



# Community Services Portfolio

## Performance Report Q3 2018/19

Gravesham  
Borough Council 

*Delivering for the Community*



### Policy Commitment

1. Deliver an improved leisure offer; activities and facilities that increase sporting participation rates and address local health inequalities.

#### Leisure Centres

Swimming attendance for Q3 period 2018 was 62,669 compared to the previous year of 64,064 – a small decline of 1,395. Total attendance over the 12-month period for swimming is actually up on 2017 by 3,303.

Gym attendance for Q3 period 2018 was 36,359 compared to the previous year of 34,283 – an increase of 2,076. Total attendance over the 12-month period for the gym is up on 2017 by 3,364.

Total attendance for Q3 period 2018 was 182,879 compared to the previous year of 184,999 – a small decline of 2,120, although total attendance over the 12-month period is actually up on 2017 by 17,402.

Other attendance information for the Q3 period includes:

- Health Suite increased by 1,228
- Sports Halls decreased by 167
- Squash Courts increased by 490 (mainly at Cygnet and due in part to the refurbishment of this area following the fire, as this was the last area programmed for works)

When considering membership to the leisure centres (over the 12-month period January to December 2018), health and fitness membership continues to grow by an additional 237 memberships – 114 of those are from the category's of Student, Fit Kids and Teens. GCLL now has 117 Medical memberships (type 2 diabetes/ cardiac phase 4). Our medical team have had a huge range of success stories with a number of clients reducing their type 2 diabetic medication to zero. With a new partnership with the NHS eye and foot screening service being based at Cascades, this will increase the number of clients GCLL will be helping with its unique approach to health and wellbeing.

GCLL's current approach to swimming programming and development is hugely successful with its Swim Academy currently having 2,440 weekly swimming lessons, nearly 750 children on the School Swim Programme and 100 one-to-one weekly swim lessons. To further develop our swimming programmes, we are working closely in partnership with Swim England so as to maximise usage and financial performance.

#### Active Gravesham

Satellite Clubs – Through the County Sports Partnership, based at Kent Sport, there are currently 4 active Satellite club sessions in Gravesham; Powerwave which has 2 active sessions, rowing and boxing, all based at local secondary school sites – St Johns, St Georges and Northfleet School for Girls. There has been an increase of 56 new participants within the satellite club programme with a further two further Satellite clubs due to start in 2019 at Mayfield Grammar and Northfleet Technology College. Sport England have also recently approved the County Sports Partnership's funding application for Satellite investment up to April 2021, so current Satellite clubs can continue to be supported with the view to them becoming financially self-sufficient in the future. There are also plans to develop more projects which engage less/fairly active females, those with disabilities and people from low-socio economic backgrounds.

Football - Around 440 players are currently accessing the council's playing pitches across four sites managed by the Leisure Team on a weekly basis, which includes 21 adult football teams and 12 junior teams, with the majority of usage taking place on Saturdays and Sundays. There is also some additional adult and junior usage at Istead Rise Recreation Ground and Luddesdown Recreation Ground, which are managed locally by the community association and parish council respectively.

**PI 18 Overall leisure centre attendance**

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	214,284	191,786	184,999	213,222	226,447	194,469	182,879	
<b>Direction of Travel</b>	↑	↓	↓	↑	↑	↓	↓	

**PI 19 Number of swimming facility uses**

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	81,015	73,173	64,064	74,299	83,526	74,173	62,669	
<b>Direction of Travel</b>	↑	↓	↓	↑	↑	↓	↓	

**PI 20 Number of gym facility uses**

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	41,509	39,122	34,283	41,756	44,605	39,850	36,359	
<b>Direction of Travel</b>	↓	↓	↓	↑	↑	↓	↓	

**PI 21 Number of 'Active Gravesham' attendees**

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	160	9,006	465	80	167	5,557	496	
<b>Direction of Travel</b>	↑	↑	↓	↓	↑	↑	↓	

## Policy Commitment

**2. Promote Gravesham's cultural and heritage offer, through initiatives such as helping to raise funds to bring back a museum in Gravesend.**

### Heritage Sites

Milton Chantry and New Tavern Fort closed at the end of September and will re-open in April 2019. The Cold War Bunker at Woodlands Park continued with its monthly tours through to December 2018. The 2019 season of tours commences on 25.01.2019.

### Leisure Team Related Activity

October and November events were mainly focussed on the WW1 Centenary and Remembrance. The council, including the officers of the Leisure Team and Communities Directorate, provide support to a number of memorial services held during this time, primarily at Windmill Hill and Northfleet. These events are managed in conjunction with a range of organisations, including the main event partners, the Royal British Legion. Approximately just over 1,200 attended the annual service at Windmill and 500 at Northfleet.

A commemorative event was held on the evening of 11.11.2018 on Community Square to mark the 100th Anniversary of the end of World War I. Approximately 300 people attended this service of reflection and remembrance, which included the lighting of a beacon on the roof of the Civic Centre. In addition to the 11.11.2018 events, the Leisure Team co-ordinated two days of services across nine of the borough Churches and Cemeteries to mark all of the Common Wealth War Graves, with the support of the Mayor of Gravesham.

A responsive WW1 themed art project was also developed with two local artists and a number of community groups, with the exhibition running in the Blake gallery from 6 – 18.11.2018. As part of this project, a WW1 themed history day was arranged for 03.11.2018 within the Borough Market, various re-enactors were present with talks and creative opportunities. The event was well received by around 350 visitors.

### PI 22 Number of visitors attending heritage sites

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	2,008	5,400	N/A		2,260	9,778	N/A	
<b>Direction of Travel</b>	N/A	↑	Heritage sites closed October-March		N/A	↑	Heritage sites closed October-March	

## Policy Commitment

### 3. Establish a programme of targeted community events and engagement opportunities to develop a more cohesive community.

- **Black History Month Exhibition:** With the 70th anniversary of the arrival of the Windrush at Tilbury on 22 June, this year's focus for the exhibition was the Caribbean community with a particular focus on the community here in Gravesham. The exhibition featured stories from local members of the community and recreated a typical front room from the 1950's/ 60's. A total of 74 children from two schools visited and 62 adults completed the visitor book.
- **Windrush Celebration:** Working in partnership with Cohesion Plus and the North Kent Caribbean Network, an evening of drama, music, dance and food was held in the Woodville to mark Black History Month.
- **Wallis Park consultation and community activity:** building on the information received at the July consultation event, a final event was held to explain the final proposals and a chance to discuss the project with Ebbsfleet Development Corporation and the landscape architects.
- **Christmas Film:** In October, community groups, schools and independent businesses were invited to be part of our annual Christmas film. This year five schools, five community organisations, one local charity and GBC staff participated in the film which has been viewed widely on social media.
- **Knitted Poppy Display:** crafters across the Borough were once again asked to provide knitted and crochet poppies to add to the poppy display. To mark the centenary of the end of WWI the poppy carpet formed the base of the display on community square between 24 October until the 12 November. Over 13,000 knitted poppies have now been received over the past three years.
- **Churches Together Flag Raising:** Gravesham Churches Together presented a flag to the Council in September to be raised on key Christian dates throughout the year. The flag was raised for the first time on 1 November to mark All Saints Day.
- **Diwali:** Working in partnership with the Hindu Cultural Society and Cohesion Plus a celebration was held in the council chamber and on community square to mark Diwali. Performances were led by young people and featured dancing and storytelling with an illuminated parade to the Mandir in Manor Road as the finale.
- **Inter-Faith Walk:** To mark inter-faith week 2019, Gravesham BC worked in partnership with North Kent Inter Faith Forum to deliver a faith walk through Gravesend. Over 40 people participated in total with warm welcomes provided at Gravesend Mosque, Methodist Church, Mandir and Gurdwara. A youth event was also held at the Grand organised by the H4U group where young people were able to meet with and ask questions of a range of faith representatives.
- **Litter picks:** Community litter picks have taken place across the borough in October and November with litter picks in Shorne, Luddesdwon, Riverview Park, Coldharbour and St James Avenue. We have also recruited a further three new volunteers.

Events took place in the Town Centre and the Borough Market as part of Gravesham's Christmas programme, as follows:

- 16.11.2018 – Christmas lights Switch-on, plus late-night at the Borough Market
- 18.11.2018 – Crafts for Christmas at the Borough Market
- 23/24/25.11.2018 – Christmas Market Weekend, including late night Christmas Market, ice rink and pop-up cinema.
- 02.12.2018 - Vintage Christmas by Forget-Me-Not Vintage in the Borough Market
- 08.12.2018 – Creative Christmas at Gravesend Borough Market
- 15.12.2018 – Nativity Live in the Town Centre led by Churches Together in Gravesham, culminating with carols in the driving rain at the Community Square Christmas tree.
- 22/23.12.2018 - Music in the Town Centre

These were well attended, created activity in the Town and Market and were very well received.

#### PI 23 Number of council activities and events delivered by or with the voluntary/community sector

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	11	9	14	17	16	9	13	
<b>Direction of Travel</b>	↓	↓	↑	↑	↓	↓	↑	

## Policy Commitment

### 4. Increased access to The Woodville for local community groups.

October to December was a busy season at The Woodville with a mix of community uses & events including :

Shakespeare Schools Festival ran both rehearsals and performances were run in the Main auditorium allowing schools from across the borough to perform on a big stage with full professional support from the team at The Woodville.

Gifted Young Generation celebrated its 10th birthday with a fantastic concert of music and singing at The Woodville in November with guests from all over the borough and performances from performers of previous shows who have gone on to make an impact on the cultural community both locally and further afield.

The Woodville also hosted exhibitions in the Blake Gallery celebrating Black History and the end of World War 1.

The Woodville choir continued to go from strength to strength meeting every Monday night with a core membership of 50.

In addition to the large one off events, The Woodville played host to several regular groups including 50+ forum, Memory Café, Gravesham History Class and the Disability group.

#### PI 24 Number of community uses of the Woodville

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	9	23	27	30	36	22	24	
<b>Direction of Travel</b>	↓	↑	↑	↑	↑	↓	↑	

#### PI 25 Number of volunteer hours given to the Woodville

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	1,221	1,065	1,116	1,398	1,354	1,491	1,653	
<b>Direction of Travel</b>	↑	↓	↑	↑	↓	↑	↑	

## Policy Commitment

### 5. A Young and Older Person's budget for supporting community groups.

Older Person's Fund – During this period three grants were approved, £500 towards a Christmas lunch, entertainment and activities for Alzheimer & Dementia Support Services; £500 for Christmas lunch and activities for Age UK North West Kent and £355 for directional signs for Wombwell Park and Bowling Club. A grant of £650 has also been approved for the Veterans Club Windmill Hill for a fridge, cutlery, crockery, hot plates, tea urn, kettle and toaster (payment will be processed once a bank account has been opened).

Younger Person's Fund – The following grants were approved: £960 for Christopher Centre for purchase of new door and two new cisterns for ladies toilets; £3k for Pelham Hostel for refurbishment works; £500 to support the Romani Slovak Czech Community Group St Nicholas Day event including goody bags for the children; £680 for Gads Hill School for climbing equipment. There has also been a request from Gravesend Cricket Club towards costs to replace outdoor nets, surface maintenance and other expenses to the value of £3,352 and discussions regarding this are continuing.

## Any other areas of work (relevant to the objective)

World Mental Health Day - 10.10.2018

A giant sunshine created by Animate Arts as part of the Bring Us Sunshine project warmed commuters at Ebbsfleet International Station 4-7pm on 10.10.2018 for World Mental Health Day.

Bring Us Sunshine is a community wellbeing project funded by Awards for All and Ebbsfleet Development Corporation (EDC) which has been ran in Swanscombe and Westcourt in Gravesend. The partnership project between the Gr@nd Healthy Living Centre, Dartford Healthy Living Centre and Animate Arts aims to bring communities together and get them talking through arts, music and food. Animate Arts have been running community workshops in each of our target areas and as a result a Giant Sunshine has been created. The Sunshine will be the focal point of events in Swanscombe and Westcourt and will also be displayed at Ebbsfleet Station to bring sunshine to commuters on World Mental Health Day. Young People from GYG performed at the event and raised just under £120.00 for the active listening service at the Gr@nd.

GYG 10th Anniversary - 09.10.2018

The 10th anniversary show at The Woodville took place on 09.11.2018 to a full theatre. All proceeds from the show were used to fund the Active Listening Service at the Gr@nd.

<https://www.thegrand.org.uk/young-people/need-support/active-listening/>

Over 150 local young people were involved in organising and creating the event, catering, performing, stage make-up and hair, stage props, tech and photography.

<https://www.instagram.com/p/BqIVFAhFGpq/>

Aloud to laugh event - 20.12.2018

Aloud to Laugh is a Youth led event, funded by the Police and Crime Commissioner and supported by The Gr@nd and KCC Early Help and Prevention. DJ Teeshow provided the music and 400 14-18 year olds danced and celebrated alongside youth workers and the police to 'Say No to Crime' at Blakes night club on 20.12.2018 @ 7-11pm. The event is about bringing young people together in a safe environment and showing that Kent Police are working with the community.

An outstanding group of young people called H4U which stands for Here 4 you who meet weekly at The Gr@nd organised the event. This is a follow-on from the 'Say no to Hate Crime event which the young people from Gravesend organised in July 2018.

<https://www.thegrand.org.uk/hate-crime-2018/>

Further Aloud to Laugh events are planned at Blakes in 2019 on 18.04.2019, 25.07.2019 and December 2019.

Feedback from young people who attended:

'A great night showing unity and for young people to socialise in a safe environment'

'diverse turnout'

'able to forget everyday pressures'

'Food was excellent'

'Having Police and other professionals was good as they mingled, were not in your face, and it did not feel threatened'





## 03 Sustainable Gravesham

*"a thriving and sustainable local economy, built on the foundations of high quality regeneration and development projects"*

### Policy Commitment

1. Complete the regeneration of the town Charter Market, progress the Heritage Quarter project and ensure Gravesham's interests are fully represented in the Ebbsfleet Garden City and The London Resort projects.

#### Economic Development (Charter Market) - Cllr. S Garside - Community Services Portfolio

During Q3 The Borough market attracted several new traders into permanent stalls - Victoria's Ever After, Kajau, Kent Flowers & Balloons; Bexley Kisses; Julie's Hidden Wedding Gems and ZMetal.

During the same period, one of the food traders ceased trading in the market to take up permanent pitches in two of London's trendy Street Food Markets in East London and on London's Southbank to further promote his brand. Whilst this was a loss to the market, it was a success story in that the trader was able to prove his concept and hone his offer before expanding. The vacant unit was re-let very quickly, but to a very new start-up business who sadly closed within weeks due to unviability of the business.

The three remaining operators wanted to trial an expansion of later opening on Friday & Saturday evenings which the market management supported for six weeks, to enable them to prove viability. A review has shown that there is a desire amongst some of the traders to continue this in the New Year with the additional market staffing costs being covered by them.

Expressions of interest for a new café operator was sought for the three café units and subsequently the "Cloud Café" (a subsidiary business of an existing food trader) was secured with full opening of the café planned for the New Year.

The Borough Market was host to a number of events and activities in the run up to Christmas which saw an increase in footfall, translating into sales for the stall holders.

GO TRADE funded training workshops for market traders and small businesses within the vicinity of the Market was delivered by The Retail Group with 'Effective Presentation and Marketing' sessions held on the 7/14.11.2018. Feedback from the training was positive with a number of traders implementing some of the ideas they had gleaned from the session.

### Actions for improvement

#### Economic Development (Charter Market) - Cllr. S Garside - Community Services Portfolio

GO TRADE, the Interreg V! Channel Programme project associated with traditional markets and comprising partners from France and the UL continue to progress since funding was awarded in July 2017. More funding can be directed towards the Market's programme of themed markets and events.



### Policy Commitment

1. Quality frontline services delivered on time and to the right people.

#### Customer Services Update

Customer Services continue to receive a high volume of contact through all three medias i.e. face to face, telephone and on-line. During this period the Contact Centre received 22,410 calls (an average of 175 calls per day). A high proportion of contacts relate to council tax and include queries on discounts/exemptions, reminders/Final Notice, checking balances, setting up Direct Debits and amending details. Other calls related to housing allocations, parking and waste management as well as transferring calls to other departments such as repairs, housing and the payment line.

During this period there were 9,453 face to face contacts compared to 11,471 in the same quarter last year. The number of customer assisted self-serve transactions fell slightly compared to last quarter. Self-serve transactions primarily refer to customers requiring assistance to make payments at the kiosk (elderly and vulnerable customers) or requiring support from the KCC Gateway Officer to complete Disability Permit applications. A number of self-serve computers are available in the Gateway and customers are generally self-sufficient following initial assistance.

Customer Services continue to look at ways of improving service delivery and will shortly be undertaking a satisfaction survey to understand why customers choose a particular means of contact and whether more assistance could be given to enable customers to eventually be more self-sufficient, enabling them to have the flexibility to access council services via the website 24/7. The survey will also enable the Council to re-evaluate the needs of different groups of customers and ensure that it is delivering the level of support required.

#### Actions for Improvement

#### Customer Services Update

Completion of a customer survey to identify how customers prefer to contact the council. This information will be used to help re-evaluate the needs of different groups of customers and ensure the Council is delivering the level of support required.

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	31,709	28,721	17,468	22,288	33,127	30,237	22,410	
<b>Direction of Travel</b>	↓	↑	↑	↓	↓	↑	↑	

#### PI 47 Number of customer services assisted self-serve transactions

	Q1 2017-18	Q2 2017-18	Q3 2017-18	Q4 2017-18	Q1 2018-19	Q2 2018-19	Q3 2018-19	Q4 2018-19
<b>Outturn</b>	1,628	1,500	1,185	791	988	736	724	
<b>Direction of Travel</b>	↑	↓	↓	↓	↑	↓	↓	