaders and individuals in Croydon, who believe that access to the outdoors and being in nature is vital to children's healthy development. The new campaign will be launched on 24 May 2015, with an activity day at Pinewood Scout Camp, Shirley, where forest school providers and the Croydon Forest School and Adventure project will promote an array of activities –ranging from bush craft, the art of story-telling, climbing wall to nature inspired music and crafts. Event details can be found in the 'Into the Great Green Yonder Programme'. To give people more confidence in accessing our parks and open spaces for nature play, officers, will be running a series of 3 half day Croydon Outdoor Explorers workshops during March and April 2015, open to parents, early year staff, teachers and youth leaders.

Details of other Nature Conservation activities can be found in Appendix 2.

There are numerous activities available to residents in parks. These range from the play areas such as the three storey climbing tower at Westow Park to the outdoor gym at Lloyd Park.

2014/15 brought a number of events throughout the borough, from Festivals to Funfairs, Villages Fairs to Charity Fun Runs: 2015 promises to be yet another exciting year with applications rushing in for events in parks and open spaces.

Currently booked and confirmed are:

- London Carnival Funfair at Lloyd Park for 2 visits, first from 17th – 26th April and the second from 21st – 31st August
- Crystal Palace Festival at Westow Park on 27th June
- Sanderstead Horticultural Society Summer Show at Wettern Tree Gardens on 27th June
- Purley Festival at Rotary Field on 4th & 5th July
- Cancer Research's Race for Life 2015 at Lloyd Park on 12th July
- Circus Zyair at Purley Way Playing Fields from 4th – 9th August

As referenced in section 3 of this report, these and other regular community events will be supported wherever possible through marketing associated with AMBITION. There are several other applications which are under consideration; these will be confirmed once the Council's Safety Advisory Group have held their Safety Planning Meetings with the applicants/organisers.

3.7 Parks to be Proud of

London's Great Outdoors was the Mayor of London's ambitious programme to transform the public places in which we live – high streets, town centers, parks, rivers and pathways – into vibrant, loved places within our city.

Improving parks and green spaces was also one of the priorities identified by Croydon residents, so prompted by the Mayor of London's 'Help a London park' initiative, Croydon developed its 'Parks to be proud of' project. The project showcased a creative and innovative approach to the challenges of providing improved green spaces and increased resident satisfaction in the face of declining budgets. It took a targeted approach with development at a number of key locations rather than trying to spread funding across all the green spaces in the borough.

Residents were asked to decide which of the borough's 127 parks and open spaces should get a share of the funding. More than 11,000 residents voted for their favourite park and also gave their views on how the money should be spent. Nine parks across the borough were selected for improvement.

The Parks to be Proud Of initiative set out to address a number of the council's objectives:

- addressing residents' priorities
- increasing customer usage and satisfaction
- increasing residents' participation
- meeting a rising demand for the use of parks and green spaces
- supporting residents to lead a healthier life style

- improving environmental performance
- achieving better value for money.

Funding of over £2 million was provided for the project through various sources including the local strategic partnership, the London Help a Park initiative, S106 contributions, capital funding, the lottery, the Environment Agency and grant funding.

Improvements included outdoor gyms, trim trails, play facilities, paths, seating, cafes, tree and bulb planting, new toilets, signage, improved sports facilities and the establishment of wildflower meadows.

Specifically, improvements were delivered within the following parks:

- Norbury Park
- Thornton Heath Recreation Ground Wandle Park – £173,020
- Lloyd Park
- Milne Park & Addington Vale
- South Norwood Country Park
- Coulsdon Memorial Ground
- Sanderstead Recreation Ground
- Waddon Ponds

Key milestones have been included:

- CCTV installed in South Norwood Country Park
- Installation of new pathway/cycle lane in Sanderstead Recreation Ground
- Installation of pathway in Coulsdon Memorial Ground
- Completion of play improvements in Hares Bank (Milne Park & Addington Vale), Norbury Park, Sanderstead Recreation Ground and Lloyd Park.
- Installation of trim trail in Sanderstead Recreation Ground
- Restoration of the pond in Lloyd Park
- Demolition of the Pavilion in Thornton Heath in preparation of the installation of an outdoor gym
- Installation of Outdoor gyms in Coulsdon Memorial Ground and Lloyd Park
- New café opened in Lloyd Park
- Bulb planting in parks
- Installation of Multi User Gym Apparatus at Thornton Heath Recreation Ground
- Installation of an artificial cricket wicket at Thornton Heath Recreation Ground
- Natural Play created – Milne Park & New Addington

One of the winning parks Parks to be Proud Of was Wandle Park. The extensive publicity campaign for the project created a groundswell of enthusiasm for the regeneration of this park and it received the second highest number of votes in the Mayor of London's 'Help a London park' campaign.

The Friends of Wandle Park Group played a key role in running the consultation, organising questionnaires, identifying issues and opportunities, proposing solutions to problems and identifying key heritage components of the park. The 'Planning for Real' exercise in the park was attended by over 500 people and featured a model constructed by the pupils of Kingsley Primary School showing how they thought the park could be transformed.

Wandle Park

Wandle Park is an historic park close to the centre of Croydon. The park was opened in 1890 as part of the Croydon Corporation's push for healthier living for the population of the town. The park has recently been redeveloped to once again satisfy the need for quality leisure time in green space within the Town. Funds for this redevelopment have been secured from Barrett's homes, the Mayor of London, The Environment Agency and the Heritage Lottery Fund.

As part of the Heritage Lottery Fund grant, a Volunteering and Learning Officer has been employed to create and promote a series of events over the next five years. The principal activities in 2015/16 include:

- July 8-11th, Theatre in the Park magical performance of the 'Importance of Being Ernest' from CODA, the Croydon Operatic and Dramatic Association.
- July 19th, The Croydon Concrete Collectives Skate Jam! Dare devil stunts and tricks from the best skate boarders from Croydon and beyond.
- July 26th, Wandle Park Garden Party featuring Freedom of Expression, the best acoustic music from London and beyond. This relaxed afternoon will also include storytelling in a yurt, a barbeque from the parks café, and a variety of other family friendly activities. It will also form part of the last day of Ambition Festival.
- August 29th and 30th, Wandle Park Bandstand Cinema. Celebrate the end of summer with a movie in Wandle Parks Bandstand! All proceeds go to the Mayors Charity.

A full list of activities at Wandle Park can be found at Appendix 1.

3.8 Croydon Tour Series Road Race, June 2015

For the past year Officers have been working to explore the potential to host a major professional cycling Road Race in Croydon.

The administration's 2014 election manifesto includes a commitment to Croydon being "a place of choice for the staging of a range of sporting events" and to seeking "to significantly increase the number of journeys in Croydon by bicycle by undertaking a fundamental review of how the Council supports cycling". Bringing a cycling race to Croydon in 2015 might be one of the elements of the Cycling 'Transition Fund' Programme.

Close liaison is now on-going with the GLA with view to bringing a round of the Pearl Izumi Tour Series and Women's Tour to the town centre in June this year.

The Pearl Izumi Tour series is Britain's key domestic professional cycling event and the backbone of the UK pro cycling scene. Working with the race organisers, the proposal is for a Croydon race on the evening of Tuesday 2 June (women's race start at 5pm or 5.30 pm start and men's race at 7 or 7.30 pm) on a town centre circuit that includes the northern part of the pedestrianised North End, crossing of the tram lines at George Street and Church Street, and running along Surrey Street, where street trading would need to be suspended from 2.00pm. The Council will work very closely with traders to take up opportunities for temporary relocation, to Exchange Square for example. The Council will also seek to ensure that benefits to traders are maximised through enhanced exposure of the market and opportunities for evening trading.

Earlier in the day, a range of community, healthy living and cycling activation activities would be held and the whole event will sit within the wider cultural offer of this summer's Croydon Ambition Festival.

The aim is to create a spectacle which inspires and encourages people of all ages and genders to take up cycling, promoting healthy activity amongst the community and provide a 'thank you' and a coming together by way of a free to watch event and experience for all cyclists living and working in Croydon and the community at large in Croydon, London and the wider South East. With exposure through a one hour TV highlights programme on ITV4 and British Euro sport, TV coverage in up to 100 countries worldwide, and, we anticipate, in excess of 30,000 live spectators, the event provides a fantastic opportunity to showcase Croydon and enhance its identity, promote place marketing and contribute to our on-going regeneration and development. The event would provide a range of direct economic benefits through visitor spending and contribute to London's portfolio of world class sporting events.

Communications around the event will be a key area of work in order to secure the buy in of traders, businesses and residents, maximise benefits, manage and minimise disruption.

A combination of Local Implementation Plan funding and sponsorship will be used to meet the host Borough costs

The agreement of the GLA is now being sought to short term tram closures and bus diversions at no cost penalty to Croydon and to support of the GLA in event planning, communications, promotion and event management. Subject to these agreements, Croydon would be able to enter into contract with the Tour series organisers by mid February 2015 (to be up added prior to March Cabinet).

4. CONSULTATION

4.1 Ambition Festival

Public consultations both at a cultural workshop event held in July 2014 and in the widely promoted cultural survey which closed in December clearly favoured the reinstatement of a summer community cultural event.

At the July workshop several tables discussed the need for the return of a summer festival and how it was a positive event that promoted and celebrated Croydon's multi-cultural community in a positive and relaxing way.

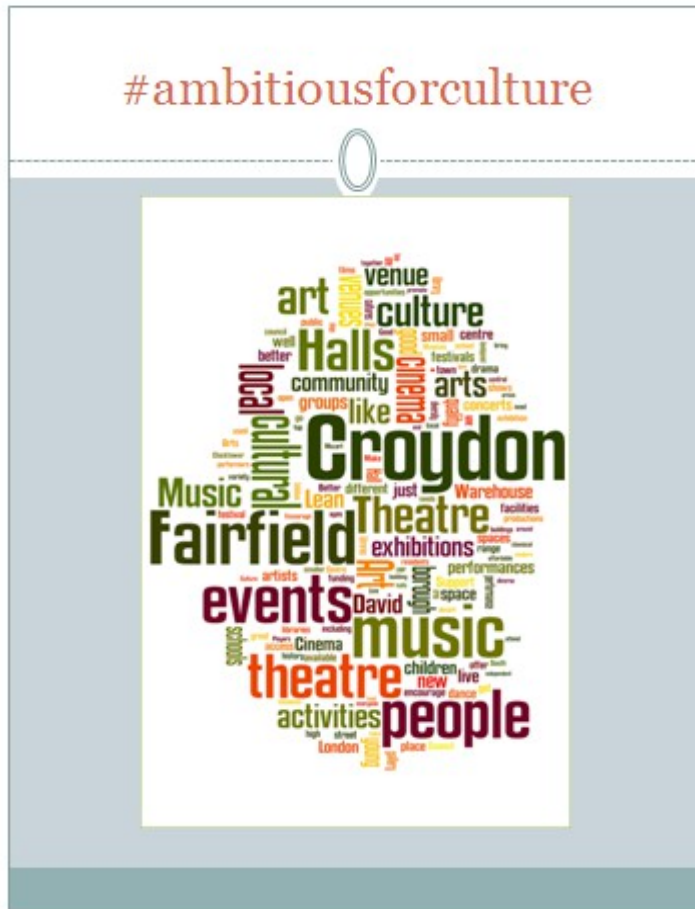
An initial review of the 670 responses from the cultural survey shows that almost 20% of people either felt a festival was one of their three priorities or that the cultural offer in Croydon would benefit from a summer festival bringing people together and highlighting Croydon's cultural diversity.

Discussions and meetings have taken place and continue to be held with individuals and groups who have expressed an interest in the development and planning of Ambition. These have included organisers of other Croydon festivals (e.g. Purley, South Norwood and The Overground Festival in Upper Norwood) as well as arts groups such as the Croydon Arts Network.

These have helped to shape the branding and naming of the event as well as give direction to programming and marketing.

The brand itself has been developed by a local artist and a designer who has recently graduated from Croydon Art College and is working with the Rise Gallery.

4.2 #ambitiousforculture



The second phase of the wider cultural survey on what people do, what they want and how we might help deliver these aspirations closed at the end of December 2014.

The initial analysis of the 670 responses is in hand

- 638 felt culture was very important to them or felt culture was somewhat important
- 636 completely or somewhat agreed that more cultural activities would be a good thing
- Further surveys/consultations with young people, businesses and artists and performers are planned between now and the summer.

We will continue to analyse all these results to ensure we understand what the people of Croydon want from culture and how best the Council can support the development of a thriving cultural scene across the borough.

Contact allan.nimmo@croydon.gov.uk for further details

4.3 Sports and Physical Activity Initiatives 2015

Consultations are frequently held with various groups that participate in our initiatives.

4.4 Activities in Parks and Nature Conservation

There has been limited consultation on these activities. The need to involve residents in nature conservations has been identified and the service has developed a suite of activities to encourage participation.

In terms of playground development consultation takes place with local interested groups such as schools, friend of groups and mother and toddler groups.

4.5 Croydon Tour Series Road Race, June 2015

The Council has consulted with TfL, London Buses and Tramlink.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

1 Revenue and Capital Consequences of Report Recommendations

	2015/16		
	£'000		
Expected Costs			
Summer Festival			
Funded From			
	New		
	£'000		
Summer Festival			
Free Swimming			

2 The effect of the decision

The Ambitious for Culture events planned for 2015/16 are detailed in the tables above. The programme is expected to cost £305k with funding from a variety of sources including council budgets (the new administration earmarked reserve), ticket sales, capital budgets and external sponsorship.

3 Risks

Income from ticket sales and sponsorship could be less than anticipated and therefore the programme of activities will either have to be funded from the new administration reserve within the existing Council budgets, or the programme will need to be tailored to fit within the funding available. This could result in the activities not being as ambitious as anticipated and could

therefore lead to a reputational risk for the whole cultural programme within the borough.

If existing revenue budgets are used to fund the programme due to a reduction in the anticipated external funding and sponsorship there could be an impact on the provision of other Council Services.

4 Options

Continue to seek external funding sources through engagement with potential sponsors.

5 Future savings/efficiencies

If the programme of events is successful and repeated in the future the financial support from the Council budgets could be less as more external funders may be willing to contribute.

Approved by: Lisa Taylor – Head of Finance and Deputy S151 Officer.

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

6.1 The Council solicitor comments that there are no direct legal implications arising from this report.

(Approved by: Gabriel Macgregor, Head of (Corporate) Law on behalf of the Council Solicitor & Monitoring officer)

7. HUMAN RESOURCES IMPACT

7.1 The Summer Festival: The role of festival manager has been filled through an internal secondment from the communications team. Secondary roles will be filled either through identification of officers whose existing roles include relevant activities, through volunteering or through contracted external appointments where specialist skills and expertise are required.

7.2 Sports and Physical Activity

There are no human resources implications as a result of these initiatives

7.3 Parks and Conservation

There are no human resources implications as a result of these initiatives.

7.4 Croydon Tour Series Road Race, June 2015

Delivery of the race at the Croydon client side end will require an officer to work as a dedicated event coordinator, working approximately 2 days per week for 4 months from February to June 2015. An internal cost for this has been factored into the budget. Option for GLA contribution of resources to this are being

explored, building on the GLA's experience of delivering major cycling events.

Workstreams will engage officers from across the Council and a cross departmental project team will be convened.

7.5 There are no human resources implication arising from this report.

(Approved by Adrian Prescod, HR Business Partner, for and on behalf of Director of HR, Resources department and Deborah Calliste, HR Business Partner, for and on behalf of the Director of Human Resources)

8. EQUALITIES IMPACT

8.1 Summer Festival 2015

The key aim of the festival is to celebrate and promote Croydon as a place and to provide an opportunity to bring different communities in Croydon together through the celebration of arts and culture.

One of the key priorities of the festival is to promote community cohesion by ensuring the participation of residents and diverse community groups in the planning and delivery of the festival. This is being achieved by offering 'curating' opportunities to local arts organisations and cultural groups and to partnerships such as Faiths Together in Croydon, Eye Arts, Club Soda, Asian Arts, Polish Arts in London, Public Health, local record labels and creative writing groups, and the volunteers who run the regular multi-cultural 'Beats and Eats' sessions. These groups represent people from some of Croydon's largest ethnic groups, people with disabilities, gender and all ages. From the outset all of the publicity around the event has openly welcomed applications from any artist or organisation interested in taking part. Most applications (in excess of 400) have come in via the festival website and through social media. The website has already had approximately over 1,600 visitors since it was launched and Facebook page has almost 350 followers, with individual posts now able to reach out to over 2,000 people each. The festival is about audiences as much as it is about performers and the programming of a wide range of entertainment spanning different genres and cultures is designed to provide activities which will appeal and be accessible to people from across our many different communities. Many venues will be free of charge or will have subsidised entry fees to make the event affordable to as wide an audience as possible.

All of the main venues have full disabled access.

The festival is working with the Croydon Advertiser to find new talented performers from across Croydon and the South East. Both the Brit School and Croydon College are also being invited to be part of the event. The council is also engaging with a variety of local arts groups and independent promoters to tap into the large pool of local talent.

Use of venues such as local churches is a way of encouraging the use and exploration of these buildings by people who may not otherwise think to visit them. Stewarding of the event will include local volunteers who will be managed by Oxfam's event team.

The outdoor parts of the festival will be largely free of charge and accessible to all residents. The festival will provide activities and entertainment which will appeal to a diverse cross-section of the community and is a way of encouraging people from different cultures to come together for a shared experience.

#ambitiousforculture

Initial Equality Analysis will be completed as part of the development of the stages of the consultations to assess the actual or likely impact it will have on the delivery of cultural related services on protected groups.

This initial EA will incorporate key equality and inclusion issues and concerns arising from the public consultation undertaken on 8th July 2014, the current consultations, survey being run and any proposed services changes.

8.2 Sports and Physical Activity Initiatives 2015

The initiative is specifically targeted at young people who share a protected characteristic (such as race, gender, disability, religion or belief etc.) The programme is designed to encourage young people to learn how to swim and to take up swimming as a way to promote physical activity and a healthier lifestyle.

An equalities analysis has not been undertaken upon sport and physical activity initiatives generally. Each specific initiative has specifically been developed to address inequalities in activity levels and the team continues to look at new and innovative ways of doing so. There is no specific data collected at either a local or national level for take up of physical activity amongst young people and therefore it is difficult to say at this time what the demographic of take up is. It is worth noting that evidence provided by the major national bodies around activity levels is that the inequalities in take up relate more to socio economic status than they do of characteristics such as ethnicity or marital status. There is also clear and well known evidence of under representation amongst women and girls and the Sport and Physical Activity team have recently been working to capitalise on the Sport England campaign 'This Girl Can' to encourage more activity amongst this group. Via the Sport and Physical Activity team, the council also provides a wide range of low cost activities for young people with disabilities addressing another underrepresented group.

At this point the council does support a range of initiatives targeted at BME groups including working to ensure women only sessions continue to take place at Thornton Heath Leisure Centre which are heavily attended by faith groups who require gender specific sessions. The team has also worked with African Caribbean groups in the West Croydon area to develop physical activity sessions for older people in the area. The Healthy Living Hub in Croydon

Central Library is staffed by the team and holds chair based exercise classes for older people and also holds a wide variety of information on what activities are available in the borough, including information specifically relevant in BME groups.

8.3 Activities in Parks and Nature Conservation

Monitoring Equalities in parks and open spaces is a challenge as the majority of activities are informal and visitors enter and leave as they wish. There is no mechanism to capture data unless a specific event or sports game is booked. However through the development of the “Parks to be Proud of” programme a range of initiatives and projects were undertaken that assisted in the delivery of some key targets. A variety of consultation and engagement activities provided valuable Equalities data.

The “Parks to be Proud of” programme has improved open spaces in the borough and improved accessibility, community cohesion, levels of safety and as a consequence levels of satisfaction. The scheme included participatory budgeting where the community had the opportunity to vote on how they would like the money spent. Although the majority of voting was online, there was an opportunity to speak directly to staff in the parks and return paper questionnaires to meet the needs of residents that did not use the internet or have access to a computer.

An equality impact assessment screening was carried out. The direct beneficiaries of the scheme were all residents as satisfaction with parks improved, children and young people could access improved areas of play, vulnerable people benefit from increased safety in parks through better design and community groups such as friends groups, by bringing people together with a common goal leading to increased community cohesion.

A project is currently being developed (spring/summer 2015) to bring a BMX facility to the borough and accessibility for a wide audience has been fully considered. The BMX track would be an open access public facility that is suitable for people of all fitness and abilities. BMX cycling has natural attributes that make a vital contribution to getting more people active and healthy:

- A low level of skill & fitness is required to start
- It is suitable for all ages and abilities, from balance bikes for toddlers to adults
- For most people BMX is a totally new activity so it's more of a level playing field
- It will be free to access
- People can participate individually or as part of a group
- It is inclusive for people with disabilities, including trikes for physically disabled riders
- The necessary full length clothing makes it suitable for particular religious beliefs and easier for people self-conscious of their weight or appearance

In addition equality impact assessments are undertaken on the larger playground developments and the majority of playgrounds have accessible play equipment and are compliant with the requirements of the Equality Act.

The programme of community engagement and volunteering opportunities in our parks and woodlands are open to all and are provided by direct led events by officers, partner organisations and Friends of Groups. An ethos of inclusivity is engendered through targeted recruitment, appropriate support and management of opportunities. Whilst much of the volunteer practical workdays require a degree of physical ability project leaders are able to adapt working practices to allow all to make a positive and lasting contribution. Many of the work outcomes are to increase physical access to and from green spaces and improve peoples' perception of safety. Our partners at The Conservation Volunteers actively promote a supportive ethos and welcome adults and young people with additional needs, their support workers and careers.

8.4 Croydon Tour Series Road Race, June 2015

The event will be a spectacle which inspires and encourages people of all ages and genders to take up cycling, promoting healthy activity amongst the community and provide a 'thank you' and a coming together by way of a free to watch event and experience for all cyclists living and working in Croydon and the community at large in Croydon, London and the wider South East.

9. ENVIRONMENTAL IMPACT

9.1 Summer Festival 2015

Wherever possible the festival will look to procure in a sustainable fashion. Examples of this would include public art associated with the event, which, where possible, will be created from recycled or upcycled items and which will also be designed to have future uses elsewhere. Visitors to the event will be encouraged to travel via public transport.

9.2 Sports and Physical Activity Initiatives 2015

There are no environmental implications as a result of these initiatives

9.3 Activities in Parks and Nature Conservation

All events and activities undertaken in parks will take account of their environmental impact and by its very nature conservation activities are designed to protect and improve the natural habitat.

9.4 Croydon Tour Series Road Race, June 2015

The event will demonstrate Croydon's commitment to cycling as a means of transport, inspiring and encourages people of all ages and genders to take up cycling. It offers the Council the opportunity to provide a wide range of cycling / active travel promotional activities before during and around the race.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 Summer Festival 2015

The festival organisers' are working closely with police and licensing officers to ensure the event causes minimal impact with regards to crime and disorder. Programming of entertainment will be done to attract as wide a range of people as possible and will avoid acts known to be likely to bring in disruptive audiences.

Security and stewarding will be done by well-trained and managed staff who will be available in sufficient numbers to deal with any likely disorder issues.

A professional events safety company has been appointed to oversee license applications and ensure that all security plans are fit for purpose.

10.2 Sports and Physical Activity Initiatives 2015

We are not aware of any crime and disorder reduction implications as a result of these initiatives.

10.3 Activities in Parks and Nature Conservation

10.4 Croydon Tour Series Road Race, June 2015

Police and emergency services and Croydon Safety Advisory Group will be a part of the project steering mechanisms.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

Not applicable.

12. OPTIONS CONSIDERED AND REJECTED

Not applicable.

CONTACT OFFICER:

Summer Festival: Aileen Cahill, Head of Libraries Culture and Adult Learning, 020 82531001 (ext 61001)

Sports and Physical Activity Initiatives and Activity in Parks and Nature

Conservation: Tony Brooks, Director of Environment, 020 82531001 (ext 65433), Ashley Gordon, Development Manager (ext 88416), Andrew Williams, Nature Conservation Manager (ext 62438)

Croydon Tour Series Road Race: Adam Platts, Regeneration Manager, Housing Development & Regeneration, 020 82531001 (ext 88011)

Appendices attached:

Appendix 1 – Wandle Park Activities

Appendix 2 – Park and Nature Conservation Activities

Appendix 1

Wandle Park activities

March:

March 1st:	2pm	Heritage Walk: Sky Scrapers, Modernism and International Style
March 15th	10am-3pm	Community Garden Construction Day, making paths and an outdoor table!
March 21st	2pm	Heritage Walk Ghost Walk. Come and explore the legends and myths down the river Wandle

April:

April 5th	2pm	Heritage Walk: Easter Sunday Wander Down the Wandle
April 12th	10am-3pm	Wandle Park River and Pond Conservation Day. Join us for a wet and wild afternoon working on the Wandle.

May:

May 3rd	2pm	Café Cinema: How to Train your Dragon
May 9th	11am-1pm	Start Skating Day! Bring your deck and helmet and get into skateboarding! Demo's and tips from local experts!
May 10th	2pm	Café Cinema: Monsters Inc

June:

June 21st	2pm	Heritage Walk: Secrets of Croydon Town Centre
June 27th	2pm	Heritage Walk: Sky Scrapers, Modernism and International Style
June 28th	2pm	Heritage Walk: Wandle Wander

July:

July 4th	1- 5pm	Poetry Festival, Poets Anonymous
July 5th	2pm	Heritage Walk: Reach for the Skies!
July 8-11th	7.30pm	Theatre in the Park: CODA, The Importance of Being Earnest'
July 19th	3-7pm	Skate Jam Featuring the Croydon Concrete Collective
July 26th	1-6pm	Wandle Park Garden Party Featuring live acoustic music from 'Freedom of Expression'

August:

August 8th	3-7pm	BMX jam
August 29th	9pm	Wandle Park Bandstand Cinema: Showing The Field of Dreams
August 30th	9pm	Wandle Park Bandstand Cinema: Showing Raiders of the Lost Ark

Into the Great Green Yonder

Programme of free guided wildlife walks and events. Annual programme with 5-8 events every month organised and lead by Friends of Park groups, the Countryside Wardens in Happy Valley and on the Sanderstead to Whyteleafe Countryside Area, and Meike Weiser – Environmental Service Officer. Events range from guided walks looking for birds or chalk flora, discovering site history to family nature play events and community open days during the summer. Please see attached programme for details

Friends of Park Groups

There are over 25 friends and conservation groups in the borough, who care and help us maintain our parks and open spaces. These groups provide opportunities every week to get involved in practical works to improve access, plant new trees, clear overgrown area, arrange and deliver events, survey wildlife or conduct a guided walk. New volunteers are always welcome and no experience is needed

John Muir Family Awards scheme

The John Muir Award scheme (<http://www.jmt.org/jmaward-home.asp>) seeks to encourage people to discover and explore wild places. Meike Weiser tailored the scheme to work with up to 10 families to explore a number of Croydon woodlands and natural open spaces during a series of 6 adventure days. The first award round is coming to an end in March 2015. The next family awards scheme will start in June 2015 and run over the summer months, recruitment will start in March 2015

Forest School sessions in Parks and Woodlands

There are a number of providers already in the borough and we receive frequent requests for new schemes. Current Forest School –after school club or holiday activity session will be offered at Biggin Wood, South Norwood Country Park, Addington Hills and Coombe Wood from March through to October. All these schemes are overseen by Meike Weiser. During June and July Sussex and Surrey will deliver a Forest School Leader level 3 training course in partnership with Croydon, at our forest school base at Pinewood Scout Camp and Selsdon Wood. Training is open to teachers, early year staff, rangers and youth leaders with the view to increase the usage of Croydon woods for forest school activities.