

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 31

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

3.00pm 6 SEPTEMBER 2011

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillor Bowden (Cabinet Member)

Also in attendance: Councillor Brown , Opposition Spokesperson, Conservative Party and Councillor Fitch, Opposition Spokesperson, Brighton Labour and Co-operative Party

PART ONE

14. PROCEDURAL BUSINESS

14(a) Declarations of Interests

14.1 There were none.

14(b) Exclusion of Press and Public

14.2 In accordance with Section 100A of the Local Government Act 1972 ("the Act"), the Cabinet Member considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the business to be transacted or the nature of the proceedings, that if members of the press and public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100I(1) of the Act).

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

15. MINUTES OF THE PREVIOUS MEETING

- 15.1 **RESOLVED** – That the minutes of the Culture, Recreation & Tourism Cabinet Member Meeting held on 26 July 2011 be agreed and signed by the Cabinet Member.

16. CABINET MEMBER'S COMMUNICATIONS

Digital Festival

- 16.1 The Cabinet Member explained that Brighton and Hove's Digital Festival had launched the previous week. With over 60 events the festival would be a month of digital activity crossing industry and creative boundaries. Solar Systems at Phoneix Art Gallery was on until 15 September, First Digital October by artists Semiconductor was highly recommended.

Pride 2011

- 16.2 Pride this year had been a great success with the park event fenced and ticketed for the first time. There had been over 30,000 people in the park enjoying the day.

Royal Pavilion & Museums

- 16.3 Visitor numbers had continued to increase. Key points to note were:

- The upward trend had continued into July (fourth month of the financial year).
- 30,500 people visited Brighton Museum, this was 20% higher than during the same period for the previous two years.
- The current Bloomsbury exhibition had been hugely popular with residents and visitors alike, with admissions income exceeding the targets set.

Brighton Centre

- 16.4 The refurbishment of the Brighton Centre was on schedule and was due to be completed towards the end September/first week of October. Continuity of business had been maintained throughout the month of September with 10 sold out shows from Lee Evans and Alan Carr, 2 conferences, and 1 public exhibition.

VisitBrighton

- 16.5 Footfall to the visitor information centre remained strong and in August the team had welcomed 47,060 people through the centre's doors, and had handled 15,358 telephone and email enquiries.

- Unique visits to www.visitbrighton.com continued to grow, during August 169,614 people had visited the site.
- The Love Brighton social media pages continued to grow as the Facebook page now had 1,490 likes and 4,964 followers on Twitter.

Brighton Wheel

- 16.6 Preparatory building works had commenced on the Brighton Wheel which was to be located to the east of the Pier along Madeira Drive. Erection of the Wheel itself was expected to start on 26 September and could take as little as 5 days to complete. Recruitment was underway and it was hoped the Wheel will be fully operational some time in October ready for the half term holiday.

New Library at Whitehawk

- 16.7 Whitehawk's marvellous new library had opened on schedule at 9.00am on Tuesday, 30 August much to the approval of its first visitors. As well as books, the new library offered DVDs, and electricity monitors for loan, and housed the very popular Toy Library offering toys for loan to children, parents, carers and play groups across the city.
- 16.8 Some new partnerships had been developed to deliver new services including:
- Foundation Learning Courses run by Varndean School and The Crew Club in the Library's ICT room;
 - Youth Employment Services outreach/advice sessions;
 - Access Point and Age Concern outreach/advice sessions;
 - CAB/EDF Energy Trust fuel bill advice project;
 - Health checks with Community Health Development Nurse.

Library News

- 16.9 The official launch of the new Whitehawk Hub and Library would take place on Monday, 19 September at 12.00pm.

Study Support

- 16.10 Homework Club sessions in libraries had been even more successful than usual this year, with 4262 attendances in the 2010-11 academic year. This was an increase of over 1300, with particularly good participation in Jubilee and Hangleton Libraries.

Summer Reading Challenge

- 16.11 Every summer libraries encouraged children to maintain their reading levels by engaging them with the Summer Reading Challenge. This year Libraries had teamed up with the Play Service to reach even more children. The theme for this summer has been Circus Stars, and the programme of linked events called Summer Circus days had attracted over 500 participants so far. The Summer Reading Challenge would run until 2 October.

City Reads

City Reads was Brighton & Hove's annual big reading event, everyone was encouraged to read the same book and take part in one of the many linked events. The Libraries Service was a key partner working with Collected Works to deliver City Reads, this year's title was ***The Long Song*** by **Andrea Levy**. For the first time the Library Service was offering free audio versions to community organizations and groups across the City. Read Aloud book groups were also running in the Jubilee and Hove Libraries aimed at the over 60s age group. City Reads would run from 17 September to 9 October 2011.

Sport – Summer Holiday Programmes

- 16.13 This summer over 2000 young people had registered and taken part in activities organised by the Sports Development Team. Through the Summer Fun and Active for Life Programmes, more than 100 courses and events for children, young people and families had taken place across five weeks, many linking directly to local clubs and organisations who offered activities all year round.

Ping Pong by the sea

- 16.14 People in the city had been given the opportunity to 'have a go' at Ping Pong at an outdoor table tennis taster day hosted by the Sports Development Team on August 20th. With 6 tables in action, a junior competition, prizes & demos. Over 400 people had enjoyed the activities on Brighton seafront including a bride and groom in their wedding attire.

2012 Five Rings Walks Challenge

- 16.15 The 2012 Five Rings Walks Challenge had been launched. A series of circular walks starting on 3 September 2011 and running right up to the Olympic Games in 2012 had been organised.

Brighton to Host National Walking Festival

- 16.16 Brighton & Hove had been chosen again in 2011 as one of ten cities across the country chosen by ITV and the Department of Health's Change4Life and Walk4Life campaigns to mark this special walking day. This would take place this year on Sunday 25 September.

Sport & Physical Activity Consultation

- 16.7 The consultation process was now live.

17. ITEMS RESERVED FOR DISCUSSION

- 17.1 **RESOLVED** – That all items be reserved for discussion.

18. PETITIONS

18.1 There were none.

19. PUBLIC QUESTIONS

19.1 There were none.

20. DEPUTATIONS

20.1 There were none.

21. LETTERS FROM COUNCILLORS

21.1 There were none.

22. WRITTEN QUESTIONS FROM COUNCILLORS

22.1 There were none.

23. NOTICES OF MOTIONS

23.1 There were none.

24. LIBRARIES VOLUNTEER STRATEGY

24.1 The Cabinet Member for Culture, Recreation and Tourism considered a report of the Strategic Director of Communities describing the current and proposed use of volunteers in the Libraries Services and seeking approval of the Libraries Service Volunteers Strategy.

24.2 The Head of the Libraries and Information Service explained that the purpose of the Volunteers Strategy was to develop a coherent volunteer programme to deliver a range of added value outcomes across libraries. A key principle of the strategy was that paid jobs would not be replaced by volunteers, they would not be used for core library functions or to run libraries, volunteers would compliment rather than replace the work of paid staff. Volunteers had been used by the library service for a number of years and the ways in which they already provided assistance was set out in the report, the purpose of creating a strategy was to seek to replace the current largely ad-hoc arrangements with a more structured approach.

24.3 Councillor Brown, commended the proposed strategy and referred to the Volunteer Manager post, enquiring whether this was a newly created post. The Head of the Libraries and Information Service explained that the post currently part time was newly created and had been filled by a member of staff from the redeployment pool.

24.4 In answer to further questions by Councillor Brown it was explained that the Strategy would be implemented as a phased two stage programme, this would ensure that when appointed volunteers would have clarity regarding the training they would undergo and the expectations which would be placed upon them. The age profile of volunteers could be provided if to Members required, anecdotally however, although the age range of

volunteers was mixed, the majority of them were older people. However, younger people also assisted with the "Summer Reading Challenge" and at individual branch libraries in order to meet the requirements of the Duke of Edinburgh Award.

24.5 Councillor Fitch welcomed the report stating that he had recently received a completed "Complaints, Comments and Compliments" form from one of his constituents praising the work of staff at Hangleton Library, he was in the process of forwarding those comments on.

24.6 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism approves the use of volunteers in libraries in accordance with the Volunteers Strategy as presented in Appendix 1 of the report.

25. BRIGHTON & HOVE PROGRAMME FOR 2012

25.1 The Cabinet Member for Culture, Recreation and Tourism considered a report of the Strategic Director of Communities providing a further regular update on Brighton and Hove's plans for 2012. A previous update had focused on the background and achievements to date of the Brighton and Hove, 10, 11,12 initiative. This report focused on Brighton and Hove's plan of activity for 2012 looking forward to the year ahead.

25.2 The Commissioner for Culture gave a powerpoint presentation outlining the City's plans for 2012. With a year to go it was important to build up impetus in the run up to, throughout and post the event especially as the city had been chosen as one of the celebration venues for the torch relay. During this period a key factor was to capitalise on the interest being generated at local and international level in order to promote the city in a positive light. The run up to 2012 provided the city with an opportunity to create some new events bringing together the city's arts and sports programmes, to add to the already strong events programme and to build on the existing tourism infrastructure. This would also provide an opening for residents to take part in the action, to get active, to volunteer and to engage in the life of the city.

25.3 In answer to questions, the Commissioner for Culture explained that the estimated cost would be in the region of £30,000 to the city and would provide a number of sponsorship and other opportunities for local businesses. Some of the overall costs would be borne by the London Organising Committee although the final details of the official programme would not be known until about two weeks prior to the opening weekend.

25.4 In answer to questions by Councillor Bowden, the Cabinet Member it was explained that although publicity, sponsorship and the manner in which the official event would be organised would be heavily restricted and would be proscribed by the London based organising Committee, there would be no constraints, except those which the Council chose to impose itself on other events which ran in parallel with it. The 2012 Olympics and the programme associated with it was likely to represent a series of once in a life time events for many people.

25.5 Councillor Brown whilst supporting the planning process expressed some concerns in relation to the overall costs and sought clarification regarding the percentage of the overall cost which would be borne by the city council, how this could be found from existing budgets and regarding the degree of influence the council would have in

relation to how these monies would be spent. The Commissioner for Culture explained that the figure put forward was based on that which had been required for comparable events, the actual overall costs to the Council would not be known until closer to the date of the opening weekend. No budget existed for anything in the city's annual programme of events as such. The Head of Tourism and Venues explained that during the course of the year charges were made in relation to some events, but not for others, this balanced income and out goings over the year, in consequence it was likely that ultimately this would be cost neutral.

25.6 Councillor Fitch welcomed the report.

25.7 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism notes the contents of the report, in particular the plans already in place and supports an approach to increase the potential level of activity and benefits for the city.

26. BRIGHTON AND HOVE TRIATHLON: SEPTEMBER 2012

26.1 The Cabinet Member for Culture, Recreation and Tourism considered a report of the Strategic Director of Communities seeking in principle support for Limelight sports to stage a major new triathlon event in Brighton and Hove with the potential for this to become one of the largest and most successful triathlons in the UK. The principle aim of the triathlon would be to encourage new people into the sport. and the event would be created in such a way that anyone could take part, with the use of innovative ideas encouraging them to do so.

26.2 Councillors Brown and Fitch welcomed this proposed initiative.

26.3 (1) That the Cabinet Member for Culture, Recreation and Tourism grant "in principle" agreement to stage the inaugural 2012 triathlon on Madeira Drive Brighton seafront over the weekend of 15/16 September 2012 for 5-6,000 competitors;

(2) That officers be authorised to enter into formal agreement with the event organisers to determine fees, levels of support and event conditions as appropriate; and

(3) That final event details, date, routes, road closures, event fee be brought to a future cabinet member meeting in order to enable landlord's consent to be granted.

27. BRITISH HEART FOUNDATION: LONDON TO BRIGHTON NIGHT RIDE MAY 2012

27.1 The Cabinet Member for Culture, Recreation and Tourism considered a report of the Strategic Director of Communities seeking landlord's consent for the British Heart Foundation to stage the London to Brighton Night Time Bike Ride in May 2012.

27.2 Whilst welcoming this initiative Councillors Brown and Fitch sought confirmation that this event would not have a negative impact on a similar established event organised by the Martletts' Hospice. The Service Improvement and 2012 Legacy Manager confirmed that dialogue had taken place between the organisers of both events and was ongoing to ensure that it there would be no negative impact for the Martletts'.

27.3 **RESOLVED** - (1) That the Cabinet Member for Culture, Recreation and Tourism grant landlord's consent for the British Heart Foundation to stage the London to Brighton Night Bike Ride on 26 and 27 May 2012; and

(2) That officers be authorised to enter into formal agreement with the event organisers and that they begin detailed multi-agency planning sessions to deliver a safe and well managed event.

28. BRIGHTON MARATHON

28.1 The Cabinet Member for Culture, Recreation and Tourism considered a report of the Strategic Director of Communities seeking approval for officers to enter into a three year formal contract in relation to the Brighton Marathon.

28.2 The Grounded Events Company (GEC) was currently planning to deliver their third marathon event which would be taking place on April 15, 2012. The company had a proven track record of delivering a safe, well managed event for the thousands of participants who registered each year to run for a charity of their choice. GEC had requested to enter into a formal contractual agreement with Brighton and Hove City Council which would set out their obligations, terms and conditions for the next three years.

28.3 The Service Improvement and 2012 Legacy Manager explained that a formal contract to cover the next three years would provide GEC with the back up to be able to approach new sponsors to the event and the ability to possibility negotiate a two year or three agreement to secure a main sponsor. The agreement would provide a level of confidence in both the event and the host city. The event already compared well with some of the worlds biggest, oldest and most respected marathons held elsewhere in the country. At local level the marathon brought together the local community who had turned out for the past two years to line the 26.2 mile route to cheer on family, friends and runners.

28.4 The Cabinet Member asked whether there would be an exhibition to accompany the event. It was explained that it was intended to run an exhibition at the refurbished Brighton Centre. This would provide opportunities to generate additional income and would be more extensive than the exhibition which had been mounted in 2010.

28.5 **RESOLVED** - (1) That the Cabinet Member for Culture, Recreation and Tourism authorises officers to enter into a formal contractual three year agreement with the event organisers the Grounded Event Company; and

(2). That Landlord's consent be granted to stage a marathon in Brighton and Hove in 2012, 2013 and 2014.

29. LIBRARIES CONSULTATION - SYSTEM THINKING APPROACH

29.1 The Cabinet Member for Culture, Recreation and Tourism considered a report of the Strategic Director of Communities providing an update on the results of the recent libraries consultation and seeking agreement to the action plans arising from this work.

- 29.2 The report highlighted the main findings from a project to apply a systems thinking approach to a libraries services review. The customer was engaged in a conversation with open questions, as opposed to the traditional survey approach where questions were mainly closed with a range of predetermined answers suggested.
- 29.3 The Head of the Libraries and Information Service gave a power point presentation to accompany the item and drew out the key findings which had been extrapolated from this piece of work. The approach adopted had been innovative and results from the systems thinking review had shown that Brighton and Hove Libraries satisfied a significantly high number of demands (87.2%) and values (89.8) placed upon it. However, there was a small but important 12.6% of demands and 7.9% of values not being achieved and where services could be improved. The action plan which had been developed as part of this review had focused on ways to reduce that failure demand and to bring additional value as appropriate to the services provided.
- 29.4 The Cabinet Member enquired regarding the costs of undertaking this exercise and whether this would be repeated. The Head of the Libraries and Information Service responded that this exercise had been carried out using resources at the services disposal and had been overseen by the Jubilee Library and Central Services Manager who was in attendance to answer any detailed questions that Members might have. As much of the work of the library service was not transactual, it might not be appropriate to replicate this exercise on the same scale; its value had been in seeking to engage with its users in a more pro-active way and to form the basis of engaging with certain identified groups in a more targeted way, that work would be ongoing .
- 29.5 Councillors Brown and Fitch welcomed the report and commended the detailed and in depth analysis which had informed it.
- 29.6 **RESOLVED** - (1) That the Cabinet Member for Culture, Recreation and Tourism notes the results of the review of libraries services using a systems thinking approach; and
- (2) That the Cabinet Member for Culture, Recreation and Tourism approves the proposed actions to improve Libraries Services as outlined in Section 3.9 and Appendix 1 of the report.

The meeting concluded at 4.40pm

Signed

Chair

Dated this

day of

