

BRIGHTON & HOVE CITY COUNCIL

CULTURE & TOURISM SUB-COMMITTEE

5PM – 14 JUNE 2006

**COUNCIL CHAMBER
HOVE TOWN HALL**

MINUTES

Present: Councillor John (Chair), Councillors Allen, Battle (DC), Mrs Brown, Davidson, Mrs Drake, Hawkes, Older (OS), Randall, Mrs Theobald

PART ONE

ACTION

1 PROCEDURAL BUSINESS

1A Declarations of Substitutes

1.1 There were no declarations under this item.

1B Declarations of Interest

1.2 There were no declarations under this item.

1C Exclusion of Press and Public

1.3 The Committee considered whether the press and public should be excluded from the meeting during the consideration of any items contained in the agenda, having regard to the nature of the business to be transacted and the nature of the proceedings and the likelihood as to whether, if members of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in Section 100A(3) or 100 1 of the Local Government Act 1972.

1.4 **RESOLVED** - That the press and public be not excluded from the meeting during consideration of any items on the agenda.

2. MINUTES

2.1 **RESOLVED** - That the minutes of the meeting held on 30 March 2006 be approved and signed by the Chair.

3. CALLOVER

3.1 The reports were considered in the order set out on the agenda.

4. CHAIR'S COMMUNICATIONS

4.1 The Chair advised that a document "Values and Visions: The Contribution of Culture", had been produced by several national organisations, which called on the government to ensure Britain is maintained as a world class culture.

4.2 The Chair referred to the Director of Cultural Services' promise at the previous meeting to draw up an Action Plan in response to the Audit Commission Inspection. A draft Plan was circulated at the meeting and members were asked to send the Director their comments by the end of July.

5. PUBLIC QUESTIONS

5.1 No public questions were asked.

6. IMPLEMENTING THE TOURISM STRATEGY; VISITOR SERVICES STRATEGY

6.1 The Sub-Committee considered a report of the Director of Cultural Services requesting them to support the Visitor Services Strategy, which was appended to the report (see minute book). Members were also asked to approve a range of recommendations to improve the experience for visitors to the city, including improvements to the provision of Visitor Information, Visitor Welcome, Industry Partnership and Product Development.

6.2 Members were unanimous in approving the recommendations. It was proposed that there should be a mobile Visitor Information Centre (VIC) which could attend large events and promote attractions. The Head of Tourism stated that this was an excellent idea; however, at present he did not have resources both to maintain the current service and cover major events. He would bear the request in mind for the future and consider whether it would be possible to involve the additional satellite services in achieving it.

6.3 The possibility of producing leaflets on the attractions and facilities in the different areas in the city and the need for signage to them were raised. A member questioned whether the public should be charged for the essential information brochures produced in foreign languages.

6.4 **RESOLVED** – (1) That the Visitor Services Strategy be approved.

Adam Bates

(2) That the proposed relocation of the Visitor Information Centre (VIC) to the Royal Pavilion shop be agreed, subject to funding being granted by Policy & Resources Committee.

**and Suzanne
Mantell**

(3) That Satellite Visitor Information Offices be set up at strategic points in the city with willing businesses.

(4) That an ambassador scheme be re-introduced to external front-line workers who have a high degree of interaction with visitors.

7. REFURBISHMENT OF THE JAIPUR GATE

7.1 The Sub-Committee received a presentation about the Jaipur Gate, which has undergone refurbishment and has been repositioned in Hove Museum grounds.

7.2 Councillor Older enquired whether it would be possible to disguise the supports, which mean that the Gate now sits proud of the lawn, and about the possibility of floodlighting the Gate. The Keeper of World Art undertook to reply to her in writing.

Sarah Posey

8. HUMAN REMAINS: UPDATE ON ACTIVITY

8.1 At the meeting of 30 March 2006, the Sub-Committee had been briefed on the guidance in the 'Guidance for the Care of Human Remains in Museums' published by the Department for Culture, Media and Sport. At the present meeting, members considered a report of the Director of Cultural Services updating them on activity relating to human remains in the city's collections (see minute book). The Acting Joint Head of Collections undertook to report further to the next meeting.

Sarah Posey

8.2 **RESOLVED** – That the report be noted.

9. LIBRARIES STRATEGY: UPDATE

9.1 The Sub-Committee considered a report of the Director of Cultural Services concerning the Libraries Forward Strategy and the consultation process (see minute book).

9.2 The Assistant Director Heritage advised that a report on the consultation would come to the next meeting. It was agreed that members should also be sent details of previous surveys and community profiles.

**Sally
McMahon**

9.3 **RESOLVED** – That the progress be noted.

10. CELEBRATING AGE

10.1 The Sub-Committee received a presentation by the Head of Arts & Creative Industries and the Arts Development Officer on

“Celebrating Age”, which is to be held in the city in the summer with a launch on 27 June. The officers informed members on the format of the festival of indoor and outdoor events to be held between 9 & 30 July. A national arts prize “50 over 50” is to be awarded. There will also be a conference between 24 & 28 July.

The Chair concluded the meeting by thanking Pauline Scott-Garrett for her work with the council and wishing her well in her new post in Croydon.

The meeting concluded at 6.20 pm

Signed

Chair

Dated this

day of

2006