

**COMMUNITY, CUSTOMER AND ORGANISATIONAL SCRUTINY
COMMITTEE**

Thursday, 28th November, 2019

Present:-

Councillor P Innes (Chair)

Councillors Borrell
 Fordham

Councillors Kellman

Councillor Sarvent, Cabinet Member for Town Centres and Visitor
Economy +

Wendy Blunt, Health and Wellbeing Officer +
Brian Offiler, Democratic and Scrutiny Officer
Anthony Radford, Arts and Venues Manager +
Ian Waller, Assistant Director – Health and Wellbeing ++

+ Attended for Minute No. 23

++ Attended for Minute Nos. 24 and 25

**20 DECLARATIONS OF MEMBERS' AND OFFICERS' INTERESTS
RELATING TO ITEMS ON THE AGENDA.**

No declarations of interest were received.

21 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Bagshaw, L Collins
and Dyke.

22 MINUTES

The Minutes of the meeting of the Community, Customer and
Organisational Scrutiny Committee held on 26 September, 2019 were
presented.

RESOLVED –

That the Minutes be approved as a correct record and signed by the Chair.

**23 CABINET MEMBER FOR TOWN CENTRES AND VISITOR ECONOMY
- CHESTERFIELD THEATRES MARKETING AND PRICING
STRATEGIES**

The Cabinet Member for Town Centres and Visitor Economy and the Arts and Venues Manager presented a report on the marketing and pricing strategies of Chesterfield Theatres in the context of the overall attendance and budget figures for the theatres.

The report identified the purpose, objectives and key issues for the Scrutiny Committee's review of this topic.

The report referred to the medium-term financial plan to further reduce the operating deficits of the venues, building on the financial improvements achieved in recent years, in line with the priority and objective within the Council plan for 2019-23.

The Arts and Venues Manager explained that ticket prices, and whether concessionary prices would be available, for shows at the Pomegranate Theatre and Winding Wheel Theatre were negotiated with the visiting production companies. Where concessionary prices were available, these were applied in line with the Council's concessionary policy agreed in 2016. He also referred to special promotions, such as family tickets, standby tickets and discounts for Friends of the Pomegranate.

The Health and Wellbeing Officer outlined the activities undertaken to improve access to the venues, including screenings for people with dementia and their carers, signed, audio described, and relaxed performances for some shows.

The report referred to the transport methods people used to attend the theatres and the growing proportion of tickets purchased online.

It was noted that consideration was currently being given to extending the existing membership scheme to include shows at the Winding Wheel, introducing a membership scheme for cinema screenings and exploring the use of scanners to enable paper-less tickets to be offered.

Arising from Members' questions and discussion the following points were raised:

- The activities to encourage greater access to theatre events were developed through a local Access Group, supported by a small budget, with the aim of attracting 1,000 customers;
- Programming of theatre shows was planned 6 – 18 months ahead through a process of negotiation and contracting with production companies to identify suitable shows, with the aim to enable the theatres to operate successfully within the competitive commercial environment locally;
- Whether there was scope to extend the range of special promotions to encourage greater engagement in cultural activities, such as special deals for local schools or young offenders.

The Chair thanked the Cabinet Member for Town Centres and Visitor Economy, the Arts and Venues Manager and the Health and Wellbeing Officer for their contribution to the meeting.

RESOLVED –

That a further progress report on the marketing and pricing strategies of Chesterfield Theatres be provided to the Scrutiny Committee in March, 2020.

24 CABINET MEMBER FOR HEALTH AND WELLBEING - FALLS PREVENTION PILOT AND HEALTH INTERVENTION PROGRAMMES PROGRESS REPORT

The Assistant Director - Health and Wellbeing presented a report on the progress of the falls prevention pilot and health intervention programmes, further to the previous report to the Scrutiny Committee in July, 2019 (Minute No. 4).

The report included data on the incidence of hospital admissions from injurious falls and from hip fractures for each district within Derbyshire, which showed that Chesterfield had the highest incidence in the county.

The falls prevention pilot project aimed to emphasise prevention and early intervention to reduce this demand for health and social care services. The pilot project in Chesterfield was now live and included provision of information, awareness raising about falls risks and falls prevention, multi-factorial risk assessment and appropriate interventions.

The report included details of the staffing resources for the project, which was planned to run for a maximum of 18 months, with the aim to engage with 360 people. To date 252 patients from Wheatbridge surgery who had been identified in need of intervention had been contacted, and there had been a 20% uptake rate so far. Additional GP practices could be included if the uptake rate from Wheatbridge was not sufficient.

Further monitoring and evaluation was taking place in order to identify the success of the pilot and areas for improvement.

Arising from Members' questions and comments the following points were clarified:

- The pilot project in Chesterfield included both the information and risk assessment elements in order to aim to reduce the relatively high incidence of falls in the area;
- Other work to encourage physical activity generally and to reduce falls in care homes complimented the pilot project;
- Individuals engaging with the project would have their own personal assessment and this could link with the process for applying for disabled facilities grants where adaptations in the home were required to support people to stay in their own home;

It was suggested that progress of the pilot project be reported to the Scrutiny Committee in March, 2020 and that a representative from Public Health be invited to attend.

The Chair thanked the Assistant Director - Health and Wellbeing for his contribution to the meeting.

RESOLVED –

That progress of the falls prevention pilot project be reported to the Scrutiny Committee in March, 2020 and that a representative from Public Health be invited to attend.

25 CABINET MEMBER FOR HEALTH AND WELLBEING - SHAPING HEALTHY PLACES - STAVELEY AREA

The Assistant Director - Health and Wellbeing presented a report on the health and wellbeing activities undertaken within the Staveley area and their contribution to the Council Plan objective of 'Help our communities to improve their health and wellbeing'.

The report identified the purpose, objectives and key issues for the Scrutiny Committee's review of this topic.

The report provided details of the Exercise by Referral Derbyshire Framework delivered by Chesterfield Borough Council, which aimed to support people to live healthier lives through decreasing physical inactivity and sedentary behaviour and to maintain long term physical activity behaviour change.

During the 2019-20 financial year 374 people had been referred to the programme across Chesterfield, with over 130 having completed the full 12 week programme and over 120 having increased their levels of physical activity. The data was not currently split between the Healthy Living Centre at Staveley and Queen's Park Sports Centre in Chesterfield.

The report also referred to two individual case studies which illustrated the positive impact of the exercise referral programme and of the Healthy Living Centre on the local community in Staveley.

Arising from Members' questions it was confirmed that the exercise referral programme was funded by Derbyshire County Council and was part of the wider health and wellbeing agenda, including work to overcome isolation and build aspiration, through the Health and Wellbeing Partnership.

It was suggested that progress of the exercise referral programme be reported to the Scrutiny Committee in May, 2020, to include Staveley

specific data, and that the Community Lifestyle Officer be invited to attend.

The Chair thanked the Assistant Director - Health and Wellbeing for his contribution to the meeting.

RESOLVED –

That progress of the exercise referral programme be reported to the Scrutiny Committee in May, 2020, to include Staveley specific data, and that the Community Lifestyle Officer be invited to attend.

26 SCRUTINY MONITORING

The Committee considered the Scrutiny recommendations implementation monitoring schedule. It was noted that the schedule had been updated to include monitoring of the implementation of the recommendations of the community rooms report, which was scheduled for March, 2020.

RESOLVED –

That the Scrutiny monitoring schedule be noted.

27 FORWARD PLAN

The Committee considered the Forward Plan for the period 1 December, 2019 – 31 March, 2020.

RESOLVED –

That the Forward Plan be noted.

28 WORK PROGRAMME FOR THE COMMUNITY, CUSTOMER AND ORGANISATIONAL SCRUTINY COMMITTEE

The Committee considered the list of items included on its work programme for 2019/20.

RESOLVED -

That the work programme be approved and updated to include the decisions of the current meeting.