

BRIGHTON & HOVE CITY COUNCIL

CULTURE & TOURISM SUB-COMMITTEE

5PM – 15 NOVEMBER 2006

COUNCIL CHAMBER HOVE TOWN HALL

MINUTES

Present: Councillor John (Chair), Councillors Allen, Battle, Mrs Drake, Hawkes, Older (OS), Randall, Mrs Theobald and Young

PART ONE

ACTION

11 PROCEDURAL BUSINESS

11A Declarations of Substitutes

11.1	<u>Councillor</u>	<u>For Councillor</u>
	Young	Mrs Brown

[Councillor Davidson sent her apologies as she was unwell.]

11B Declarations of Interest

11.2 There were no declarations under this item.

11C Exclusion of Press and Public

11.3 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.

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

12a. MINUTES

12.1 **RESOLVED** - That the minutes of the meeting held on 14 June 2006 be approved and signed by the Chair.

12b. Libraries Strategy Consultation

12.2 The Head of Libraries advised that the Sub-Committee would receive a report at its next meeting concerning the results of recent consultation and providing a strategy. Members requested that the Libraries Plan should address the following issues: opening hours, particularly at the Jubilee Library; mobile libraries; recycling; the stock of books and how new books are selected. One member requested that there should be no jargon in the Plan. The Sub-Committee would like fuller details about the surveys undertaken. Members asked whether the survey forms are too detailed, making people reluctant to fill them in. They also referred to the comments from members of staff and asked for full details of the recent reorganisation of staff management.

**Sally
McMahon**

12c. The Bandstand

12.3 Members noted that the refurbishment of the Bandstand was due to be considered by the Environment Committee. Councillor Older stated that essential works to make the structure sound should have taken place without waiting for an expensive refurbishment package.

12d. Visitor Figures for the Royal Pavilion and Preston Manor

12.4 The Head of Museums & Royal Pavilion advised that a survey of visitors was being undertaken to inform future marketing strategy.

12.5 **RESOLVED** - That the information contained in the papers relating to items 12b, 12c and 12d be noted.

13. CHAIR'S COMMUNICATIONS

13.1 The Chair advised that the Head of the European Centre of Health Policy had congratulated the council on its Celebrating Age events, which had shown positive attitudes to ageing. He considered that other European cities should follow suit.

13.2 The Chair advised that there would be a tour for sub-committee members on Thursday 23 November.

14. PUBLIC QUESTIONS

14.1 No public questions were asked.

15. PROMOTING THE NATURAL ENVIRONMENT IN BRIGHTON & HOVE

15.1 The Sub-Committee considered a letter from Councillor Edmond Smith recommending that the Head of Tourism should promote visiting the local countryside and using sustainable transport to reach it (see

minute book).

15.2 Councillor Edmond Smith attended for this item. She assured the Sub-Committee that no criticism of the current service was implied. However, she felt the Tourism Marketing team should work with the Countryside Service, the Rangers and the Ecologist to publicise small nature reserves such as Whitehawk Hill and Benfield Valley and develop an overall strategy for the future. Councillor Edmond Smith's proposal was welcomed by the Sub-Committee and there was a general feeling that many residents as well as visitors would be surprised by the attractiveness and the wealth of flora and fauna of local sites.

15.3 The Head of Tourism undertook to consult colleagues in the Environment Department and make suggestions to the next meeting with a view to preparing a strategy.

Adam Bates

15.4 **RESOLVED** – That the Head of Tourism report to the next meeting.

16. MAXIMISING THE DELEGATES ACCOMMODATION BOOKING SERVICE INCOME AND THE ECONOMIC IMPACT OF THE EVENTS BUSINESS TO THE CITY

16.1 The Sub-Committee considered a report of the Director of Cultural Services which aimed to maximise the income generated by the Conference Delegate Accommodation Booking Service (CDABS) and to ensure that the subvention is used to lever more commercial revenue to the benefit of the city's economy (see minute book). The Head of Tourism introduced his colleague Serena Castiglione, Sales Manager, VisitBrighton, to the members.

16.2 **RESOLVED** – That the terms and conditions of the council's subvention policy (as detailed in paragraph 3.8 of the report) be amended to include specific clauses regarding the use of the Conference Delegate Accommodation Booking Service and to ensure that the council and the city derive the greatest possible return from the investment it makes.

Adam Bates

17. BRIGHTON & HOVE COUNCIL MUSEUMS SERVICE POLICY ON THE CARE AND TREATMENT OF HUMAN REMAINS

17.1 The Sub-Committee considered a report of the Director of Cultural Services presenting the Brighton & Hove City Council Museums Service Policy on the Care and Treatment of Human Remains (see minute book).

17.2 **RESOLVED** – (1) That the Policy be endorsed.

(2) That following good practice set out in the DCMS *Guidance*:

The Policy, once endorsed, should be made publicly accessible (available in hard copy on request and accessible on the Service's collections web-pages);

The Service makes public the resulting inventory of its holdings of human remains, but also be sensitive to the fact that, in some cases, making information about remains public may offend affected communities. Care should therefore be taken and, where appropriate, consultation undertaken to establish, and take action to minimise, the risk of causing such offence;

The Service develops a research ethics policy and research register (see Policy, 8.1 and 8.2) relating to human remains in its care. These should also be publicly accessible.

(3) That the programme of work to establish the precise extent and nature of the Service's holdings of human remains be agreed (see paragraph 3.8 of the report).

18. NEW INITIATIVES AT PRESTON MANOR

18.1 The Sub-Committee considered a report of the Director of Cultural Services seeking member support for the extension of hiring business at Preston Manor to include building hire for Paranormal Vigils due to demand and income generation potential. The report also informed members of the Open House project at Preston Manor during the Brighton Festival in May 2007 (see minute book).

18.2 The Sub-Committee felt that more income could be generated at Preston Manor. For example, basement rooms at the Manor could be opened up for use as exhibition space or to provide a bigger shop. These rooms would soon be more accessible, as a lift was due to be installed. The grounds could also be put to more imaginative use. There could be specialist tours of the art collections.

18.3 Councillor Mrs Drake suggested that Most Haunted or paranormal groups should be recommended to hold vigils in the new Police Museum in Brighton Town Hall in view of its reputation.

18.4 **RESOLVED** – (1) That the proposals for the hire of Preston Manor for Paranormal Vigils be approved on the basis of the business case outlined in paragraph 5.5 of the report.

**Janita
Bagshawe**

(2) That the Open House project be noted.

19. AUDIO GUIDES AT THE ROYAL PAVILION

19.1 The Sub-Committee considered a report of the Director of Cultural Services concerning visitor feedback on the new audio guides which had been introduced at the Royal Pavilion in April 2006 (see

minute book).

19.2 Councillor Allen stated that the Royal Pavilion was a national tourist attraction and it was essential to provide audio guides in as many languages as possible. More research should be done on why people declined the audio guides and the most appropriate languages to be added in future.

**Janita
Bagshawe**

19.3 In response to a member's question, it was confirmed that tour guides were still employed to take specialist groups round the Pavilion.

19.4 **RESOLVED** – That the contents of the report be noted.

20. BRIGHTON DOME AND FESTIVAL LTD

20.1 The Sub-Committee considered a report of the Director of Cultural Services concerning the activity of the Brighton Dome and Festival Ltd over the last year (see minute book).

20.2 The Head of Arts and Creative Industries advised that the report was the first of its kind and aimed to provide an additional measure of governance of the company. It followed a Scrutiny Review chaired by Councillor Allen.

20.3 It was agreed that the Chief Executive of the Brighton Dome and Festival Ltd should be invited to make another presentation to the sub-committee and it was suggested that the Chair of the Festival Fringe might be invited at a future date. Members also requested that the Sub-Committee should receive a detailed breakdown of the visitor statistics, as they wished to be sure that young people and people from the estates attended events. There was some debate as to whether events in the city centre or outlying areas would attract these target groups. Members also requested more information on media coverage.

Paula Murray

20.4 Members enquired whether the balance of commercial productions was meeting the target set with the Arts Council. This had been raised during the Scrutiny Review. The Head of Arts and Creative Industries reported that organisations had been asked to do this and that the Dome was on target for the current year.

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

21. CULTURAL SERVICES AUDIT INSPECTION UPDATE

21.1 The Sub-Committee considered a report of the Director of Cultural Services concerning progress following the Cultural Services Audit Inspection (see minute book).

21.2 Members noted that one of the recommendations of the review

was to improve participation for all sections of the community; they hoped that additional ideas would come forward to encourage young men to participate.

21.3 The Chair thanked staff in the Cultural Services Department for their work in producing the Action Plan.

21.4 **RESOLVED** – That the contents of the report be noted and the Action Plan set out at Appendix 2 be approved.

The meeting concluded at 7.00 pm

Signed

Chair

Dated this

day of

2007