

AT A MEETING of the CULTURE, COMMUNITIES AND RURAL AFFAIRS
SELECT COMMITTEE of the COUNTY COUNCIL held at The Castle,
Winchester on Thursday, 22 April 2010.

PRESENT

Chairman:
p Councillor Elaine Still

Vice-Chairman:
p Councillor Alan Rice, TD

Councillors:

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

Also in attendance: Councillor Margaret Snaith-Tempia, Executive Member
for Culture and Recreation

27. **DECLARATION 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.

Cllr. A Rice – Trustee of the Beaulieu Centre (Item 7)

28. **MINUTES**

The Minutes of the Culture, Communities & Rural Affairs Select Committee held on 14 January 2010 were confirmed as a correct record and signed by the Chairman.

29. **CHAIRMAN'S COMMUNICATIONS**

a) Lymington & Keyhaven site visit

The Chairman reported that members of the Committee had visited the Lymington & Keyhaven Nature Reserve in March, which was one of the

Sites of Special Scientific Interest the County Council managed. It was noted that the members who attended found the visit interesting, and the Chairman encouraged members to attend site visits in future.

b) Hampshire & Isle of Wight Sports Awards 2010

The Chairman reported she had attended the Hampshire & Isle of Wight Sports Awards 2010, which celebrated the sporting achievements of individuals and teams across Hampshire, as well as the contributions of coaches, officials and volunteers. The event was supported by Hampshire County Council, and she commented that it was inspirational to see so many young people with such enthusiasm for excelling in sports.

c) Basingstoke Canal

The Chairman relayed information to the Committee regarding the work that will be on-going to improve the condition of the Basingstoke Canal following £870,000 worth of funding approved by the Executive Member for Policy & Resources. It was agreed for an item on the future of the Basingstoke Canal to be added to the work programme for this committee, and that consideration of this in future may involve a site visit. Members wished to thank officers for their quick action when part of the bank was at risk of flooding earlier this year.

Scrutiny Officer to update work programme

30. **THE MAKING**

The Director & Education Manager of 'The Making' gave a presentation on the work of 'The Making' – an award winning charity that inspired people to engage in the making of art. The 'Theatre of Making' was their flagship touring programme which inspired families to explore together how objects were made, and to learn new skills through the making process. This linked in-depth school and community learning programmes to high profile celebratory events that combined live entertainment with making activities.

The Director of the Making explained that 'The Making' had been created in 2003 by the County Council and its work was gaining national importance in trying to engage with young people to get them passionate about arts & crafts.

'The Making' put on events across Hampshire. One of the primary benefits with the work of 'The Making' was that it could be done in any location, for example, high streets, community centres or schools. Materials and artists could be brought to any location. 'The Making' utilised music and dance to add extra impact to the Theatre of Making, to help draw people in.

It was reported that the work of 'The Making' supports the County Council's aims and objectives, for example the aim in the visual arts strategy to engage people in visual art in unusual settings. 'The Making' also enabled local people to create art pieces on display in Children's Centres, and worked with 14 to 19 year olds not in education employment or training.

The charity's latest programme - 'Skills in the Making' worked with colleges in London and the South East, training teachers in how to teach craft and design skills. This programme aimed to improve how craft and design was taught in schools.

It was noted that the amount of events 'The Making' can undertake was directly related to funding streams. Arts & crafts materials, and artists to assist, could be expensive. It was reported that 'The Making' has been successful in drawing in funding to Hampshire from external sources. It was commented that if a Borough / District authority would like 'The Making' to run an event in their area 'The Making' would be delighted to help, however they would require some funding from that authority, to help cover the costs.

RESOLVED:

That the Director and Education Manager of 'The Making' be thanked for their presentation and that their valuable work be endorsed by the committee.

31. **VISION AND STRATEGY FOR THE LIBRARY AND INFORMATION SERVICE - UPDATE**

The Director of Culture, Communities and Rural Affairs gave a presentation on the progress that had been made with the Vision and Strategy for the Library and Information Service. (see item 5 in the Minute Book)

The Culture, Communities & Rural Affairs Select Committee undertook a review of the Library Service in 2007/08 and recommended that the Service develop a Vision and Strategy . Work on this started in 2008, involving consultation with over 200 hundred staff and the Vision and Strategy was approved by Cabinet on June 29 2009.

A presentation was then given to this Committee on 9 July.

The Library Service has now defined what it will offer, including what mobile libraries will offer, and work had been undertaken on understanding the Library Service customers who completed 18,000 questionnaires.

- 90.5% of the Library Service users said that the overall service was good or very good.
- The main reason for visiting a library remained to borrow books (69%)
- the main reason for visiting a Discovery Centre was more mixed: to use the internet (31.1%), to borrow books (27%), to take part in an activity (22%)

The surveys have also helped identify 'catchment areas' for each library, and demonstrated differences in the users of different libraries.

It was also reported that discussions had begun with other departments regarding what libraries can do to help other services, for example:

- using the mobile library service as an opportunity for other services to provide outreach e.g. to rural areas.
- Future Libraries being co-located with other services e.g. Children's Centres, new schools being built under the 'Building Schools for the Future' programme, sports centres or doctors' surgeries
- Registration Office services accessible through libraries
- Staff in libraries being trained to provide information relating to services available throughout the council

The Library Service was also embracing modern technology, considering options to update the public I.T. and internet provision, and now offering e-books, digital audio books, and books on console format e.g. PSP and DS.

It was noted that changes to the charges for some of the services libraries provide are being considered, in an effort to bring in more income to the service, to be fed back in to improving the Library Service. It was noted that in some cases current charges do not cover the cost of providing the service.

RESOLVED:

That the progress that had been made with the Vision and Strategy for the Library and Information Service be noted.

32. **RURAL DELIVERY ACTION PLAN – FOOD FARMING AND FORESTRY**

The Director of Culture, Communities and Rural Affairs presented a report explaining how the food, farming and forestry priorities within the rural delivery action plan were chosen, summarising the progress and outcomes achieved to date and outlining the anticipated future direction of the programme (Item 6 in the Minute Book). It was noted that this was one of seven strands within the Rural Delivery Action Plan, which was a cross cutting piece of work involving contributions from across different departments.

It was noted that 85% of Hampshire's land area was rural with 23% of its population living in rural areas, so it was crucial for Hampshire County Council to identify how it could best support its rural communities. The County Council delivered a number of significant statutory and discretionary services in rural areas, ranging from schools, adult social care, libraries and rights of way, to environmental improvements, waste management, and highways maintenance. It was important that these services, which were delivered both directly and in partnership with others, were delivered in the right way, and achieve the best value for money.

Following a public consultation in autumn 2008 the following priorities for action were identified:

- Supporting sustainable rural communities, including affordable housing, rural broadband, access to services, supporting volunteering, and community engagement.
- Providing effective rural transport
- Farming, food and access
- Economic development
- Climate change, including renewable energy, and making better use of the county's wood-fuel resource.

Each aspect of the Food, Farming and Forestry plan was outlined together with the overall performance and impact, and the future direction. It was reported that steady progress had been made with the action plan, but had been slower than anticipated for 13 of the 18 actions. A decision was still awaited on match funding for a local food distribution service, which had

significantly delayed this project.

Overall, significant progress had been made against the rural delivery plan, together with the separate funded rural partnership projects. The impact of this work was reflected in the feedback that had been received from organisations operating within rural communities. The profile and reputation of Hampshire County Council and its work in this area had developed considerably and this had been recognised externally, including within the Comprehensive Area Assessment report. It was noted in the report that the County Council had shown strong commitment to "rural proofing" its activities and in initiating productive partnership working.

Future progress would hinge upon sustaining that activity and continuing to develop innovative ideas both internally and with all those organisations operating in, or supporting, our rural communities. There would be a specific focus on implementing the County Farms Review recommendations, maximising external investment, and on further improving partnership working.

RESOLVED

That the report be received and noted and the approach being taken be endorsed by the Committee.

33. **PARTNERSHIP FUNDING TO INDEPENDENT CHARITABLE OUTDOOR CENTRES 2010/11**

The Director of Culture, Communities and Rural Affairs presented a report on the applications for partnership funding for 2010/11 from six charitable outdoor centres (Item 7 in the Minute Book).

For many years Hampshire County Council had been working with some of these Outdoor Centres. The Culture, Communities and Rural Affairs Select Committee reviewed how funding was allocated to Outdoor Centres in 2008/2009 and made recommendations to the Executive Member for Culture & Recreation. The criteria the Select Committee recommended had been used to assess the centres for this years application.

Six identified organisations were invited to apply for annual partnership funding to assist them with their essential running costs, with base levels affirmed by the Select Committee Review of 2009. The support enabled them to deliver outdoor education to Hampshire young people in support of the Hampshire Outdoor Service 2008/11 Strategy, the Culture Communities & Rural

Affairs Department Service Plan Themes and Priorities, and in support of the Corporate Priorities, specifically relating to 'Enhancing our quality of place'.

The organisations identified were:

- Avon Tyrell Outdoor Centre, Ringwood
- Countryside Education Trust, Beaulieu
- Privett Centre, Privett, near Petersfield
- Queen Elizabeth II Silver Jubilee Activity Centre, Bursledon
- British Red Cross, (Hampshire Branch)
- Gilbert White Field Study Centre, Selborne

RESOLVED:

That the report be received and noted and it be a RECOMMENDATION to the Executive Member for Culture and Recreation that the partnership funding for 2010 for the six charitable outdoor centres be approved as proposed in the report.

34. **SPORT HAMPSHIRE AND ISLE OF WIGHT STRATEGY**

The Director of Culture, Communities and Rural Affairs presented a report on the development of the sport and physical activity strategy for the Sport Hampshire and Isle of Wight Partnership (Item 8 in the Minute Book).

The Strategic aims were:

- To inspire and sustain greater participation in physical activity and sport, enabling all to fulfil their potential.
- To support activity at all levels through the development of a quality workforce; coaches, instructors, leaders, volunteers, officials and administrators.
- To plan strategically and provide a range of high quality, active environments and appropriate facilities: supporting introductory activities, participation and performance sport.
- To implement a strategic and co-ordinated approach to marketing and communications, enabling information to be communicated more effectively

These would focus partners on the delivery of the Local Area Agreement targets to increase the number of adults taking part in sport and physical activity, the number of 19 - 64 year olds who have a level 2 qualification, participation in regular volunteering, and

obesity amongst primary school aged children in year 6. It will also address the public service agreement target to increase participation by young people in 5 hours of high quality PE and school sport.

Sport Hampshire and Isle of Wight had been successful in attracting funding from other sources to deliver elements of its work, for example, £250k from the wellbeing fund to address inequalities in participation in physical activity by adults and in March 2010, £190k from the Future Jobs Fund, to provide a first step opportunity into a coaching/instructing career. The core team at Sport Hampshire and Isle of Wight would be responsible, along with its partners, for delivering the strategy.

Members expressed interest in receiving further information in future on the activities planned to further the aims identified. Particular interest was expressed in reference to the Olympics in 2012.

RESOLVED:

That the report be received and noted and the Committee endorse the strategy.

35. **ANNUAL REPORT**

The Chief Executive presented the Annual Report of the Culture Communities & Rural Affairs Select Committee, detailing the work undertaken by this committee between March 2009 and March 2010. (Item 9 in the Minute Book).

RESOLVED;

That the annual report be approved for submission to full council by the Policy & Resources Select Committee.

36. **WORK PROGRAMME**

The Chief Executive presented the Committee's Work Programme (Item 10 in the Minute Book).

RESOLVED:

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

Scrutiny Officer to update work programme

Scrutiny Officer to forward annual report to Policy & Resources Select Committee.