

HIGH LIFE HIGHLAND SUCCESSES - Report by Chief Executive

Summary

The purpose of this report is to present Directors with the best submissions from staff teams on the successful work being carried out by High Life Highland throughout the Highlands and across all areas of work.

It is recommended that Directors:

- i. comment on the items presented and note that the selected items will form part of the long list for the annual Staff and Volunteer Award Scheme for 2015/16; and
- ii. consider whether to continue or review the current format and the suggestion from the successes selection group (Douglas Graham, Jaci Douglas and the CE) that a workshop be held involving a selection of staff members, managers and two Directors, in order to propose a revised format.

1. Business Plan Contribution

1.1 This report supports all the Business Outcomes from the High Life Highland (HLH) Business Plan:

- 1. To advance sustainable growth and financial sustainability**
- 2. Deliver the Service Delivery Contract with THC**
- 3. Improving staff satisfaction**
- 4. Improving customer satisfaction**
- 5. A positive company image**
- 6. Services designed around customers and through market opportunities**
- 7. Sustain a good health and safety performance**
- 8. A trusted partner**

2. Background

2.1 The September 2012 meeting agreed the alignment of the successes submitted on a quarterly basis with the Staff and Volunteer Award Scheme. A small assessment group comprising the Chief Executive and 2 Directors was set up to consider future submissions and select up to 15 as “best of” successes for presentation to the Board. The group assessing the submissions this time round were the Chief Executive and Directors Douglas Graham and Jaci Douglas.

2.2 The 6 successes presented to this meeting in **Appendix A** are those selected by the assessment group covering the period from November 2015 to February 2016. The full list of all 13 submissions received appears at **Appendix B**.

2.3 The criteria used to select the successes presented to this meeting are distilled from the 8 outcomes which form the basis of the HLH Business Plan:-

- i. deliver the Service Delivery Contract with THC;
- ii. contributing towards a positive company image;
- iii. services designed around customers and through market opportunities;
and
- iv. partnership working.

2.4 Those selected will be added to that forming the long list for the annual staff award scheme for 2015/16.

3. Successes – future format

3.1 The current format of reporting successes quarterly to the HLH Board, culminating in an annual awards ceremony was introduced in March 2012 to highlight to Directors the range of standard and service being provided by HLH. This format was very successful for over two years with a decline in the number of submissions being received starting to show in 2015. This has been monitored and as the submissions included in this report are the last to feed into the annual awards ceremony for 2016 Directors are asked to consider whether to continue or review the current format. The successes selection group (Douglas Graham, Jaci Douglas and the CE) suggest that a workshop be held involving a selection of staff members, managers and two Directors, in order to propose a revised format.

4. Media Interest

4.1 The table below details press interest relating to High Life Highland for the period from 1 October 2015– 31 December 2015. Each piece of coverage has been assessed as positive, neutral or negative in its coverage of HLH or its services. In addition each positive or neutral article has been assigned a financial value. Publicity/media value is calculated using a method known as Advertising Value Equivalency (AVE). AVE provides a formula to indicate the amount the editorial coverage would cost if it were purchased as an equivalent size advert. AVE varies from publication to publication, but a rough rule of thumb is that editorial coverage is worth around 2.5 times more than advertising space.

	Positive	Neutral	Negative	Total
No. of Articles	155	3	8	166
Financial Value	£128,822.90	£751.13	£4,152.86	£133,726.89

4.2 5 of the 8 negative coverage reports related to Highland Council budget cuts, with other reports including rundown tennis courts in Thurso, Nairn Paddling Pool and Protestors at Merkinch Community Centre.

4.3 A full set of recent press cuttings are available to view on Directors website – note these do not any include web-based coverage (as this breaches copyright regulations).

4.4 At their meeting on 19 March 2015 Directors requested that it would be useful to be aware of the media circulation figures and these are detailed below for the

main Highland publications.

Caithness Courier	6000
Highland News	11000
Inverness Courier (Tues)	8200
Inverness Courier (Fri)	11500
John O'Groat Journal	7200
Lochaber News	2600
North Star	3400
Northern Times	3800
Press & Journal	60000
Ross-shire Journal	11000
Strathspey & Badenoch Herald	4000

5. Implications

- 5.1 Resource Implications – there are no resource implications resulting from the recommendations of this report.
- 5.2 Legal Implications – there are no legal implications resulting from the recommendations of this report.
- 5.3 Equality Implications – there are no equality implications resulting from the recommendations of this report.
- 5.4 Risk Implications - there are no new risks resulting from the recommendations of this report.

Recommendation

It is recommended that Directors:

- i. comment on the items presented and note that the selected items will form part of the long list for the annual Staff and Volunteer Award Scheme for 2015/16; and
- ii. consider whether to continue or review the current format and the suggestion from the successes selection group (Douglas Graham, Jaci Douglas and the CE) that a workshop be held involving a selection of staff members, managers and two Directors, in order to propose a revised format.

Signature:

Designation: Chief Executive

Date: 24 February 2016

Successes



Area of work (e.g. Arts)	Sports
Location	Grantown
Title of piece of work	Balance to Ride – Balance and Pedal Bike Sessions
Description of event (the purpose / targets)	Cycling is popular in this area and we hope to have a complete pathway for lifelong learning which can result in people cycling recreationally or competitively at all ages. There are excellent bike routes here and clubs to progress too: Wolfpax Riders, a mountain biking club and Cairngorm Cycling Club for road and grass track]. There are skills sessions in the Grammar school and Bikeability in upper primary school, but a gap in provision for lower primary school. Learning to cycle is an essential life skill which was also identified as an excellent opportunity to get the P1-3's more active. Preschool children would be offered sessions through the CMLC. Hence equipment and training were required to set up Balance to Ride sessions.
Which staff were / are involved	Dawn Horsburgh [Active Schools Grantown], Una Calder – Leisure Assistant/Coach CMLC
What were the results / numbers involved / Feedback	7 new volunteers recruited and trained to deliver. 7 junior sports leaders from the HLH Leadership Programme recruited to assist. Balance and pedal biking taster sessions in the primaries and some nurseries with a 6 session block in the leisure centers. Vicki Morgan Carrbridge Primary Active Schools volunteer said "Great news we just had our first balance bike graduate! Martha went from 3 balance bike sessions to riding her bike for the first time this afternoon. We had a very proud Martha and an even prouder Mummy at the end of the day. I'm delighted."
To which of these outcomes did the project contribute (tick as many as apply)?	Deliver the Service Delivery Contract with THC X Contributing towards a positive company image X Services designed around customers and through market opportunities X Partnership working X

Please explain (in a maximum of 250 words) how this piece of work made an “exceptional contribution”

Dawn Horsburgh obtained funding through the Highland Council discretionary fund to purchase 10 balance bikes and 10 pedal bikes and one Balanceability kit bag. Bikes were built up by volunteers recruited by Dawn; active schools volunteers and Grantown Grammar School engineering pupils as part of a module they were studying at school.

Active schools staff were trained by Dr Bike from Sustrands via the Kingussie cycle friendly community funding and through the Balanceability training materials/resources. The volunteers, sports leaders and leisure staff were then trained by Active schools to deliver the sessions and then mentored to deliver. Active Schools volunteers delivered sessions to primary school pupils and the leisure centre offered blocks of 6 sessions to pre-school pupils with volunteer support.

Several primary pupils so far have learned to cycle and more have had a lot of fun and learned a lot. We plan to produce “I can Ride” and “I took part in balance/pedal bike sessions” certificates and present them to happy riders.

The aim is to have this as a pilot for other clusters in the region to emulate.

Attach photos or web links





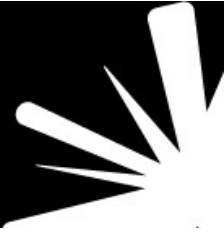


Name & email of staff member submitting news item

Dawn.horsburgh@highlifehighland.com

Active Schools Grantown Cluster

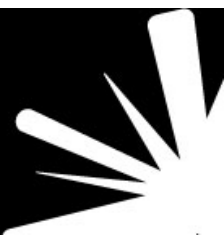
Successes




Area of work (e.g. Arts)	Sports- Active Schools
Location	Fortrose Cluster
Title of piece of work	HLH Leadership & Black Isle Bike Bus- part of The Million Miles Project- month of May 2015.
Description of event (the purpose / targets)	<p>Leading & cycling alongside primary aged pupils to and from Avoch Primary school. The journey started at Fortrose Fire Station, where parents would leave their children to start the 2 mile journey along the old railway line which links both villages. The purpose was to encourage more pupils to make their daily journey to school on a bike and to increase their cycling proficiency. The Academy's pupils 'job' was to increase the appeal & 'cool-ness'- cycling is a good activity to do.</p> <p>3 secondary pupils came forward to assist with Bike Bus travelling with an average 12 primary pupils.</p>
Which staff were / are involved	<p>Clair Bale- Active Schools</p> <p>Shirley Kelly- The Black Ilse Million Miles project officer</p>
What were the results / numbers involved / Feedback	<p>Cameron Young- Fortrose Academy pupil</p> <p>Lewis Franklin- Fortrose Academy pupil</p> <p>Magnus Henry- Fortrose Academy pupil</p>
To which of these outcomes did the project contribute (tick as many as apply)?	<p>Deliver the Service Delivery Contract with THC</p> <p>Contributing towards a positive company image X</p> <p>Services designed around customers and through market opportunities</p> <p>Partnership working X</p>
Please explain (in a maximum of 250 words) how this piece of work made an "exceptional contribution"	<p>It is not always easy to get young people to volunteer as they all lead busy lives. Three pupils from Fortrose Academy were able to juggle their time (as this was during their exam study period) whilst revising and sitting exams. This encourage them to be very competent at organising their personal diary, and it was an opportunity to twice a day, have a 4 mile cycle. We all know how useful exercise is, to balance learning and relaxing. This was a small project, that allowed the Fortrose Academy pupils to develop some Leadership skills, and gave them an opportunity to work with much younger pupils- and to see how Primary pupils perceive 'risks'.</p>

	<p>One of these pupils has now continued to support Active Schools by volunteering through school holidays supporting 'holiday programme' at local Leisure Centre. This pupil now delivers an after-school Orienteering/ athletics Club. He recognises the value in volunteering, as this will support his University application.</p>
Name & email of staff member submitting news item	<p>Clair Bale- Fortrose Cluster Clair.bale@highlifehighland.com</p>

Successes



Area of work (e.g. Arts)	Facilities
Location	TRACC
Title of piece of work	Love to Swim
Description of event (the purpose / targets)	<p>Love to Swim is a new service/product that has been introduced to four HLH swimming pools as a pilot in November 2014, due to the success of the pilot the service has been extended to all HLH swimming pools since February 2015.</p> <p>Love to Swim is a high quality personalised swimming lesson programme delivered to customers on either a 1:1 or 1:2 teacher/pupil ratio. The aim of introducing this premium service are as follows:-</p> <ol style="list-style-type: none"> 1. To enhance the existing Learn to Swim provision with HLH Leisure Facilities 2. To meet customer demand for a quality one to one/two swimming lesson 3. To contribute to the reasons why a customer would wish to become a High Life Highland member 4. To assist in achievement of High Life Highland membership sales targets 5. To increase income 6. To show HLH to be a positive, progressive leisure organisation. 7. To promote and encourage exercise as part of everyday life 8. To encourage participants of all ages to learn and develop a new skill
Which staff were / are involved	Kelly Skinner, TRACC
What were the results / numbers involved / Feedback	<p>The results from the two lessons that we have done for Eleanor Hamilton have been great. Eleanor who is 89 years old has not been in the water for 64 years. By the second lesson Eleanor only needed support from one swim aid and managed to propel herself through the water gracefully for 10m. Eleanor said she felt lovely and light in the water and that the sessions made her feel very relaxed. The highlight for me was when Eleanor mentioned "I have been dreaming of being able to swim again". This only showing that you are never too old to learn!</p>

<p>To which of these outcomes did the project contribute (tick as many as apply)?</p>	<p>Deliver the Service Delivery Contract with THC X</p> <p>Contributing towards a positive company image X</p> <p>Services designed around customers and through market opportunities X</p> <p>Partnership working X</p>
<p>Please explain (in a maximum of 250 words) how this piece of work made an “exceptional contribution”</p>	<p>Eleanor is current a resident in a residential care home in Barbaraville. One of her carers contacted TRACC after Eleanor kept highlighting that she wanted to get in the pool again and be able to do the swimming she once carried out as a young lady. So far we have had two sessions in the water with great progress and some lovely swimming.</p> <p>Love to Swim has provided a new service to our existing portfolio of classes and activities within the HLH leisure facilities. Love to Swim provides high quality swim teaching on a one to one or on a one to two. This is a premium product therefore the price point reflect this, existing High Life members: £16.50 per 30 minute lesson and Non High Life Members: £21.50 per 30 minute lesson.</p> <p>Love to Swim also encourages adults and children to learn a new skill and include swimming as part of the healthier lifestyle and promotes continual use of the services available at HLH leisure facilities.</p> <p>Love to Swim has provided and encouraged significant staff development opportunities as all Love to Swim Instructors must be ASA Level 2 Qualified</p> <p>HLH is currently working with Scottish Swimming to continue develop and enhance our Learn to Swim scheme.</p>
<p>Attach photos or web links</p>	<p>Customer Feedback and Picture: <u>Love to Swim</u> Eleanor mentioned “I have been dreaming of being able to swim again”</p> 
<p>Name & email of staff member submitting news item</p>	<p>Kelly Skinner kelly.skinner@highlifehighland.com</p>

Successes



Area of work (e.g. Arts)	Facilities
Location	Macphail Centre, Ullapool
Title of piece of work	Scottish Cabinet Visit to Ullapool
Description of event (the purpose / targets)	<p>The Scottish Government approached the Macphail Centre to provide a base for the Scottish Cabinet's visit to Ullapool on 11 August 2015. We accommodated 20 staff, 20 members of the Cabinet and 200 members of the public. The Centre hosted a private Cabinet meeting, a public question & answer session followed by a reception with the Cabinet. The Centre also provided backroom staff with office, meeting and refreshment facilities.</p> <p>The Youth Officer also worked with Ullapool Library to set up a (award winning) Get To Know Your Techno session with Deputy First Minister John Swinney and other ministers.</p> <p>The Cabinet used the Macphail Centre as a base from which to visit the working and cultural communities in and around Ullapool.</p> <p>(The Macphail Centre and Ullapool Library are set within the Ullapool High School building and are an excellent example of joined up working to provide locals, visitors and school pupils with really good facilities.)</p>
Which staff were / are involved	<p>Yvonne Boa (Macphail Centre Coordinator & Youth Officer)</p> <p>Chris Brotherston (Macphail Centre Coordinator)</p>
What were the results / numbers involved / Feedback	<p>200 members of the public at the open meeting 20 ministers/government official at the private meeting 20 back room staff</p> <p>The feedback from government staff & ministers was excellent and Yvonne Boa received a personal email of thanks.</p> <p>Members of the public enjoyed the chance to put their questions at the open meeting and the informal reception afterwards on the Macphail concourse gave them another chance to get their points across in person!</p>

<p>To which of these outcomes did the project contribute (tick as many as apply)?</p>	<p>Deliver the Service Delivery Contract with THC X</p> <p>Contributing towards a positive company image X</p> <p>Services designed around customers and through market opportunities</p> <p>Partnership working X</p>
<p>Please explain (in a maximum of 250 words) how this piece of work made an “exceptional contribution”</p>	<p>The Macphail Centre is used by the local and visiting communities for all sorts of meetings, learning and arts activities and we offer a very flexible, understanding service.</p> <p>However, this was the first time the Scottish Cabinet had visited Ullapool and we were delighted to be chosen as their base and venue for public and private meetings. It's not every day that the room we usually use for Gaelic Toddler Group and Tai Chi sessions is transformed into a high profile meeting space!</p>
<p>Attach photos or web links</p>	<div data-bbox="625 954 1246 1335" data-label="Image"> </div> <p data-bbox="625 1335 1422 1368">Scottish Cabinet hold a meeting in the Macphail Centre, Ullapool</p> <div data-bbox="625 1402 1219 1809" data-label="Image"> </div> <p data-bbox="625 1809 1374 1883">DFM John Swinney at the Get To Know Your Techno session at Ullapool Library</p>
<p>Name & email of staff member submitting news item</p>	<p>Chris Brotherston Chris.Brotherston@highlifehighland.com</p>

Successes



Area of work (e.g. Arts)	Libraries
Location	Plockton High School
Title of piece of work	Spoken Word
Description of event (the purpose / targets)	<p>Spoken word artists, Rally & Broad, otherwise known as poets Jenny Lindsay and Rachel McCrum, came to Plockton High School to deliver workshops to S1 pupils.</p> <p>The aim of the workshops was to encourage creative writing and develop confidence through performance of the spoken word.</p>
Which staff were / are involved	Sandra Lindsay – Library Assistant
What were the results / numbers involved / Feedback	<p>All S1 pupils (44) took part in a workshop session on Tuesday 12th January.</p> <p>Engaging with those pupils who would normally find it difficult to stand up and “perform”, the event proved to be a great success, largely due to the excellent skills of the poets, Jenny and Rachel.</p>
To which of these outcomes did the project contribute (tick as many as apply)?	<p>Deliver the Service Delivery Contract with THC</p> <p>Contributing towards a positive company image</p> <p>Services designed around customers and through market opportunities</p> <p>Partnership working X</p>
Please explain (in a maximum of 250 words) how this piece of work made an “exceptional contribution”	<p>These workshops were the combined effort and partnership working of Sandra Lindsay, Library Assistant, Plockton High School; Stacey Toner, Project Manager, Highland Youth Arts Hub; Kelsy Morse Ansbro, Youth Programme Manager, Moniack Mhor.</p> <p>Working together and making best use of the skills, expertise and knowledge of these organisations gives us access to a wealth of talent and commitment.</p> <p>In turn this leads to opportunities for young people to take part in exciting, creative, thought provoking and challenging activities. This is, I think, something we need to celebrate.</p> <p>This all came about as a result of a chance meeting with Stacy Toner who was visiting the High School for another matter.</p>

Stacey's enthusiasm and support led to the connection with Kelsey Morse Ansbro at Moniack Mhor and from there we formalised the workshops with Jenny Lindsay and Rachel McCrum.

There are so many resources out there we just need to make the connections and work together to produce some great results. With limited budgets all round, partnership working can be an excellent way of making the most of those scarce resources and being pointed in the direction of funding that is specific to your ideas. Matching the funding to the ideas is the difficult part but making the most of the individuals and resources out there leads to successful outcomes.



Attach photos or web links





Name & email of staff member submitting news item

Sandra Lindsay
sandra.lindsay@highlifehighland.com

Successes



Area of work (e.g. Arts)	Youth Work
Location	Alness
Title of piece of work	Alness Christmas Fayre
<p>Description of event (the purpose / targets)</p>	<p>The Christmas Fayre was an event organized entirely by the young people of Alness with support from the Alness Youth Team. Christmas Fayres have previously been run in Alness, however, this is the first year that young people have taken full responsibility for the event.</p> <p>The grand event took place on the 11th of December however there was a huge amount of work to be done to get to this stage.</p> <p>In order to arrange the event, a committee of 23 young people met weekly of which Isla O'Brien (young person) took charge. All young people were very committed throughout the process and all time was given voluntarily.</p> <p>Tasks to be undertaken before the event included; getting the event approved by the Community Council and Place committee, arranging street closure, finding and organising vendors for street stalls, organising the appearance of Santa and his reindeer, developing street plans and deciding safe placement of stalls, the stage and Santa. Furthermore, young people checked the event with residents that lived close to the location and also with shops. They rang local businesses to ask for support for the event and were successful in this. To add to this, they also asked in local shops for prizes to contribute to the tombola and raffle and they also made posters and advertised the event</p> <p>Another huge piece of work the young people carried out as part of the Christmas Fayre was to ask primary schools in the area to take part in the event by singing on the night. The event received huge support from the local primary schools and young people went to the schools weekly to teach and practice a number of Christmas songs in preparation for the event.</p> <p>Furthermore, in order to raise money for the event, young people arranged an overnight sponsored silence in The Place youth club, where they spent the time in silence wrapping presents to give to children at the Fayre, making crafts that they could give as Christmas presents themselves, and also baking cakes that they could sell at the coffee morning they had arranged the next day to raise even more money</p>

	<p>The event instilled many skills in the young people including:</p> <ul style="list-style-type: none"> • Experience of organising a large scale event. • Motivation. • Commitment. • Team work. • Working towards youth achievement award. • Working towards Saltire award. • Working towards Highland Leadership award. • Increased confidence. • Experience of working with children. • Improved leadership skills. • Improved telephone manner and confidence. <p>Finally, the young people showed huge commitment during the set up on the day of the event. The weather was against the young people and it was pouring with rain throughout the day. Despite the awful weather there were many tasks to complete such as putting up gazebos, building the stage, helping in cordoning off the event and many more. The young people's behavior and attitude was excellent and they were an asset to their community.</p> <p>Overall, the event was a huge success for the community and also in the development of the young people.</p>
<p>Which staff were / are involved</p>	<p>Janette Douglas Jennifer Taylor Alan Banner Natalie Hamilton Nicole Murphy Sharlene Henderson Janet Steell Rhys Campbell Helen Ross Emma Baike</p>
<p>What were the results / numbers involved / Feedback</p>	<p>The committee consisted of 23 young people that organised the event. There were also approximately 90 children involved from the local primary schools (Ardross, Obsdale, Brigend and Coul Hill) that took part in singing.</p> <p>Overall, the event was great for Alness community spirit. It resulted in increased partnership working with; community council, The Place committee, Alness Academy, local primary schools and also local businesses due to the scale and complexity of the event.</p> <p>Furthermore, young people involved increased their confidence and leadership skills and are working towards several achievement awards.</p>

	<p>Young people worked extremely hard and were very proud of the event and so were Alness community.</p> <p>A public comment from Alness Youth Developments Facebook page from 12/12/2015 reads:</p> <p>“ Very well done for Alness Youth Development Team for organising such an excellent event this evening at the Alness Xmas Fayre. Credit to you all. Great attendance, great entertainment and great event. How about a 2016 Alness Gala. Now there’s a challenge for you”.</p>
<p>To which of these outcomes did the project contribute (tick as many as apply)?</p>	<p>Deliver the Service Delivery Contract with THC</p> <p>Contributing towards a positive company image x</p> <p>Services designed around customers and through market opportunities</p> <p>Partnership working x</p>
<p>Please explain (in a maximum of 250 words) how this piece of work made an “exceptional contribution”</p>	<p>The Alness Christmas Fayre was an exceptional contribution to all people in the community of Alness. This was a great example of brilliant events that can be put on by the community for the community. Furthermore, this was a great example of including people of all ages in a community event.</p> <p>The young people involved in the organisation of the Christmas Fayre improved their skills greatly in the involvement of organising such a large scale event. Young people were able to recognise their own positive attributes and skills as well as developing them and also using this experience to work towards several achievement awards.</p> <p>Furthermore, for the event to be successful partnership working was essential. Partnerships within the community were greatly strengthened and The Place Committee and the Community Council, all of which were very supportive of the event throughout.</p> <p>Finally, this event showed the skill and talent of one particular young person, Isla O’Brien who led the committee and took the lead in all aspects of the organisation of the event, a huge well done to Isla and also to all the other young people that were so committed to the event. The organisation of the event has highlighted her skills and talents and will be beneficial in her future career.</p> <p>Overall, young people were committed, motivated and ambitious and put on an event that Alness Community should be very proud of.</p>



Members of the committee in their weekly meeting.



Young people dressed as Santa's elves at the event.

Attach photos or web links



Young people preparing for the event in the rain.

Poster for the event designed by young people.

Link for news article about the event:

<http://www.north-star-news.co.uk/News/Teen-power-fuels-Alness-festive-fayre-23112015.htm>

Sophie Mitchell

Name & email of staff member submitting news item

Sophie.mitchell@highlifehighland.com

Appendix B

Area of Work	Title
Archives	The 1715 Uprising
Active Schools	Balance to Ride – Balance and Pedal Bike Sessions
	HLH Leadership & Black Isle Bike Bus- part of The Million Miles Project- month of May 2015.
Facilities	Scottish Cabinet Visit to Ullapool
Leisure	Love to Swim
Libraries	Gaelic Book Launch Ceilidh
	Spoken Word
Museums	Recognised Collections of National Significance
	Outstanding year at HFM
Sport	Drummond attend the Young Ambassadors Conference
Youth	Alness Christmas Fayre
Adult Learning	A Book and A Blether
	Bridging the Digital Divide – Ongoing Digital Inclusion Opportunities