

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member for Culture and Recreation
Date:	8 July 2010
Title:	The Future Direction of culture-all
Reference:	1640
Report From:	Director of Culture, Communities and Rural Affairs

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1. The decision:

- a) That the CCRA Marketing Team will take over the running of **culture-all**. Now the 12 month campaign has ended, it will become the public facing identity for the department's activities when cross-promoting services.
- b) That the **culture-all** identity will continue to help promote Hampshire as a cultural county, but will focus on driving interest and visits to CCRA sites and services.

2. Reason(s) for the decision:

- 2.1. To continue to promote Hampshire as a cultural county but focus on driving visits to HCC sites using existing resources.
- 2.2. To maximise the legacy of the campaign by continuing to use the branding and raising awareness of Hampshire's rich cultural offer.

3. Other options considered and rejected:

- 3.1. Continue to run **culture-all** as a marketing campaign, promoting HCC and non-HCC sites. This would require external funding from local authorities plus additional staff at HCC to manage the campaign.
- 3.2. Develop **culture-all** as a tourism marketing campaign, focussed on promoting the county to visitors. This would require external funding and could be seen as a lost legacy opportunity for CCRA.

4. Conflicts of interest:

- 4.1. Conflicts of interest declared by the decision-maker:
None

4.2. Conflicts of interest declared by other Executive Members consulted:
None

5. Dispensation granted by the Standards Committee: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

Approved by:

Date:

8 July 2010

**Executive Member for Culture and Recreation
Councillor Mrs. M. Snaith-Tempia**