

BRIGHTON & HOVE CITY COUNCIL

CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

4.00PM 1 JULY 2010

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillors Kennedy (Chair); Drake (Deputy Chairman), Davis, Harmer-Strange, Marsh, Randall and Smart

Co-opted Members:

PART ONE

1. PROCEDURAL BUSINESS

Apologies from Cllr Craig Turton

Substitutes

Cllr David Smart for Cllr Carol Theobald

Declarations of interest

The Chairman, Councillor Amy Kennedy declared an interest: in Item 13 on Major Projects “As a member of the Planning Committee I will be required to determine any planning application submitted in respect of this project. My involvement in the scrutiny function in respect of the project is not to be interpreted as any pre-disposition or pre-determination of that planning application on my part. Any such planning application will be treated entirely on its planning merits and I am able to participate in the overview and scrutiny process accordingly.”

Exclusion of the press and public

In accordance with section 100A(4) of the Local Government Act 1972, it was 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 a member of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in section 1001(1) of said Act.

RESOLVED – *that the press and public are excluded from the meeting during item 13, Major Projects Update*

2. CHAIRMAN'S COMMUNICATIONS

The Chair of the Committee, Councillor Amy Kennedy welcomed all to the meeting, particularly the Cabinet Member Councillor David Smith. She paid tribute to Councillor Bill Randall as the previous Chair of the Committee and wished to record her personal thanks for all his hard work.

Councillor Kennedy reminded the Committee of the fantastic success of the Brighton Festival, which had happened since the Committee had last met. She had been particularly impressed by the Fabrica Exhibition by Brian Eno. Andrew Comben was due to be invited to the next meeting of the Committee to provide an update on the Festival. Two other events were the Dark Day in Paradise at the Pavilion and Blind Art at Hove Museum. The Marathon had been great and an update would be requested for a later meeting. Councillor Marsh reminded the Committee that the performance "Before I Sleep" was fantastic and due to finish at the weekend.

3. MINUTES OF THE PREVIOUS MEETING

Councillor Davis asked for an update on Ms Murray's visit to Falmer (para 63). Ms Murray informed the Committee that she had met with the organisers and they were only allowed to hold two events a year.

RESOLVED – that the minutes of the meeting on 1 April 2010 be approved and signed by the Chair.

4. WRITTEN QUESTIONS AND LETTERS FROM COUNCILLORS

There were none.

5. VERBAL PRESENTATION ON THE ARCHAEOLOGICAL REVIEW

Mr Richard Le Saux, Senior Keeper, Keeper of Local History & Archaeology gave a presentation on the archaeological review (for copy see minute book). He explained that the Collections Review was a formulaic process that assessed five principal areas: curatorial, use, significance, collections care and museum context. He explained what each of these areas covered. The review was carried out by Dr Pope, an external specialist, with the help of the in-house subject specialists. Dr Pope had recommended that the flora and fauna in the Booth museum was included in the review.

The Ice Age collections were fantastic and represented the fundamental questions of what it is to be human, the emergence of our species, and the extinction of other branches of the human tree. The artefacts in Brighton & Hove tell a global story. Dr Pope had concluded that the Royal Pavilion and Museum holds regionally important collections with research potential. The Collections were locally relevant to the story of science in Brighton during 19th Century and the emergence of public archaeology. Mr Le Saux circulated a 420,000 year old axe for the Committee to see.

Following a question on the Amber Cup, Mr Le Saux informed the committee that it was in the British Museum on a temporary loan for the project with the BBC in 'A history of the world in 100 objects'.

Ms Janita Bagshawe, Head of Royal Pavilion & Museums, informed the Committee that the review was funded externally by Renaissance funding and the Effective Collections fund (from the Museums Association). The Egyptology room had also been externally funded by this.

A question was asked on what was planned after the review and Ms Bagshawe confirmed that the long term plan would be to get a proper display. It would be good to get the artefacts into the community like the micro museums.

Mr Le Saux explained how the ice age axe had been dated, through the use of typology. Similar axes had been found in contexts that had been dated using oxygen isotope dating. The axe looked the same as the dated ones, had been made using the same techniques and was found in similar geological context, so it was reasonable to suggest that it was the same age as the axes that had been dated.

A question was asked about school visits and Ms Bagshawe noted that the artefacts do not always fit with the school curriculum, for example, there are no Tudor exhibits here. As the curriculum becomes looser, there would be more opportunities.

After a question on regional comparators, Mr Le Saux informed the Committee that Maidstone had comparable flora and fauna, but not human exhibits. Perhaps our Museums Service should act as a regional centre for ice age collections.

The Chair thanked Mr Le Saux for his fascinating presentation.

6. VERBAL UPDATE ON RENAISSANCE FUNDING

Ms Bagshawe informed the Committee that Renaissance funding had been available since 2002/3. There were 9 hubs across England with 4 or 5 museums in each hub. Initially, Brighton & Hove received £300,000 as a phase 2 hub then got just under £1m per year. This was year 4. The review of Renaissance funding ended last year. The in year savings had not affected programmes at the moment. Ms Bagshawe outlined some of the programmes funded by Renaissance including: work on documentation of artefacts; putting 30,000 items on line; 4 micro museums; the Egyptology room; the Indian Hospital exhibition; work in the sub-regions; and the redisplay of the ethnographic exhibitions.

The Museums, Libraries & Archives (MLA) review was considering core funded museums with designated collections and big audiences. This would be 5 year funding. Challenge funding is being considered for other museums which would involve a strategic commissioning approach. Ms Bagshawe noted that it was not yet clear what the Coalition Government was planning. The spending review in the Autumn was critical.

It was agreed to add an item on the work programme at a later date to update on the Renaissance funding.

The Chair thanked Ms Bagshawe and it was noted how well the funding had been used.

7. BRIGHTON & HOVE'S PROGRAMME FOR 2012

Ms Paula Murray, Head of Culture & Economy introduced the report. This was a regular update report. The appointment of the 2012 Legacy Manager was an important step. The 2012 strategy had three strands: profile, participation and infrastructure. The last of these was an opportunity to tell a positive story about the development of sports infrastructure in the city. It was a simple framework to fit a lot in. The Appendices listed events that have happened and are planned.

Questions were asked about what was happening to free swimming in the city, why was Big Dance chosen for the one item in 2012 when it happened this year, and why was the Open Weekend not being promoted this year? Ms Murray said that this year's Big Dance was a pilot. Ms Pauline Freestone, 2012 Co-ordinator explained that there were 5 strands to Big Dance and primary schools were linked in to perform a dance. There were also community links and workshops for older people, those with disabilities, and those with impaired hearing. The Open Weekend was under the Cultural Olympiad banner initially, but that had fallen away now. There would be coverage of the Open Weekend but no leaflets.

The Cabinet Member for Culture, Recreation and Tourism, Councillor David Smith confirmed that there would be a statement shortly on free swimming in the city.

Following a question on the athletic track at Withdean, Councillor Smith confirmed that one of the main aims was to get a state of the art athletic track back when the football team had moved. Mr Scott Marshall, Director of Housing, Culture, and Enterprise noted that there was an open dialogue with the football club on these issues.

The events in the suburbs of the city were welcomed, as well as central events. The example of local community bands was given. Following a question on are there any partners the Council wished to work with and weren't Ms Murray told the Committee that they would like to be more involved in the national programme and were working on that. The idea of attracting athletes to the city was no longer a viable one, although the Yellow Wave is a recognised facility.

Following a question on the fall in tourism during 2012, Mr Adam Bates, Head of Tourism and Venues noted that it was hard to predict. Evidence in Greece showed that over the whole year of the Olympics, the effect was neutral. The two core areas they were focusing on were: the attention of the world's media and they would work hard with accredited and non-accredited journalists to make the most of this; and the increase in business and conference events.

RESOLVED – to note the report and endorse the activity to date, to continue to endorse the partnership approach, to support the council in facilitating the strategy, to support the branding, and to agree a regular update.

8. THE CITY'S APPROACH TO TOURISM

Mr Bates outlined the report and thanked the Committee for the opportunity to bring the report to them. The strategy was about sustaining and creating jobs. The service used intelligence and data significantly to design and shape what they do and to guide decisions. There was a

lot of partnership working with 330 partners. So far, the lack of funding had not stopped innovation. They were also responsive and when the economic downturn hit in 2008, they pulled all partners together at once to discuss the issues. There was also a lot of cross-authority working – all the 8 million visitors experience the city across the board (eg highways, museums, safety etc). Councillor Smith added that to be in the top 10 cities was fantastic and there was a need to balance to day and night time economy.

Mr John Carmichael, Marketing Manager, showed a quick video promoting Brighton & Hove.

A question was asked about the deal with the Oyster card in London. Mr Bates explained that this was totally funded by First Capital Connect who were also funding a small guide for Time Out. The Council were working with transport providers to bring people into the city. It was acknowledged that the engineering works can be an issue. Seasonability was a big issue for tourism and it is about spreading the benefits. The marathon in April was a good example of this. On the issue of the nighttime economy, the Council had Beacon Status.

A question was asked why so many visitors were from Germany and Mr Carmichael replied that there had been a PR agency promoting the city to German speakers for the last three years and the number of visitors had grown year on year. German publications had been targeted and there were great benefits for the city.

On the Brighton Centre, they were in the process of making moderate investments to compete in the market. On the figures for English language students in the city, there was a paucity of data but this was a relatively well managed sector. 'Operation Columbus' had been a partnership of the schools, the Council and the police for over 10 years. It was remarked that looking after overseas students brought money into communities.

Following a question on an apparent discrepancy in the figure for overnight stays (17% or 40%) it was suggested that one was a figure from the UK and one from international visitors. The 17% was more accurate. Mr Bates explained that the main focus was to deliver staying visitors. There was an issue around lower occupancy of stock at around 60% but the spend delivered was higher than average.

The Chair thanked Mr Bates and his team for an informative and interesting report.

9. CREATIVE INDUSTRIES IN BRIGHTON & HOVE

Ms Murray introduced the report which gave an update on the creative industries and on New England House. She informed the Committee that they were currently recruiting a sub-sectoral post (to focus on creative and environmental industries). The last audit of creative industries was 2007 and they were updating this. Space was still a major issue.

Mr Max Woodford, Project Manager, outlined the strategy for New England House. New England House provided affordable, subsidised units and had a waiting list but there was an issue over the lack of high-tech space. DCA Consulting had been appointed to prepare the business case. They would talk to existing building users: it was not about moving tenants but making better use of the space.

The issue of affordable space was raised and Mr Woodford suggested that tiered rates may be used. There was a tension between lower rents and protecting income. They were also aware

of the needs for high speed cables to fit the digital industries. This would be addressed in the next stage of the plan. The universities and Wired Sussex were both involved in the process. Committee members welcomed the involvement of these partners.

The idea of transferring assets to the community so the building was run by a trust was suggested. Mr Woodford noted that a report would go to Cabinet in September and then the discussions would be around what sort of a vehicle was appropriate to take New England House forward.

RESOLVED - that a verbal update be given to the Committee after the Cabinet Meeting in September.

10. LOCAL AREA AGREEMENT - 2009/10 PROGRESS UPDATE. RECESSION RELIEF WORK PHASE 2 PERFORMANCE FOCUS

Mr Richard Miles, Performance Analyst, introduced the report. In the LAA targets, only one was significantly off target and that was the NEET figure. The Appendix gave an update over the last year and it would be brought back in 6 months time.

The national economic data lags by around two years. Brighton & Hove commissioned an economic forecast based on local and national information. The growth rates (in the projections) are positive and up 14-18%. In the Gross Value Added (GVA) projections, the higher sectors such as banking are doing well. The overall picture was a positive one.

The vacancy rates were not as bad as national figures – there were some areas of concern but these were being addressed by the empty premises team. They had worked with local artists and also used images from the museum service to improve empty premises.

Following a question on school visits, Ms Bagshawe explained that 2 museums in the sub region had dropped out of the programme and this had impacted on the figure.

A Committee Member asked whether there could be a report on the knowledge economy. Mr Marshall confirmed there was no indicator on this but they would consider how to take this further.

Preston Street was raised as a concern and the Committee were told that there was funding for a mini masterplan for Preston Street. The Council were working with businesses to put this together. The images used in the empty shop fronts were emergency measures to make it look better.

A discussion took place over what the subject should be for the focus of the next report and it was agreed that this would be worklessness with an emphasis on young people.

RESOLVED – that the area of focus for overview on the next report would be worklessness with an emphasis on young people.

11. WORK PROGRAMME

The workshop on the leisure management contract was confirmed as July 27 from 1-3pm in R431, King's House.

Andrew Comben, Chief Executive of the Dome and Festival would be invited to give a presentation at the next meeting on the Festival.

The other areas on the agenda for September were: marketing and use of Council Premises; legibility study; marathon feedback; ad-hoc panel report; workshop feedback; Local Economic Assessment.

Other future issues included: co-operatives; the business case for culture; report on the implications for the cultural sector from the changes underway.

12. ITEMS TO GO FORWARD TO COUNCIL, CABINET OR THE RELEVANT CABINET MEMBER MEETING

There were none.

13. MAJOR PROJECTS UPDATE

The meeting concluded at 7pm

Signed

Chair

Dated this

day of

