

# BRIGHTON & HOVE CITY COUNCIL

## CULTURE & TOURISM SUB-COMMITTEE

THURSDAY, 4 NOVEMBER 2004  
5.00PM

### COUNCIL CHAMBER, HOVE TOWN HALL

#### MINUTES

#### Present

Councillors Allen, Mrs Brown, Davidson, Hawkes, John (Chair), Morgan (Deputy Chair), Older, Smith (Opposition Spokesperson), Taylor and Mrs Theobald

#### PART ONE

#### ACTION

#### 1. PROCEDURAL BUSINESS

1.1 It was noted that Councillor Smith was the Opposition Spokesperson.

#### 1A Declarations of Substitutes

1.2 There were no declarations of substitutes

#### 1B Declarations of Interest

1.3 There were none.

#### 1C Exclusion of Press and Public

1.4 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.

1.5 **RESOLVED** - That the press and public not be excluded from the meeting during consideration of any items

#### 2.a ELECTION OF CHAIR

2.1 **RESOLVED** – That Councillor John be elected Chair.

## 2.b ELECTION OF DEPUTY CHAIR

2.2 Councillors Morgan and Smith were nominated and seconded. Councillor Morgan was elected on the Chair's casting vote.

2.2 **RESOLVED** – That Councillor Morgan be elected Deputy Chair.

## 3. BUDGET OVERVIEW

3.1 The Director of Cultural Services gave an overview of service issues and reported on the budget situation relating to the areas of his service, which fell under the remit of the Culture & Tourism Sub-Committee. He advised that the Directorate Development Plan could be read on the council's intranet.

## 4. INTRODUCTION TO THE SERVICE

4.1 The Head of Arts and Creative Industries advised members that her section was responsible for arts development, administering grants, developing creative industry and public art. Her section also had links with the Dome, the Festival and the Arts Commission. The Head of Arts and Creative Industries also reported that Brighton & Hove had received £750,000 from the Urban Cultural Programme.

4.2 The Head of Education & Visitor Development and Acting Head of Royal Pavilion & Museums reported on the Royal Pavilion and Museums. She reported on working with partners; the Government Strategy "Renaissance in the Regions"; educational services; on-going maintenance; and action being taken to meet the Disability Discrimination Act. Members requested that more special offers be introduced and suggested "two for one" promotions, a "happy hour", and "multi-tickets" including entrance to Preston Manor.

4.3 The Head of Libraries and ICT reported on the Quiet Revolution initiative, the website [www.citylibraries.info](http://www.citylibraries.info); the services provided at local libraries; and the new central Jubilee Library, which is due to open on 3 March 2005. To a comment from a member, she agreed that increasing the opening hours of smaller libraries was desirable but her budget was limited.

4.4 The Head of Tourism described the work of his team in conjunction with local businesses, the Hotels Association and other organisations. He provided statistics relating to local tourism.

4.5 **RESOLVED** – (1) That the Sub-Committee receive reports on the following:-

the role of the Arts Commission (next meeting);

the Cultural Fund (next meeting);

the savings made by closing Preston Manor in the winter months, and details of functions and events held there;

quarterly figures on admissions to Royal Pavilion and Preston Manor; and

performance and delivery statistics relating to Tourism and to the Royal Pavilion & Museums.

(2) That it be noted that proposals for handling conferences while the Brighton Centre is redeveloped will be reported to the Policy and Resources Committee in the new year.

## 5. TOURISM STRATEGY IMPLEMENTATION

5.1 The Sub-Committee considered a report of the Director of Cultural Services that detailed the proposals for changes to the destination marketing function of the Tourism Division (see minute book). The Director drew attention to the excellent results of the satisfaction survey, as set out in paragraph 6.3, and members congratulated officers, noting that this had been achieved on a very small budget.

5.2 The Head of Tourism responded to members' questions. He advised that concerns about the cost and quality of accommodation arose in comparison with hotels abroad. He confirmed that many visitors chose to travel by car and that some hotels and venues had pursued initiatives to secure cheaper parking for their visitors. Regarding paragraph 6.1, he confirmed that the industry did support his work and that the council provided an annual statement to show businesses how their investment had been used. The Head of Tourism also noted members' suggestions, including increasing liaison with language schools.

5.3 The Chair requested that officers report to a future meeting on the impact of the Festival on tourism in the city.

5.4 To a suggestion that the Open Market be promoted as an attraction free of charge, the Head of Tourism replied that this would be unfair on other businesses paying partner rates (see Appendix 3). However, the Sub-Committee considered that the Open Market might be given some free publicity, for example, on the council's website.

5.5 **RESOLVED** – That the proposals be noted and the Director of Cultural Services be authorised to implement these changes.

**6. DATES AND VENUES FOR FUTURE MEETINGS**

6.1 These were noted as set out in the agenda. All meetings start at 5.00 pm. Councillor Allen stated that he was a member of Housing Committee which started at 3.00 pm on the same dates, and was likely to find it difficult to attend both meetings.

The meeting concluded at 7.00 pm

Signed

Chair

Dated this

day of

2004