

AT A MEETING of the CULTURE AND COMMUNITIES SELECT COMMITTEE of the COUNTY COUNCIL held at The Castle, Winchester on Monday 6 June 2016:

PRESENT

Chairman:

p Councillor Anna McNair-Scott

Vice-Chairman:

p Councillor Frank Pearce

Councillors:

p Phil Bailey

a Zilliah Brooks

p Peter Chegwyn

p Shaun Cully

a Jonathan Glen

p Brian Gurden

p Mark Kemp-Gee

p Fiona Mather

p Alan Rice

a Tim Rolt

p John Wall

p Chris Wood

p Peter Latham (Substitute Conservative Member, for Councillor Brooks)

Also in attendance:

Councillor Andrew Gibson – Executive Member for Culture, Recreation and Countryside

148. BROADCAST ANNOUNCEMENT

The Chairman announced that the press and members of the public were permitted to film and broadcast the meeting. Those remaining at the meeting were consenting to being filmed and recorded, and to the possible use of those images and recording for broadcasting purposes.

Items to be actioned on the Committee's work programme:

149. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Brooks, Glen and Rolt. Councillor Latham attended as the Conservative substitute member.

150. DECLARATION OF INTEREST

Members were mindful that, where they believed they had a Disclosable Pecuniary Interest in any matter considered at the meeting, they must declare that interest at the time of the relevant debate and, having regard to the circumstances described in Part 3 Paragraph 1.5 of the County Council's

Members' Code of Conduct, leave the meeting while the matter was discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore Members were mindful that where they believed they had a Personal interest in a matter being considered at the meeting they considered whether such interest should be declared, and having regard to Part 5, Paragraph 4 of the Code, considered whether it was appropriate to leave the meeting whilst the matter was discussed, save for exercising any right to speak in accordance with the Code.

151. **MINUTES**

The Minutes of the Committee meeting held on 22 March 2016 were confirmed as a correct record and signed by the Chairman.

152. **DEPUTATIONS**

No deputations were received.

153. **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman announced that the Countryside Service had recently been awarded a grant of £163,000 from the Army Covenant Fund. It was planned that the funding would go towards making improvements to Queen Elizabeth Country Park whilst building stronger links with Armed Forces Families. The Chairman noted plans to build a new play area as well as an assault course and dog agility trail. Construction was due to begin in the spring of 2017.

The Chairman noted the success of the Committee's recent visit to Royal Victoria Country Park which took place on 6 April and was well attended.

The Chairman also noted that there had been a meeting of the Grants Task and Finish Working Group at St. Barbe Museum in Lymington on 11 May.

154. **TRANSFORMATION OF THE OUTDOOR SERVICE**

The Committee received a presentation from the Director of Culture, Communities and Business Services (item 6 in the Minute Book) regarding the transformation of Hampshire Outdoor Centres.

Members were informed of the overarching vision for the

service and of the aims and objectives of the transformation programme. It was noted that the four Outdoor Centres, namely the Hampshire & CASS Foundation Mountain Centre, Calshot Activities Centre, Tile Barn Outdoor Centre and Runways End Outdoor Centre, were on track to become cash limit neutral by 2017/18.

Key annual statistics for the Centres were reported including a £3million annual external income and 140,000+ activity sessions per year.

The Committee noted financial achievements from the previous four years, including realising £500,000 of savings, £1.2million of investment to the Centres and £440,000 of partnership investment. Other achievements included updates to systems and infrastructure, the re-provision of existing services and the continued delivery of high quality services to customers.

The process and progress of transformation activity was set out and particular reference was made to support from the CCBS transformation team. This included detailed analytics and customer insight data which enabled targeted marketing in support of clear business objectives. It was noted that the next steps for the Outdoor Service focused upon further development of transformation plans to outline preferred options to achieve targets and to then refine these through appropriate business cases. An update on progress would be provided to a future meeting of the Select Committee.

RESOLVED:

That the Culture and Communities Select Committee notes the content of the presentation.

155. CUSTOMERS AT THE HEART OF OUR TRANSFORMATION

The Committee received a presentation from the Director of Culture, Communities and Business Services (item 7 in the Minute Book) regarding the usage analysis and the marketing of Outdoor Centres and Libraries.

In relation to the previous item on the agenda, Members heard that an extensive analysis had taken place into the use of Hampshire Outdoor Centres and that the findings were informing the developing marketing strategy. This process began with 'data mining' to capture information regarding occupancy of the Centres, their geographical reach, activity provision and customer profiling. Following analysis and interpretation, the data was being used to inform business planning, asset transformation, target a particular audience and forecast for growth.

It was noted that, in recent years marketing campaigns had become customer driven as opposed to more traditional methods which were controlled by the provider. The impact and challenges of personalised, digital marketing were highlighted and examples given of the use of social media.

A particular example was of a new and ongoing Library campaign, which had started on the 12 May, regarding the use of e-magazines. The six week digital campaign had, so far, shown very positive results with a 70% increase in e-magazine downloads and a 39% increase in new library members from 590 to 820 new members each week since the start of the campaign. It was confirmed that the campaign had cost £3,500 and consisted of nine different Facebook adverts as well as advertising on other websites. It was questioned why the campaign did not prominently feature on the main County Council Libraries Facebook page and it was explained that it was designed to reach new users, not those already browsing within Library sites.

It was confirmed that the Libraries campaign made use of embedded tracking pixels to track the customers' online journey, providing information about the page they visited before and after viewing the advert. This helped when gathering information about the number of membership sign-ups as a result of viewing the advert and demonstrated the online route taken for the customer to have encountered the advert in the first instance.

RESOLVED:

That the Culture and Communities Select Committee notes the content of the presentation.

156. **ACCESSING YOUR LIBRARY AT HOME AND ON THE MOVE**

The Committee received a presentation from the Director of Culture, Communities and Business Services (item 8 in the Minute Book) regarding access to digital library services.

Members were informed that the digital library services available included e-Resources, e-Magazines, e-Newspapers, e-Books and e-Audio. The e-Magazines library included 67 monthly and bi-monthly magazine titles and was provided by Zinio. The Committee heard that the e-Newspapers library had over 4,000 titles from 100 countries in 60 languages. This service was supplied by Library PressDisplay. The e-Books service had over 19,000 titles and over 2,500 e-Audio titles and was supplied by Overdrive.

It was confirmed that a variety of options existed for reading or

listening to e-books, e-Newspapers and e-Magazines on a tablet or device through downloadable apps and customisation included altering the font, lighting and speed of narration if required. Pictures and images could be magnified and in some instances an English audio translation was available.

Key statistics included on average over 500 daily downloads and 670,000 downloads since the digital services launched in June 2009. In May 2016 alone, 2,759 e-Books were borrowed. It was confirmed that the services were free, the systems were 'user friendly' and intuitive and that they could also be used to support events which also took place within physical libraries such as Shakespeare Week.

RESOLVED:

That the Culture and Communities Select Committee notes the content of the presentation.

157. **WORK PROGRAMME**

The Committee received a report from the Director of Policy & Governance - Corporate Services, item 9 in the Minute Book, which set out the Committee's work programme.

It was agreed that September's meeting would be moved to a date prior to the Executive Member's December decision day, in November. It was proposed that the original 6 September meeting date be used as an opportunity for the Committee to visit some of Hampshire's Outdoor Centres.

RESOLVED:

That the Work Programme be noted.