

*Director's Report to
the City Development Board
15th September 2010*



*I wish to bring the following matters to the attention of
the Board:*

1. Update on the Cork City RAPID Programme

RAPID National Programme update:

The Minister met with all RAPID Chairs and Coordinators in Dublin on 27th May. The national programme update given at that meeting stressed that the focus of the RAPID programme is changing and becoming much more focused on improving service delivery through integration and coordination.

Local Programme Update:

Some boundary changes have been confirmed to the RAPID areas. The changes include: -

- Changes to Togher / Mahon to take in Ballyphehane
- Extension of the Farranree, Fairhill, Gurrabraher RAPID area to take in new estates around Willowbank and Fairfield Meadows and the area around the North Mon.

The four Area Implementation teams continue to work on initiatives under the seven RAPID strategic themes:

Community Safety

- Community Safety Fora and Community Safety Units continue to meet and respond to local issues
- Focus on specific anti-social behaviour hotspots through interagency initiatives

Physical Environment

- Illegal dumping continues to be a major issue with various local initiatives to tackle the problem
- The regeneration of Phase 2 in the Glen has commenced. However, schemes for Spriggs Road and Boyce's Street are not yet started and are essential for the physical regeneration of the north-side of the City.

Education

- An evaluation has recently been completed on the Junior Achievement 'Enterprise Challenge' initiative in four schools across the three north-side RAPID areas and it has proved very positive.
- An application has been made through Cork City Partnership to the National Early Years Access Initiative for an early learning and language development project.

Youth

- Focus is on developing youth networks, youth cafes and specific summer camps

Family Support

- A quality initiative has been completed across several preschools
- The 'Strengthening Families Programme' has proved very effective.

Employment & Training

- The main focus is on Project ReFocus. This has proved very successful to date and a new group will be recruited in each area in October.

Health

- The Health Action Zones continue to operate at a local level with various initiatives such as health checks, walking groups etc. A new HAZ worker has been appointed to work on the north-side.
- Two more RAPID communities have recently taken delivery of community buses, funded through the RAPID/HSE Health Leverage Fund. This brings the total to four communities with new community bus services.

2. CORK CITY LEARNING FORUM

Plenary session

The report from the Plenary session entitled '**Accessing Education and Training Supports: the Challenge for Providers**' is in final draft for approval by the Steering Group. Recommendations on the themes of information, collaboration and supports for specific groups are being explored by the group for action this Autumn, beginning with the development of a signposting leaflet detailing first points of contact for those seeking information on employment, training and associated supports. This was first distributed at the Adult Education and Training Exhibition 7-9 September.

The **Discovery** Science event will run from the 8th-16th of November 2010 subject to final approval of funding from sponsors (anticipated by 17th September). Workshops to schools and libraries will run weekdays 8-12th, the City Hall interactive exhibition commences on Saturday 13th with the VIP family event - CDB members will receive invitations in due course.

Discovery this year will announce the International Year of Chemistry 2011 (IYC) in co-operation with the Pharmachem Ireland/IBEC IYC committee and a key sponsor (TBC), with a suite of events bringing molecular structures from the classroom into the public arena.

The theme of Science Week Ireland this year is 'My Place in Space' – Blackrock Castle Observatory will lead this strand. BCO also intends to host several evening 'Science Café's during the event.

Funding for the event has been very difficult to secure again this year, but the Taoiseach, Mr. Brian Cowen was very supportive recently of Discover Science and Engineering events such as Science Week (in which Discovery is a key partner), saying

“Revised curricula have been introduced for science subjects, and the Discover Science & Engineering Programme has helped in engaging primary and secondary school students in science. All of which is evidenced by the increasing demand for third-level science courses through the CAO.”
(7/9/2010)

Last week the Cork City Learning Forum exhibited at the **Adult Education & Training Exhibition** in City Hall. This is an annual opportunity to promote the work of the Forum to education groups and the general public.

The ‘Training’ element of the exhibition was developed in 2009 in co-operation between the Cork City VEC, the Adult Education & Training Council (organisers of the event) and the Learning Forum to address the changed profile of those who may be seeking training or upskilling in the current climate. This has been retained and expanded this year with increased attendance reported.

3. Cork City Inter Agency Services Plan for Travellers

Review of Action Plan

The interagency steering group action plan is nearing completion. The steering group has reviewed the progress of the various sub groups and each of the four subgroups will have a plan in place by the end of the month.

The review has shown the need for the participation of senior members of the constituent agencies on the steering group. It has also highlighted a need for an interagency steer on the delivery of value added services to Travellers. This will include a focus on resourcing and commitment to the agenda.

4. Service Needs of New Communities

Please note the report already circulated.

5. Cork City Marathon 6th June 2011

Preparations are underway for the 2011 Bord Gáis Energy Cork City Marathon, which will take place on Bank Holiday Monday 6th June. After a record entry of 1,750 marathoners and 1,250 relay teams in 2010, we aim to increase the number of participants further next year.

With the support of our title sponsor, Bord Gáis Energy, and their Ambassador Sonia O'Sullivan, we aim to raise the local, national and international profile of the marathon, enticing more participation from home and abroad. The growing status of the Cork Marathon was underlined in 2010 by a late entry from the National Marathon Champion, Sergiu Ciobanu, who went on to win the race in a record time of 2hrs 25mins.

The Team Relay remains central to the development of the Cork Marathon. As an ideal event to encourage moderate exercise and a healthier lifestyle, the relay has also been central to our social inclusion ambitions. We've seen a small but steady growth in participation from the RAPID areas and organisations and from the Health Action Zones, and ten teams from the Kinsale Road Accommodation Centre took part in the 2010 event.

The Cork Marathon remains the only event of its kind in the country to offer concession fees for welfare recipients (50% of the full entry fee). While the uptake for concessions in 2010 was small (c. 1% for the marathon; 3% for the team relay), it was noticeably up on the previous year. We will publicise the availability of concession fees more actively for 2011 and will revisit the issue of promoting the marathon amongst the unwaged, in particular. The entry fees for 2011 will be maintained at the 2008 rates (€60 for an individual and €90 for a team of up to five).

A new and very successful feature of the 2010 marathon was the development of a social-media networking hub (a weekly training blog, Facebook & Twitter accounts). Developed by our PR company, H&A, the hub has opened new channels of communication to and from our

participants. Once the 2011 marathon has been officially announced, we will be active on those media again.

The Irish Cancer Society was the sole nominated charity for the 2010 marathon, but at least 236 charities benefitted from the event. We are currently exploring different ways of increasing the benefits to those charities.

In 2010 we made a significant and widely welcomed change to the marathon course. The new course will remain largely unchanged for 2011, but we are working to refine the relay changeover points and are currently looking at introducing a half-marathon course.

6. Cork Commonground Project

The Board of Cork Commonground Ltd. has been offered the use of part of the North Mon building. The board intends to take up this offer. The City Council is carrying out work to protect the envelope of the building and it is likely that it will be transferred to Commonground in the fourth quarter. The Commonground board is putting together a design spec. for the internal fit out. There will be a significant fund raising to be considered by the board.

7. Marketing of the Cork Region

Staff are participating in the various projects of the Cork Marketing Partnership including the Convention Bureau and Cork City Cares.

An Economic Marketing Plan for the region has been prepared. Viable funding arrangements are being sought before the plan can be implemented.

8. Report on Work of the Gay & Lesbian Steering Group

The L.G.B. steering group is finalising the development of a brochure highlighting the resources available from the Cork Gay Men's Project and LinC. This campaign will also include a banner campaign.

A programme of diversity training around LGB issues is being devised and should be offered to public service boards before the end of the year.

9. Project ReFocus

A further phase of Project ReFocus is about to get underway. An overall review of the project is underway including an online survey and reports from the participating agencies. A review meeting involving the citywide group, the mentors, RAPID coordinators and support staff is taking place on 16th September.

10. The Conversation on Democracy in Ireland

A draft final report dated 7th May 2010 on the Conversation on Democracy in Ireland Project was drafted by Edmond Grace, SJ. Following Edmond Grace's presentation to the Cork City Development Board on 16th June 2010, we are awaiting the final version and information on our next steps.

11. Cork City Joint Policing Committee

The joint Policing Committee met on Friday 18th June under the chairmanship of Cllr. Patricia Gosch. Arrangements for setting up the District Local Policing Fora are underway.

A Draft Anti Social Behaviour Strategy was presented at the meeting for consultation. The Strategy will be circulated to the CDB for consideration.

12. Comhairle na nÓg

Comhairle na nÓg has recently applied for approval for its budget of €36,000 from the Office of the Minister for Integration. It is an aim of this Board to “Enhance the role of Cork City Comhairle na nÓg as the representative voice of children and young adults in the City”

To this end a perpetual Comhairle group has been established and has been working on the aims agreed by the general body of young people at the Comhairle AGM. Mental Health is the issue that young people seek to address each year. In this regard a survey has been carried out on bullying in schools and the results have been distributed to the schools which have made various commitments towards implementing the recommendations. Also, a directory of mental health services has been compiled by the group and three schools have agreed to place the directories in the school journals. It is hoped to have distributed the directories to all 27 schools in the City before June 2011.

The big challenge for Comhairle na nÓg is to become the consultative voice of young people in the City for policymakers. It is intended that public bodies would consult with the Comhairle when deciding on policy issues that impact on young people. The Comhairle made a submission to the Garda policing plan at the start of the year and have made a submission to the Council’s Arts Strategy 2010-2015.

However the Comhairle is not always in a position to know what policies are under consideration in the public sector.

To this end it is intended to here seek a commitment from each of the bodies to appoint a liaison person in each organization to liaise with the Comhairle coordinator regarding consultations that will be carried out during the year and liaising with those carrying out consultations to ensure that the views of the Comhairle are sought.

13. Clipper Round the World Yacht Race

The Clipper Round the World Yacht Race arrived in Kinsale on the weekend of 27th June where there was a local welcome and a programme of festival activity.

On 7th July the fleet travelled up to Cork Harbour and berthed at the new Port of Cork Marina, at the Custom House.

A Festival Programme including childrens entertainment, food market and evening entertainment was presented at the Race Village on Albert Quay/ Kennedy Quay.

The traffic and organizational elements of the festival were very successful and confirm the suitability of this area for future tourism and festival type events.

Public attendance at the arrival and departure of the fleet was significant with over 60,000 visiting the Race village over the three days. Numbers would have been greater except for the bed weather on two of the days.

The fleet departed on Friday 9th July.

The Clipper Round the World Race was founded by Sir Robin Knox Johnson, the first solo Round the World sailor and is the only Round the World Yacht Race open to non sailors.

The Cork entry and the Clipper Festival was sponsored by Cork City Council, Fáilte Ireland and Cork County Council.

The Director Of Services chaired the local organizing committee. Overall the Clipper festival was a very effective tourism promotion for the Cork area.

14. Healthy Cities

Healthy Cities is based on a recognition that population health is not merely a product of health sector activities but largely determined by policies and actions beyond the health sector. Healthy Cities provides a framework for innovative and creative approaches to the promotion of public health.

The two basic premises for Healthy Cities are:

- A comprehensive view of health and community issues, and
- Commitment to the active promotion of a healthy community, rather than the “treatment” of problems.

Cork City Development Board, is committed to the process of Cork becoming a Healthy City, and has endorsed the development of a City Health Profile for Cork, with the aim of applying for WHO Healthy City status in 2012. A Cork Healthy City Forum has been established, based on a strong partnership between the community sector, Cork

City Council, the Health Service Executive, and University College Cork. The Health Promotion Department of the HSE has appointed a Co-Ordinator to oversee the development of the City Health Profile on behalf of the Forum in line with the three core themes of Phase V Zagreb Declaration for Healthy Cities in the European Region:

1. *Caring and supportive environments*
2. *Healthy living and*
3. *Healthy urban design*

The city health profile will provide the basis for the development of the Cork City Health Plan, which we aim to have in place by April 2011.

15. Music as a Tool for Social Inclusion

The process of establishing a Music Education Partnership is ongoing to support projects using music as a tool for promoting Social inclusion, the coordination of effort by the participating groups and to be in a position to apply for funding as it becomes available.

16 Economic Development

Following on from the joint seminar with the County Development Board a work plan was prepared by Sean O Riordan and presented to the board. Discussions have been held with the County Development Board Chair and Director of Services with a view to clarifying what projects can be undertaken on a joint basis and which main economic issues will be dealt with by the CASP Economic Development group and the CASP steering committee. This issue will be followed up and reported on to the next meeting.

17. Community Participation (Making it work in Cork)

The Steering Committee of Making it work in Cork are considering the launch of the toolkits for Community Consultation and Community representation.

The Steering committee is following up the implementation of the overall recommendations

18. LAPSIS and Social Inclusion Strategy

The European Anti Poverty network (EAPN) research project on social exclusion is progressing well. The City Monitoring group were given an update at their recent meeting.

The preparation of the Social Inclusion Strategy will be guided by the results of the research and will follow on from it early in 2011.

19. Cork Harbour as a World Heritage Site

This project will be followed up with the County Development Board and the other stakeholders.

20. Funding for Youth Cafés

Decisions are awaited on the applications submitted for funding for new and existing Youth Cafés.

Jim O'Donovan

*Director
City Development Board*

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