

AT A MEETING of the CULTURE, COMMUNITIES AND RURAL AFFAIRS
SELECT COMMITTEE of the COUNTY COUNCIL held at The Castle,
Winchester on Thursday, 26 April 2012.

PRESENT

Chairman:
p Councillor Elaine Still

Vice-Chairman:
p Councillor Alan Rice, TD

Councillors:

p Alan Broadhurst	p Peter Mason
a Peter Chegwyn	p Alexis McEvoy
p Peter Edgar	a Frank Pearce
p Michael Geddes	a Jenny Radley
Ron Hussey	a Thomas Thacker
p Roger Kimber	

Also in attendance: Councillor Keith Chapman, Executive Member for Culture and Recreation.

108. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Cllr Frank Pearce, Cllr Jenny Radley, Cllr Peter Chegwyn and Cllr Tom Thacker.

109. **DECLARATIONS OF INTEREST**

Members were mindful that, where they believed they had a personal or personal prejudicial interest in any matter to be considered at the meeting, they should normally at the time of the debate declare their interest, and having regard to the circumstances described in paragraphs 9, 10, 11 and 12 of the County Council's Code of Conduct, consider whether to leave the meeting whilst the matter was discussed save for exercising any right to speak in accordance with Paragraph 12 of the Code.

110. **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman reported the imminent retirement of two lead officers, one of whom was in attendance, (Janet Mein, Head of Arts), and the other had presented to the committee in the past (Dr. Chris Palmer, Head of Collections of the Museums Service). She also marked the retirement of John Davison (Head of Operations in the Countryside Service) who had been with the

Countryside Service for 20 years. Members acknowledged the contribution made by all three officers to the work of this Committee and the County Council.

111. **PRIORITIES FOR CULTURAL AND COMMUNITY SERVICES**

The Director of Culture Communities and Business Services gave a presentation on the priorities for the services within the culture and recreation portfolio for the 2012/13 financial year (see Item 5 in the Minute Book). It was noted that the overarching priorities services would now be working to were the 8 themes identified in the County Council's 'Open for Business' Plan.

It was highlighted that Milestones museum had a challenging savings target of £100,000 in 2011/12 and an ongoing budget deficit to manage. However, with a concerted effort and in particular the success of the Lego mania exhibition, the museum had been very close to a balanced budget at the end of the financial year.

In relation to the Sports team, it was noted that a priority this year was sports volunteering linked to the Olympics. The Community Support team was going to take the lead developing the community level planning website and acting as a conduit into the County Council for organisations undertaking a community plan.

In the Library service it was reported that Hampshire was bucking the national trend with increases in some performance measures. It was indicated that this information would influence service developments, such as considering increasing space in libraries for children's books as there had been an increase in children's loans. It was also highlighted that a project for the coming year would be the updating of the public IT provision in libraries, and that opportunities were being explored to develop post office and police presence in libraries.

Members noted the important contribution of volunteers to culture and recreation services, and suggested that volunteers be thanked for their support for example by letter from the Leader or through an event.

Members expressed interest in the Armed Forces Community Grants referred to. It was noted this was a relatively new scheme aimed at supporting armed forces integration in communities. It was agreed that further information would be circulated to the committee.

Information on Armed Forces Community Grants be circulated to the committee

In the Countryside service it was reported that earned income had increased by 25% in 2011/12 and an ambitious target had been set to further increase income in 2012/13. It was noted that a priority was attaining green flag and 'quality badge for learning outside the classroom' accreditation for all Country Parks.

For the Archives and Records service it was noted that a project was in development to offer online pay per view access to digital archives. For the Arts and Museums Service it was reported that key developments would be the proposals discussed elsewhere on this agenda regarding revised grant programmes and the option to merge with equivalent services currently run by Southampton and Winchester City Council's. The Outdoor service would continue to support learning and recreational activities for all, and work with identified target groups.

It was also noted that a theme across the Department was support for staff and their development.

Cllr Alan Broadhurst declared an interest as portfolio holder for leisure at Eastleigh Borough Council, and commented that there were more opportunities for joint working between the County Council and District Council's, for example in relation to Country Parks.

RESOLVED:

That the Select Committee thank the Officers for the update, and support the priorities for cultural and recreation services.

112. **MARKETING**

The Director of Culture Communities and Business Services gave a presentation to highlight the key aspects of the report (see Item 6 in the Minute Book) regarding the marketing capacity of the County Council and how this was deployed in support of culture and recreation portfolio services.

It was reported that marketing functions had been restructured, and the capacity that previously sat within cultural and community services had been brought together within a central team.

It was noted that Mosaic was used for customer intelligence, and direct mail was targeted using mosaic. Digital marketing was recognised as a cost effective resource, and it was reported that 116,000 people had opted in to receive email updates about services they

were interested in. In addition, 25,000 people received 'showcase' every month – an email which generated a personalised webpage, advertising upcoming events local to the individual. The success of this mechanism was highlighted as a recent survey had shown that 90% of showcase recipients had visited a site as a result of the email.

It was reported that the websites for major visitor attractions such as Hilliers were being updated to encourage webpage visits to translate into physical visits.

In addition, a free culture all app was available which had been downloaded 5,000 times already, and a library service app was available for 69p to alert customers when books were due back. Downloads of the library service app had already paid for the development of the app. The apps were advertised on the culture and communities webpages and in email marketing.

It was also highlighted that the marketing team generated income by selling their services to other organisations such as the Royal Shakespeare Company. Work was ongoing to promote the Culture All Passport, including negotiations with non County Council attractions to access discounts for culture all passport holders.

It was also highlighted that Manor Farm was due to be used on a TV programme called 'Wartime Farm' and it was anticipated that this would generate additional visitors. It was indicated that the lego mania exhibition at the Milestones museum had been a big success, with weekend visitor numbers quadruple levels for the past two years over the first three weeks.

Members queried why there had been no reference to advertising cultural sites in the 'Hampshire Now' magazine delivered to all residents by the County Council 3 times a year. It was reported that events were publicised in the 'What's on' section of Hampshire Now, however advertising space was reserved for external clients in order to generate income.

A Member suggested that opportunities be explored for franchise companies to work within County Council sites, such as Go Ape at Countryside sites, as the companies would advertise their offer and the County Council site could benefit. It was indicated appropriate opportunities would be considered.

RESOLVED:

The Select Committee thanked the Officer for the informative presentation, and supported the marketing activity taking place in support of cultural and community venues.

113. **GRANT FUNDING TO CULTURAL AND COMMUNITY ORGANISATIONS**

The Director of Culture Communities and Business Services gave a presentation to highlight the key aspects of the reports (see Items 7a and 7b in the Minute Book) regarding the development of the new grants streams for cultural and community services.

It was reported that the new streams would now be referred to as follows:

- Culture and Recreation Investment Fund
- Community Investment Fund
- Culture and Community Activity Grants
- Organisational Change Fund
- Community Buildings Capital Fund
- Community Challenge Fund

It was noted that the arrangements for the new schemes had been developed based on the recommendations of the Select Committee following the Review Panel that had considered the topic in Autumn 2011.

It was also highlighted that it was being recommended that in future, Members allocated as representatives of the County Council on outside bodies that the Department grant funded would be expected to report back each year, using the form attached as Appendix 3 to the report. Members welcomed this approach.

It was noted that work was underway to review the County Council's support for Dance, Music, Touring Theatre and Visual Arts provision. This would enable the County Council to work differently in these areas compared to previous arrangements, potentially working with new partner organisations. It was highlighted that the Executive Member for Culture and Recreation was due to be asked to approve grant allocation of £18,000 to The Point at Eastleigh in relation to dance and £15,000 to The Gallery at St Barbes Museum in relation to visual arts.

RESOLVED:

That the Select Committee supports the recommendations in part 5 of report 7a and part 8 of

report 7b to the Executive Member for Culture and Recreation.

114. **MUSEUMS AND ARTS SERVICE – TOWARDS A FULLY INTEGRATED MERGER WITH SOUTHAMPTON CITY COUNCIL AND WINCHESTER CITY COUNCIL (MUSEUMS)**

The Director of Culture Communities and Business Services presented a report (see Item 8 in the Minute Book) providing an update on the development of proposals to form an integrated organisation to deliver a range of arts museums and heritage provision currently provided by the Hampshire Southampton and Winchester local authorities. It was noted that the next stage was the launch of a public consultation on the principle of the merger.

RESOLVED:

That the Select Committee supports the proposal to enter into consultation on the principle of establishing a charitable company limited by guarantee to deliver arts museums and heritage services for the 3 partner authorities, to the Executive Member for Culture and Recreation.

115. **INFORMAL PANEL: INCOME GENERATION OPPORTUNITIES FOR CULTURAL AND COMMUNITY SERVICES**

The Chairman highlighted to Members the response of the Executive Member to the recommendations of the informal panel of the committee that had looked at income generation opportunities for cultural and community services in Autumn 2011 (see Item 9 in the Minute Book).

RESOLVED:

That the Select Committee agrees to re-convene the informal income generation panel later in the year to consider progress against the action plan and income generation monitoring for the year.

116. **WORK PROGRAMME**

The Chairman invited Members to comment on the Committee's Work Programme (Item 10 in the Minute Book). No amendments were received.

That an appropriate date be identified to re-convene the informal income generation panel

RESOLVED:

That the Committee's Work Programme be approved,
subject to any amendments raised at this meeting.

Chairman, 21 June 2012