



Brighton & Hove
City Council

Overview & Scrutiny

Title:	Culture, Tourism & Enterprise Overview & Scrutiny Committee
Date:	30 June 2011
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillors: Brown (Chair), Marsh (Deputy), C Theobald, Deane, Farrow, Hawtree, Hyde and A Kitcat
Contact:	Julia Riches/Karen Amsden Scrutiny Support Officers julia.riches@brighton-hove.gov.uk/karen.amsden@brighton-hove.gov.uk

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AGENDA

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CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

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For further details and general enquiries about this meeting contact Julia Riches (email julia.riches@brighton-hove.gov.uk) or email scrutiny@brighton-hove.gov.uk

Date of Publication - Wednesday, 22 June 2011

Agenda Item 1

To consider the following Procedural Business:-

A. Declaration of Substitutes

Where a Member of the Committee is unable to attend a meeting for whatever reason, a substitute Member (who is not a Cabinet Member) may attend and speak and vote in their place for that meeting. Substitutes are not allowed on Scrutiny Select Committees or Scrutiny Panels.

The substitute Member shall be a Member of the Council drawn from the same political group as the Member who is unable to attend the meeting, and must not already be a Member of the Commission. The substitute Member must declare themselves as a substitute, and be minuted as such, at the beginning of the meeting or as soon as they arrive.

B. Declarations of Interest

- (1) To seek declarations of any personal or personal & prejudicial interests under Part 2 of the Code of Conduct for Members in relation to matters on the Agenda. Members who do declare such interests are required to clearly describe the nature of the interest.
- (2) A Member of the Overview and Scrutiny Commission, an Overview and Scrutiny Committee or a Select Committee has a prejudicial interest in any business at meeting of that Committee where –
 - (a) that business relates to a decision made (whether implemented or not) or action taken by the Executive or another of the Council's committees, sub-committees, joint committees or joint sub-committees; and
 - (b) at the time the decision was made or action was taken the Member was
 - (i) a Member of the Executive or that committee, sub-committee, joint committee or joint sub-committee and
 - (ii) was present when the decision was made or action taken.
- (3) If the interest is a prejudicial interest, the Code requires the Member concerned:-
 - (a) to leave the room or chamber where the meeting takes place while the item in respect of which the declaration

is made is under consideration. [There are three exceptions to this rule which are set out at paragraph (4) below].

- (b) not to exercise executive functions in relation to that business and
- (c) not to seek improperly to influence a decision about that business.

(4) The circumstances in which a Member who has declared a prejudicial interest is permitted to remain while the item in respect of which the interest has been declared is under consideration are:-

- (a) for the purpose of making representations, answering questions or giving evidence relating to the item, provided that the public are also allowed to attend the meeting for the same purpose, whether under a statutory right or otherwise, BUT the Member must leave immediately after he/she has made the representations, answered the questions, or given the evidence,
- (b) if the Member has obtained a dispensation from the Standards Committee, or
- (c) if the Member is the Leader or a Cabinet Member and has been required to attend before an Overview and Scrutiny Committee or Sub-Committee to answer questions.

C. Declaration of Party Whip

To seek declarations of the existence and nature of any party whip in relation to any matter on the Agenda as set out at paragraph 8 of the Overview and Scrutiny Ways of Working.

D. Exclusion of Press and Public

To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading the category under which the information disclosed in the report is confidential and therefore not available to the public.

A list and description of the exempt categories is available for public inspection at Brighton and Hove Town Halls.

Agenda Item 2

BRIGHTON & HOVE CITY COUNCIL

CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

4.00PM 31 MARCH 2011

COMMITTEE ROOM 3, HOVE TOWN HALL

MINUTES

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

Co-opted Members:

PART ONE

51. PROCEDURAL BUSINESS

51.1 Declarations of Substitutes

There were none. Councillor Craig Turton sent his apologies.

51.2 Declarations of Interests

The following Councillors declared their interests: Marsh was a member of the Brighton Dome Festival Board; Randall is a Trustee of Same Sky and Kennedy a member of the Phoenix.

51.3 Declaration of Party Whip

There were none.

51.4 Exclusion of 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 members of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in section 100I (1) of the said Act.

RESOLVED: That the press and public be excluded from the meeting during consideration of Item 65.

52. MINUTES OF THE PREVIOUS MEETING

52.1 The minutes from the 26 January 2011 were agreed.

53. CHAIRMAN'S COMMUNICATIONS

53.1 Councillor Kennedy, the Committee Chair, welcomed everyone to the last meeting before the election and thanked everyone for their commitment and contributions. The Chair went on to say that that Committee had worked well since it was set up after the last election and had proved that there was an important role for scrutiny in policy development.

53.2 The Chair welcomed Councillor Fallon-Khan who would be presenting the City Employment Skills Plan.

53.3 In answer to a question on whether there was an announcement on funding from the Arts Council the Committee were informed by Paula Murray, Commissioner for Culture that some organisations like Carousel had uplifts to previous funding received however Same Sky had a reduction in funding and the Basement had been refused their regular funding.

Officers would be working closely with both organisations and an update on this funding issue would be brought to the next CTEOSC. It was also noted that the Council would need to establish a closer relationship with the Arts Council and explore working in a different and better way so that reductions or refusals in funding would not be announced in this way in the future.

A member informed the Committee how it was a surprise that Same Sky had a reduction in their funding considering the work they did with challenging groups of the community.

53.4 Forthcoming events included the Festival, the fringe Festival, Winter Pride, phoenix, Great Escape and the Marathon.

53.5 **RESOLVED-** The Committee agreed to receive an update on this at the next meeting.

54. PUBLIC QUESTIONS

54.1 There were none.

55. WRITTEN QUESTIONS FROM COUNCILLORS

56.1 There were none.

56. LETTERS FROM COUNCILLORS

56.1 There were none.

57. CITY EMPLOYMENT AND SKILLS PLAN

- 57.1 Councillor Fallon-Khan introduced the report, informing the Committee that it was to be noted that this was a significant piece of work that officers had carried out and that there was no requirement to carry out this work. The Plan was put together by analysing new data, which sets the vision for the next 3 years, gave businesses an understanding of the plan and would be a tool to measure success.

Members were informed that there was increasing concern on where apprenticeships fitted into the city's labour market.

Cheryl Finella, Economic Development Manager told members that the City Employment and Skills Steering Group (CESSG) wanted to ensure that that the plan was driven forward, that funding and the influence to deliver training and skills for the next 3 years was established. The Steering Group had 3 priorities and these were:

1. Promoting the City's employment and skills needs to internal and external partners and agencies –The role of the City Employment & Skills Steering Group (CESSG), now Chaired by Phil Frier at City College, is key to driving the priorities cited in the City Employment & Skills Plan (CESP). The aim of the CESP is to ensure that the priorities in the plan are addressed by the key funders and influencers of provision relating to skills, employment and business support. The CESSG will also consider opportunities beyond the city such as those being developed through the Coast to Capital Local Enterprise Partnership (LEP). The CESSG will inform an emerging Intelligent Commissioning model which will encourage greater levels of joint working to maximise resources.
 2. Support the creation of at least 6,000 new quality jobs by 2014 – Supporting the existing business base, encouraging new business start up and inward investment is crucial to meeting the jobs target. The changes to the national Business Link service will mean that local providers need to fill the gap and ensure that businesses have access to the support that they need.
 3. Ensure that local residents are equipped to compete in the City's labour market – The CESP notes that for every 5 new jobs created in the city between 2001 and 2008, there was only 1 less person on benefits. This demonstrates that there is a need to revisit some of the services and programmes that exist to help people back into work and create better links between businesses and unemployed residents; examples include apprenticeships. The plan includes actions aimed at supporting people on out of work benefits and young people back into the labour market.
- 57.2 In answer to a question on how the local authority was a proactive facilitator in preparing the 15-21 age group for employment/ apprenticeships opportunities, the Committee were informed that the Council had recognised the need to develop strong links between education and the business community. The Education Business Partnership is working to promote these links; the plan also includes actions to develop more apprenticeship opportunities
- 57.3 In response to a question on how does the authority see small businesses branching out and employing others whilst some firms are not keen to expand, Members were told that there was room for all types of businesses whether they were small local ones to

international organisations and whether they wanted to grow or not. Business support organisations need to deliver coherent support packages. The Brighton & Hove Local Employment Scheme (BLES) are working closely with employers such as Amex and Mears to ensure that they provide opportunities for local people to access work experience and apprenticeships . The Council has recently agreed a Developer Contributions Guide; the Guide will require developers to prepare training agreements detailing training and job opportunities linked to development sites. The BHLES co-ordinator in Economic Development will work with developers to meet their employment needs by ensuring that people were ready with the relevant skills to be employed by these businesses. The Co-ordinator will also monitor compliance to ensure that developers meet their skills and employment obligations.

- 57.4 In answer to question on how people with mental illness who may have the relevant skills, but not the social skills could be supported to take up these job opportunities, the Committee were informed how Job Centre plus was working with people on incapacity benefit to support these groups to find employment. There was further work with the Children's Services Trust Board on engaging people with disabilities to see what their needs were. Some of the mental health support services may be losing resources due to the economic climate leading to a lack of capacity to support disabled residents seeking work. The CESSG will be bringing together local agencies to consider how services can best meet the needs of these groups. The Committee agreed for this item to return back to CTEOSC and to consider whether to investigate this further through the formation of a scrutiny panel.
- 57.5 In response to a question on Coast to Capital LEP areas and why Lewes and Newhaven were not included, members were informed that the boundaries were not solid and work streams may be developed that include Lewes, especially as Lewes supplies around 7,500 workers to the city. The LEP is still in its infancy and work streams will become clearer as it develops; the Surrey districts have recently been added to the partnership .
- 57.6 In answer to a question on whether there was member input from the Economic Development Commission or the CESSG Committee were told that the Commission was time bound and the CESSG had member input through the Local Strategic Partnership.
- 57.7 Councillor Fallon-Khan informed members that an employment event for local businesses was set up with help from the council called Build East Sussex with the aim of highlighting contracting and employment opportunities. The LEP will be looking outward and encouraging international businesses to set up in the city. Other initiatives included City College broadening their range of courses to include technical courses to assist the city in providing a more multi skilled workforce. Parker Steele who were establishing in Shoreham Harbour were hoping to create another 500-600 jobs for the city. The city had been successful in securing the Amex expansion which would be creating another 500 jobs. The City had a lot to offer employers which would help in its regeneration whilst more work needed to be focused on good office accommodation to attract outside businesses into the city.
- 57.8 **RESOLVED –**
(1) The Committee noted and congratulated officers on the report:

- (2) The Committee agreed for this item to return back to CTEOSC and to consider whether there is the potential for a scrutiny panel to investigate what support there was for unemployed people with disabilities to take up job opportunities.

58. CITYCAMP- VERBAL REPORT

- 58.1 David Murray the Strategic Director, Communities introduced the verbal report and answered questions.
- 58.2 Members were told that the last meeting was held at Brighton University and the main purpose of the meeting was around how data and technology from the council, police, health, third sector and other organisations could be utilised in more challenging ways e.g. to produce various mapping charts of the city by combining data with their partners.
- 58.3 In answer to a question on how might this data apply specifically to Brighton and Hove, members heard that there were practical application options such as texting missed bin collections and also by capturing data e.g. the views of residents on their three most important things to invest in the city. Some of the submissions received from Make Brighton Rock had been incorporated into the business plan.
- 58.4 It was noted that it was important to have this information available to everyone and to think about how this information is utilised in the future. A follow up meeting is scheduled for the 7 April 2011.
- 58.5 RESOLVED** – The Committee noted the information and thanked the Strategic Director, Communities.

59. SEAFRONT STRATEGY - VERBAL UPDATE

- 59.1 Ian Shurrock, Head of Sport and Leisure introduced the presentation and answered questions with Toni Manuel, Seafront Development Manager.
- 59.2 The Committee were informed that the seafront was of significant importance to the city, it promoted health and economy to the city. The 3 main areas that the seafront strategy needed to focus on was operational management, maintenance and property management. Work was underway on the strategy and that there would be further discussions on this post election.
- 59.3 In response to a question on how the seasonal challenges affected staffing resources especially through the harsh winter period, members were informed how the core team was enhanced in the summer period to 26 additional seasonal lifeguards and supervisory staff. There was a maintenance programme set up which requires an increase in expenditure in order to meet the challenging coastal environment and winter weather conditions.
- 59.4 In answer to a question on the diversity of users on the seafront, the Committee heard how the seafront had many attractions from artistic, fishing and sporting quarters to restaurants and bars; providing a variety of attractions for all tourists this was due to the

tight clauses within the leaseholds. Currently there were no vacant properties along the seafront.

In answer to a question on not being awarded blue flag status for Brighton & Hove beaches, members heard that due to the water being tested last year after heavy rainfall and problems with one of the Southern Water outlets in Hove affecting the whole of the seafront. Other coastal resorts were also affected in the same way. It was noted that the water quality was still good but not excellent.

- 59.5 In response to a question on whether there was a programme for maintenance of shelters and railings, members were informed that a one off amount of money had been secured to paint the railings and renovate the shelters. However, the on-going maintenance revenue budget was not sufficient to undertake this task.
- 59.6 In answer to a question on whether there could be barbeque stands on the beach, the Committee were told that the tide came up as high as the railings on Hove seafront making it unsuitable to have barbeques on the beach. There were also issues with barbeques on Hove lawns as this damaged the grass. Residents in the neighbouring areas had complained about the smoke. Designated barbeque areas were still under review.
- 59.7 In response to improving accessibility to the seafront for people with disabilities, Councillor Randall spoke about whether the Council would consider using the World Health Organisation's Lifetime Neighbourhood model to have a dedicated area that could be used by people at all stages in their life with dropped kerbs and public transport to the area. Helsinki was successful in carrying out a similar project in one of their parks. The beach in Brighton & Hove is particularly challenging for access due to the constantly changing slope of pebbles into the water. However, officers are keen to improve access as much as possible. At present there were changing places at Madeira Drive and the availability of the all-terrain wheelchair buggy. Officers were continuously looking at ways to increase access to the beach and that this was a national issue.
- 59.8 In answer to question on what impact the vibrant night time economy had on the seafront strategy, members were informed that as the strategy emerged it would need to look at the different users at different times of the day and see how this could be built into the strategy.

The Strategic Director, Communities commented that there were 11,000 miles of seafront in the UK and that Brighton and Hove were passionate about their 8 miles. It was vital that we recognised the importance of the seafront, raised its profile, planned ahead and responded quickly to opportunities.

- 59.9 **RESOLVED** – The Committee noted the verbal update and that the item would be programmed into their work programme.

60. LETTING PEOPLE KNOW: PRESENTATION ON CITYWIDE MARKETING INITIATIVES

- 60.1 David Murray, Strategic Director, Communities carried out the presentation and answered questions with Paula Murray, Commissioner for Culture.

- 60.2 The presentation highlighted that with the wealth of activities in the city it was important to ensure people had access to all these activities. Ways of promoting these activities included :
- A simple cultural calendar to be inset into City News and monthly mail outs connecting up with VisitBrighton;
 - “City Shorts” would be set up to find out from residents what the city means to them, this could be launched as a phone link and ideas could be sent in the form of you tube clips. Work is being carried out with Lighthouse to develop this;
 - The city to provide a residents card to encourage all age groups to get involved in activities. The card could be segmented to have children’s activities and could be linked into Oyster card;
 - Utilising the Art Commission Diary to promote the quality of offers and activities within the city by targeting on a national and international level to increase the visitor economy;
 - Joining up with seafront activities and link into the digital media strategy.
- 60.3 In answer to a question on improving lamp post signposting and how London had same colour lamp posts for highlighting tourist attractions, the Committee were informed how it was important to have good web based information and seafront A-boards to keep promoting activities/events.
- 60.4 The Committee agreed that the residents’ card would be received well by the local community. It would increase usage to events/ activities and give something back to residents. A further comment was raised to ensure that the card reached out to council tenants to give them the opportunity to get involved too.
- 60.5 It was noted that strategic design work for the city needed to allocate budgets for the maintenance as feedback from tourists was that the city needed to improve its standards of cleaning.
- The signage to the Brighton Centre had improved and this should be consistent through out the city, it was the intention to roll out this signage through out the city.
- 60.6 It was agreed that more work was needed to advertise events such as the half-price day at the Pavilion. Members were told that there was an opportunity for residents to utilise the Pavilion on quiet days. There was also an opportunity to promote and increase usage at Preston Manor once the refurbishment had been carried out.
- 60.7 In answer to a question on encouraging people from the fringes of the city to visit inner city events and that posters would help reach people who are not computer literate, the Committee were told that all tourist information had literal pick up points. The Council also distributed half a million maps a year promoting other commercial and tourist attractions around the city, which were distributed to the east and west of the city. In addition, other tourist organisations distributed similar city maps.

60.8 **RESOLVED** – The Committee noted and thanked the officers for the presentation.

61. EXECUTIVE RESPONSE TO SCRUTINY AD-HOC PANEL ON CULTURAL PROVISION FOR CHILDREN AND YOUNG PEOPLE

61.1 Paula Murray, Commissioner for Culture presented the report and answered questions.

61.2 Members noted that work had started with the implementation of some of the recommendations, some were linked to additional funding and others were linked into schools. Further details were:

- General recommendations – joint working with children’s services would be led by the Commissioner Culture;
- Communications and Information – ensuring good links with schools and clarity of roles within schools to disseminate the information. There were some low cost and practical issues. Jubilee Library were looking at a digital noticeboard; which was subject to funding;
- Venues- an on-line approach was required to identify venues for young people to use, using of the blog would ensure that the information was live and up to date;
- Relevance to all arts- Access to cultural activities for young people must be embedded into all operations and the new commissioning approach. There was targeted work for Looked After Children (LAC) which was subject to funding and part of the Youth Commissioning Strategy; the key focus was to be on early prevention;

Creative Partnerships no longer existed and therefore an alternative route to working with schools governors would need to be investigated. CRB checks are on hold until it becomes live again. Ride the Wave programme was not utilised and not a priority. The main focus was to prioritise on external bid writing. The children’s festival would be expanded to wider groups. There could be further funding opportunities with the Darren Henley wider scope review of cultural education.

61.3 Councillor Melanie Davis, Chair of the Cultural Provision for the Children and Young People Scrutiny Panel congratulated officers from culture and children’s services and especially Julia Riches, Scrutiny Officer, who worked extremely hard on the issue. The report should synchronise the work from both services and the report would go to both committees. Members noted that the express blog and 6 months post would collate information, publicise and increase accessibility to young people; including the libraries electronic noticeboard.

61.4 The Committee heard how AudioActive a registered charity worked with the Brighton & Hove Youth Offending Team and also other vulnerable and disabled groups. AudioActive had a football event which taught these children about working together and helped raise their self esteem. It is important to ensure that we continue to engage with these vulnerable children.

61.5 **RESOLVED** – The Committee agreed :

- (1) To congratulate the Panel on an extremely valuable piece of work;
- (2) To mandate commissioners to make the best use of existing resources to act upon these informed findings to deliver the recommendations outlined in the report;
- (3) To have the report back in a year's time and monitor the outcomes of the recommendations.

62. LIBRARY PFI - UPDATE

62.1 Sally McMahon, Head of Libraries and Information, presented the report and answered questions.

62.2 The committee were informed that the PFI had been the best option at the time and had become one of the most cost effective services. The Jubilee Library development cost £15 million and has 1 million visitors per year. In comparison Newcastle library is the newest PFI library development and cost £45 million and has 1.2 million visitors. The Jubilee Library is the most successful library in the region. The PFI has a unique contract in that it includes bibliographic services which has meant that the library services bookfund remains protected and increases every year with inflation. In comparison with other authorities' libraries which have experienced funding cuts.

62.3 In answer to whether this success could be maintained, the committee were told that the Jubilee Library has 50% of the city's library transactions and activity. The Library would maintain its success for the lifetime of the contract.

The challenge was to maintain our network across the city. The library service had recently launched Council Connect which gave visitors access through the internet to council services; diversifying and broadening the role of libraries.

The service needed to prepare for 2012 and 2013 which would be challenging years, planning what use libraries would need to have and think about driving businesses into libraries. The cost of each library is low and closing one would have a disproportionate effect.

62.4 In answer to whether the contract included the book shelves, members were informed that the shelves were of the highest quality and were no different from any other library. There was a limited resource at the time of selection. It was agreed that this would be reviewed when the opportunity arose to change the shelving.

62.5 The committee were informed that the current service desk, signage and guiding was being updated to give a more premium feel. This would be rolled out to the other libraries next year.

62.6 It was confirmed that the work planning for Jubilee Square was not part of the PFI contract.

62.7 In response to a question on airflow problems experienced by smoke being drawn into the library from nearby residents' barbeques, the committee was informed that this would be investigated. The building was built on green principles and natural airflow.

Kier Facilities Management was very responsive to any building issues as this was a “flagship project”.

62.8 **RESOLVED** – The committee congratulated the service and noted the information.

63. WORK PROGRAMME

63.1 It was agreed that the work programme would be discussed post election.

64. ITEMS TO GO FORWARD TO COUNCIL

64.1 There were no items to go forward to Council.

65. PART 2 MINUTES FROM 26 JANUARY 2011

65.1 These were agreed.

The meeting concluded at 6.20pm

Signed

Chair

Dated this

day of

Councillor Vanessa Brown
Chair
Culture, Tourism and Enterprise Overview and Scrutiny Committee

Dear Cllr Brown

As a newly appointed member of the City Council's Culture, Tourism and Enterprise Overview and Scrutiny Committee, I would like to request that the Committee looks into a particular issue.

Brighton & Hove is known for its colourful and interesting arts and culture scene that attracts tourism and new businesses. Culture especially has a wide impact on residents and their quality of life. For younger people and those with a higher income there is great choice and easy accessibility to cultural events and venues. However for older residents I do not believe that it is the same case. Accessibility to culture for older people is a problem, especially for those living in the outer wards of the City.

During the Brighton Festival a theatre company accused my ward of being culturally starved. Whether this is true or not, cultural events do seem to be concentrated towards the centre of the City. In my view the majority of cultural activity in the City seems to be aimed at younger people or those seeking more highbrow events.

I would be grateful if our Committee could investigate accessibility to culture for older people, with the providers and users of these important resources in the City.

Sincerely,

Cllr Leigh Farrow
Labour and Co-operative Councillor
Moulsecoomb and Bevendean Ward

Agenda Item 6

Extracts from the Constitution on the Culture, Tourism and Enterprise Overview and Scrutiny Committee

2.2 Culture, Tourism and Enterprise Overview and Scrutiny Committee

2.2.1 To perform the Overview and Scrutiny function in relation to all matters, Executive decisions and service provision connecting to Enterprise and Employment and in particular:-

- Major Projects
- Economic Regeneration
- Culture, Arts and Heritage
- Tourism & Marketing
- Libraries and Museums
- Events
- Leisure, Sports and Recreation

.....

3.2 Overview and Scrutiny Committees (and the Commission in respect of its specific work area) will:-

- (i) Be aware of the 'forward plan', the forward work programme and other anticipated decisions of the Cabinet/Cabinet Committees and council services;
- (ii) Develop focused programmes of work and identify the most appropriate means of progressing such work;
- (iii) Scrutinise and make recommendations to the Cabinet/Cabinet Committees/Cabinet Member decisions and any relevant Council Committees in relation to issues arising from its work programme;
- (iv) Monitor the decisions taken by or on behalf of the Cabinet and the activities of service areas;
- (v) Receive requests from Councillors and suggestions from officers of the council and co-optees for particular topics to be scrutinised;
- (vi) Propose to the Overview and Scrutiny Commission Select Committee reviews, Terms of Reference and Membership with a proposed scrutiny brief and resource requirement;
- (vii) Establish Ad Hoc review Panels reviews;
- (viii) Exercise the right to "call-in" and review decisions taken by or on behalf of the Executive as set out in the procedures in the Overview & Scrutiny Rules;
- (ix) Have an overview of the practice and policy of the relevant service areas;
- (x) Identify areas of service practice and implementation or of policy that cause concern to members of the public and councillors and identify what action should be taken;
- (xi) Receive internal and external inspection reports on the services and challenge the action plans drawn up in response to problems that have been identified; monitor progress in implementing the action plans;
- (xii) Ensure that the communities of Brighton & Hove and specific users of services are able to be involved in and inform the work of the Committees;
- (xiii) Promote the work of the Committees, including through the local media;
- (xiv) Monitor and review the outcomes of its recommendations.

Past CTESOC agendas

30 March 2011

- City Employment and Skills Plan
- Citycamp- verbal report
- Seafront strategy - verbal update
- “Letting people know”: presentation on citywide marketing initiatives
- Executive response to scrutiny ad-hoc panel on cultural provision for children and young people
- Library pfi – update

26 January 2011

- Draft Budget
- Major Projects (part 2)

25 November 2010

- Presentation on the Brighton Dome and Festival (Andrew Comben)
- Presentation by Mytime active on golf courses
- Update from environmental industries
- Sustainability guidelines
- Local Area Agreement - 2010/11
- Scrutiny panel report on cultural provision for children

30 September 2010

- Marathon update
- Legibility study – presentation
- Leisure contract - update from workshop
- Statutory Local Economic Assessment duty
- In-year budget savings - free swimming initiative
- CTEOSC scrutiny panels

1 July 2010

- Verbal presentation on the archaeological review
- Verbal update on renaissance funding
- Brighton & Hove's programme for 2012
- The city's approach to tourism
- Creative industries in Brighton & Hove
- Local Area Agreement - 2009/10 progress update.recession relief work phase 2 performance focus
- Major Projects (Part 2)

1 April 2010

- Marathon update
- Music venues in the city - Brighton Institute of Music
- Children's Festival – presentation
- Monitoring and funding of sport development initiatives
- Sports facilities update
- Update on the South Downs National Park

4 February 2010

- Presentation on digital gaming - presentation by Fred Hasson, Redbedlam.
- Presentation on Open Houses - presentation by Judy Stevens.
- Royal Pavilion Garden Strategy
- Foredown Tower - verbal update
- Environmental Industries Scrutiny Report – Executive Response

Communities

COMMUNITIES PORTFOLIO

Culture, Recreation & Tourism

- *Culture*
- *Sport & Leisure*
- *Tourism*
- *Heritage*
- *Libraries & Information Services*

SPRING 2011



**Brighton & Hove
City Council**

COMMUNITIES: Culture, Recreation and Tourism



Strategic Director: David Murray (☎ 0718)

The range of provision either run directly or commissioned in the Communities portfolio covers key outward facing services for Brighton and Hove. These are programmes of work that so clearly deliver on a city wide basis and make a real difference to people's lives.

The city's cultural portfolio sits within Communities: the Royal Pavilion and museum service; libraries; arts; funding for the Brighton Dome and Festival, the Brighton Centre and the Hove Centre; tourism; sports; events and leisure. The city's compelling visitor offer is driven from here and a vast range of opportunities for residents to take part in cultural activities. Brighton and Hove already has one of the highest rates in the country for engagement in the arts and its library and museum services rank amongst the highest in terms of visitor figures. Its sports facilities are improving significantly too alongside increasing opportunities for residents to participate in sporting and physical activity. The city benefits from 8 million visitors a year and the economic impact of the tourism economy is around £732m. However, there remains much potential for further innovation to ensure the city remains vibrant and successful.

A feature of all of the work in Communities is successful partnership working. There are excellent relationships across all of these areas with city partners and beyond. A key component of these partnerships is the clear recognition that people must be at the heart of all we do.

There are also examples of successful commissioning that have been in place for a number of years, with the Brighton Dome and Festival for example, as well as some areas that are piloting new approaches.

Our leadership role in all of these outward facing areas is key because of our ability to draw partners together to share agendas, resources and determination to make an impact.

The pack that follows contains some key information as an introduction and overview to the areas of culture, recreation and tourism in the Communities portfolio.

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SPORT & LEISURE

Commissioner: Ian Shurrock (☎ 2084)

The Commissioner for Sport & Leisure is responsible for the commissioning of sports facilities, sports development, seafront and outdoor events and leading the development of key strategy in these areas.

The council's sports facilities are commissioned as part of a 10 year management contract with Freedom Leisure (a not for profit social enterprise) are King Alfred Leisure Centre, Prince Regent Swimming Complex, Stanley Deason Leisure Centre, Moulscomb Community Leisure Centre, St Luke's Community Pool, Withdean Sports Complex and the paddling pools. This new 10 year contract, awarded from 1st April 2011, delivered a saving of £850,000 per annum to the council. There is also the opportunity in the development of the partnership to progress proposals to improve the health and fitness offer at both the Withdean Sports Complex and Prince Regent Swimming Complex.

In addition, the council's golf courses at Hollingbury Park and Waterhall are operated by MyTime Active (also a social enterprise) on a 10 year contract. The golf contract with MyTime Active has delivered an income for the council of £90,000, where previously there was a net loss in operation.

The current Sport and Physical Activity Strategy ends in 2012 and therefore work is being undertaken to develop a new strategy for next year. A joint needs assessment is being undertaken in partnership with NHS Brighton & Hove and consultation with sports clubs and other key partners is also taking place. A key part of this will be a Sports Facilities Plan which is being developed to determine the priority for new facilities.

The Commissioner for Sports and Leisure will also lead the development of an Outdoor Events Policy over the next 6 – 12 month period. As part of the Value for Money programme the income and cost of outdoor events is being reviewed. This will give the opportunity to develop a policy framework for the wide range of requests for outdoor events to be considered.

Our seafront is vital to the future of the city as it has been to our economic success to date. A vibrant, well maintained and attractive seafront with a mixed offer is crucial both to our residents and visitors. A seafront strategy that maps current and future investment is key to unlocking those areas of the seafront that still have huge potential for development and improvement.

With the Olympics and Paralympics coming to London only next year, the opportunity to capitalise on the profile that the Olympics provides to promote sports and physical activity in the city will only increase. The city has already applied to host the Torch Relay, Yellowwave is an accredited pre-games training camp and there are links to promote further the city's extensive events programme.

The Commissioner post also leads on the support for the Brighton & Hove City Sports Forum, which includes representative from a wide range of sports clubs, National Governing Bodies of Sport and other key providers of sporting opportunities. The Forum gives the opportunity for members to share good practice, keep up to date with new developments, and very importantly provide a consultative body to shape the provision of sport and physical activity in the city.

CULTURE

Commissioner: Paula Murray (☎ 2534)

The Commissioner for Culture is currently responsible for the commissioning of arts and culture, heritage, tourism services, libraries and the external contract with the Brighton Festival and Dome. Leadership and responsibility for the development of cultural policy sits with this post. The Commissioner for Culture also directs the work of the International Team.

The role of culture in Brighton and Hove in its very broadest sense is extremely important. In this city it means jobs, it means visitors; it improves people's lives and the environment around us. The creative and cultural sector accounts of 20% of businesses and around 10% of employment. The city is known internationally as a cultural destination.

The contract with the Brighton Dome and Festival is one of the earliest examples of successful commissioning in the authority. The original partnership with the Brighton Festival Society resulted in the successful refurbishment of the Dome buildings which have now been open for nearly 7 years and reach one in six households with its annual programme. The financial commitment from the local authority represents around 20% of the total income of the Brighton Dome and Festival. The Brighton Festival is hugely successful and contributes £20m into the local economy each year. The local authority owns the Dome buildings which are on a long term lease to the Brighton Dome and Festival.

The city has an independent cultural partnership, the Brighton and Hove Arts Commission, which is made up of a number of cultural and heritage practitioners and businesses from both the public and commercial sector. The Arts Commission was formed shortly after the city bid to host the European Capital of Culture in 2002 and more recently took a seat on the Local Strategic Partnership. It is key for a city like Brighton and Hove to have a cultural partnership as part of the formal governance arrangements. The Commissioner for Culture leads the relationship with the partnership and looks to it for support in the role of commissioning.

The International Team delivers the council's International Strategy and works cross departmentally with colleagues on the development and implementation of projects with international partners. The team works to maximise international funding into the city to support the delivery of the council's priorities, and provides a range of bidding support services. Over the last decade the International Team has supported and assisted city council departments and organisations across the city to secure approximately £44 million of EU funding. Of this, approximately £16.8m has been secured on bids led by the city council.

The International team aims to maximise the opportunities and benefits from membership of international networks, including enhanced policy development and service delivery. There is a particular focus on our new membership of the Eurocities Network, which gives us the opportunity to profile our city at an

international level, 'borrow' innovative and successful approaches from other cities and make new partnerships to lever in additional international funding to the city.

LIBRARIES & INFORMATION SERVICES

Head of Service: Sally McMahon (☎ 6963)

‘Libraries at the heart of our communities broadening horizons, improving lives’ (Vision statement from the Libraries Plan 2009-2012).

Our libraries celebrate local identity and sense of place, and provide safe and trusted public spaces. Libraries promote vibrant local communities, and help break down barriers through reading and information. Libraries empower and engage people from all backgrounds, and help foster cohesive communities.

Brighton & Hove Libraries provide comprehensive public library services to all those who live, work or study in the city, and for those who are visiting the city. There are 12 community libraries, a mobile library and a central library for Hove. At the heart of this network of libraries is the award-winning Jubilee Library, which opened in 2005 to critical acclaim, and delivers around 50% of the total library services for the city.

In addition to these community and central libraries, we have the Equal Access Services Centre based in Coldean Library, which delivers services to residential accommodation and those who are housebound. Brighton History Centre is a joint Libraries and Museums Centre that has brought together the Brighton local history collections from both services. Jubilee Library also houses a unique collection of rare books and special collections of around 45,000 items.

For those who are unable to visit a local library, or who simply want to access information online, we have 24/7 virtual library provision through our library website, offering free access to a good range of online reference books and databases. We also provide free access to computer facilities for library members in all our libraries. There are over half a million items of library stock across the city.

Key successes recently include:

- Development of the Jubilee Library which remains the top performing library in the region and the 6th most successful library in the country with nearly 1million visits p.a.
- Introduction of Council Connect, a new service involving volunteers and staff supporting people accessing council and other services online
- Children’s Centre has been added to Portslade Library, increasing use by 30% and enabling greater family focussed activities
- New community library has been built in Coldean, increasing library use and enabling greater community use of the facilities
- New community library has been built in Patcham, increasing library use and enabling creative initiatives working with local schools to support children’s literacy and learning
- Libraries Service has progressively increased use of libraries against the national trend

- There has been a 27% increase in residents' satisfaction from 54% to 78% in 5 years
- Our children's library services achieving second highest satisfaction rating nationally

Libraries achieved 48.8% in *The Place Survey* for N1 9 Use of Public Libraries. This compares favourably - nationally 48.2% and the South East 48.6%. Additionally, in 2010 – 2011 the libraries achieved:

- 1,797,086 visits in person
- 1,628,337 visits to website
- 1,314,383 issues of books and other materials

TOURISM & LEISURE

Head of Delivery: Adam Bates (☎ 2600)

The operational services of Royal Pavilion and Museums, venues, tourism, seafront and events, sports development and arts and cultural projects all sit together within this Delivery Unit.

Royal Pavilion and Museums

Head of Service: Janita Bagshawe (tel 2840)

This service is one of the largest in the South East of England with approximately one million items of local, national and international significance, including three collections designated to be of national importance under the government designation scheme: decorative arts, world art and natural history.

It directly operates six sites, which are open to the public:

- Royal Pavilion
- Brighton Museum & Art Gallery
- Preston Manor
- Booth Museum of Natural History
- Hove Museum & Art Gallery
- Foredown Tower
(with negotiation underway at present to transfer to new leaseholder)

It is also responsible for the city council's archive contract with East Sussex County Council and is currently working with officers from ESCC and the University of Sussex on the development of a new record office and historical resource centre, the Keep to be located at Woollards Field within the B&H boundary.

It also has responsibility for a number of historically important listed buildings and monuments:

On the Royal Pavilion Estate:

- William IV Gate House
- India Gate
- Northgate House
- 4/5 Pavilion Buildings

In addition:

- Portslade Old Manor

- The Old Courthouse and Courtroom on Church Street, Brighton
- Jaipur Gate at Hove Museum & Art Gallery

Furthermore, it is responsible for an off-site store where the reserve and research collections are housed, and management agreements with two organisations that open sites to the public in listed buildings: *Fabrica* in Holy Trinity Church and West Blatchington Windmill. The service also provides advice to voluntary run museums in the city: The Old Police Cells Museum, the Fishing Museum, the Toy and Model Museum and the Grange at Rottingdean.

The Royal Pavilion itself is an iconic building that represents the city in so many ways, it is the prime visitor attraction; a unique asset. In a study by Tourism South East in April of this year, the economic impact of the Royal Pavilion was estimated at £27.1m. A different study undertaken by the University of Brighton which additionally took into account the role that the Royal Pavilion had in *influencing* people to visit the city calculated the economic impact at £55.9m.

Key recent successes include:

- A new strategy for the presentation of interpretation and exhibition material including the first contemporary art installation; the story of the India Hospital and the first temporary exhibition in the bicentenary year of the Regency. This fresh approach combined with new business systems and marketing initiatives have led to the **highest visitor admissions since 2001 and a 30,000 increase in 2010-11 on the previous year.**
- The **redevelopment of the World Art Gallery** in collaboration with young people, source communities from outside the UK and Diaspora communities within the UK due to open in June 2012 selected as one of 14 projects across the UK as part of the **Stories of the World** project - the culmination of the Cultural Olympiad Programme.
- The **Renaissance programme** of major improvements and new developments: including work with schools, families and under 5s programmes in Surestart centres and other community centres, out reach and community engagement programmes; micro museums, Egyptology galleries, exhibitions, new web and digitisation programme; on-line marketing; improvements to collections care and information.
- The successful re-launch and rebrand of the charity which supports the work of the Royal Pavilion and Museums, formerly known as the Friends of the Royal Pavilion and Museums, now the Royal Pavilion and Museums Foundation. Membership has grown to 2,000 double the previous year's figures; the highest membership figure since it was established in the 1970s.

In 2010 – 2011 the Royal Pavilion and Museum's Service achieved the following:

- Admissions 622, 208
- Web hits 352, 557

- Self-directed visits by children and young people in formal education 68,866
- Facilitated visits by children and young people in formal education 31,198
- Early years outreach & Loan Boxes 6,737

In terms of visitor surveys, the following satisfaction rates were reported last year:

- Royal Pavilion: 93% visitors Excellent/Good
- Brighton Museum & Art Gallery: 75% Excellent/Good
- Hove Museum: 77% Excellent or Very Satisfied/Good
- Preston Manor: 88% Very Satisfied/Satisfied

Venues

Manager: Howard Barden (tel 2649)

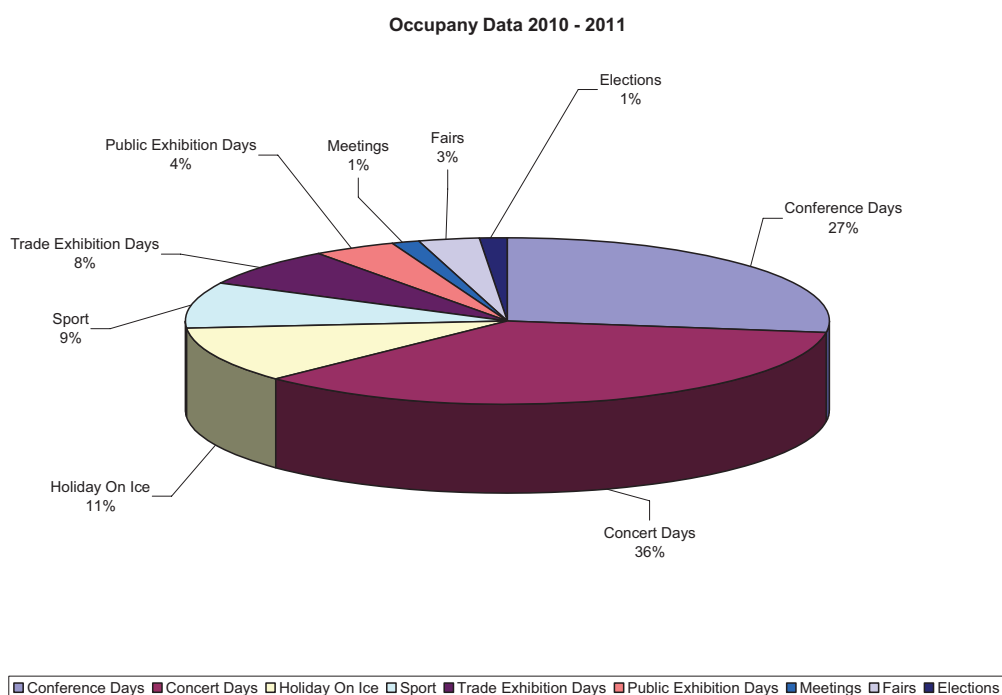
Venues is responsible for the effective management, promotion and delivery of a balanced programme at The Brighton Centre and Hove Centre in order to maintain and enhance the city's position as a premier conference, entertainment and exhibition destination and as a key driver for the local economy.

The Brighton Centre and the Hove Centre have a combined turnover of £12m, generating over £54m into the local economy from conference and concert visitors.

The Brighton Centre is a conference and entertainment centre which hosts large events such as business conferences and concerts. It also generates income for the local economy by bringing visitors into the city. The Brighton Centre was awarded the environmental management standard ISO 14001 and BS8901 in August 2010, the first conference centre in the country to achieve this joint accreditation.

The Brighton Centre is an important income stream for the council, with annual turnover in ticket sales of £8million, holding on average 120 'live' events per annum. Conferences at the Brighton Centre have earned approaching £50 million for the region during 2010-2011. During the same period there have been 17 national or international conferences which filled the venue for 74 days (including build-up and bread-down). Conferences alone attracted 20,000 people, spending some £47.5 million in the region.

Summary Occupancy 2010 – 2011 (Open Days)	
Conference Days	61
Concert Days	79
Holiday On Ice	24
Sport	20
Trade Exhibition Days	17
Public Exhibition Days	9
Meetings	3
Fairs	7
Elections	3
Total diary 'open' days	223
Percentage Occupancy	61



During 2010-2011 the venue had an occupancy rate of 61% not including building up or rehearsal dates.

The Venues are members of the Association of Event Venues, the Association International Palais Des Congress (AIPC) and alongside VisitBrighton, of the International Congress and Convention Association (ICCA).

Both venues have suffered in recent years from lack of investment and competition, however, recent improvements to the Brighton Centre have made a significant difference in the customer and client experience that is already translating into an increase in income and bookings. The customer experience is being revamped and enhanced; a new café has opened on the ground floor, the box office has been improved and there are a range of combined show/dining deals on offer.

Whilst there are still ambitions in the longer term to have a brand new conference centre in the city and there are still limitations to the Brighton Centre in terms of its technical capabilities in particular, the current financial climate presents challenges.

The Hove Centre suffers from competition in particular from better sited venues. Its lack of visibility and outdated facilities make it difficult to operate in a commercially successful way. Although on good transport routes and in close proximity to parking facilities, it would require substantial investment to make it significantly more successful and even then it would be very difficult. It does play a key function in terms of the civic events and functions that it accommodates.

In 2010/11, a culturally and ethnically diverse combination of events was held in the Hove Centre ranging from one day Local and Regional Conferences and Stakeholder Events, Fairs and Auctions, Citizenship Ceremonies, ethnic celebration and Wedding Receptions, Achievement Awards, Blood Donor sessions and Music and Dance events.

In 2010/11 approximately, 100 of the events held in the Great Hall & the Banqueting Suite, were classified as local or community based events and the Hove Centre continues to offer a venue location to individuals and groups who reflect the city's diverse communities.

In 2010/11 income from commercial room hire at Hove Town Hall was £170k.

VisitBrighton; visitor information services

Marketing Manager: John Carmichael (tel 2605)

Convention Bureau Manager: Julia Gallagher (tel 1614)

Visitor Services Manager: Suzanne Mantell (2613)

VisitBrighton's primary objective is to create employment and wealth for the city. The city receives 8 million visitors per year. Tourism is worth around £732 million and supports more than 18,000 actual jobs.

VisitBrighton has four main areas of activity:

The Marketing Team are responsible for marketing the city to both leisure and business visitors, engaging with target visitor markets to take them on a customer journey from "looking to booking to visiting to returning & recommending". The main marketing tool is www.visitbrighton.com which last year had over 1.3 million unique users to the site.

The Convention Bureau is responsible for selling the city as a conference and meetings destination to UK and international conference bookers. Last year the team processed 109 conference enquiries, achieved 43 confirmed events in the city, and realised £42K of income from our delegate accommodation booking service.

The Visitor Services team are responsible for ensuring visitors receive an excellent welcome and have access to quality information. The team operates the award-winning Visitor Information Centre which welcomes 350,000 visitors pa, and a separate, dedicated contact centre, servicing just under 30,000 enquiries.

The Destination Manager works with other council teams (e.g. planning, parking, licensing) to ensure the visitor voice is represented, and delivers the city's Greeter scheme, which has seen 168 successful Greets since the scheme launched in October 2009.

Central to and cutting across all of VisitBrighton's work is its Partnership scheme whereby local businesses pay an annual fee to be part of, and benefit from VisitBrighton's work. Last year we had 364 Partners from across the whole range of tourism businesses, who contributed over £122K in partnership fees, all of which was ringfenced to marketing activity for the city.

Outdoor Events

Manager: Jayne Babb (tel 0372)

The Events Team deliver a diverse programme of outdoor events that appeal to the city's 249,000 residents and 8 million visitors. Year round festivals and events ensure that Brighton and Hove remains one of the most vibrant, colourful and creative cities in Europe.

Events continue to form an increasingly significant part of the Council's overall tourism strategy and contribute to the town's economy, creating jobs and increasing visitor numbers.

The Events Team is responsible for any outdoor events taking place in the city with the main focus along the seafront and in our more central parks and open spaces. Communicating and liaising with all event organisers, promoters, sponsors, local groups, charities and the general public the team deal with events from initial enquiry through to operational management and delivery on the day. The Team acts as a link for event organisers to colleagues throughout many other council departments including traffic, parks, environmental health, licensing, cleansing, and waste management. Current licensing laws require the events officers to act as licensees (on behalf of the council) for all events taking place on council land. There were over three hundred outdoor events in 2010 ranging in scale from community festivals and fun days in the park for ten to fifty people through to the Pride festival – which attracted 120,000 participants. The Team also provides the same service for any filming taking place throughout the city; there were over 150 pieces of filming carried out across the City in 2010.

Seafront Services

Manager: Toni Manuel (tel 0394)

The Seafront Service is responsible for 13 km of seafront stretching from Hove Lagoon to Saltdean. Our objective is to provide a safe and vibrant seafront environment for both visitors and residents to maintain Brighton & Hove as a top visitor attraction and a place which people want to visit time and time again.

The Seafront Service manages and develops a portfolio of over 200 commercial properties generating income and enabling a diverse range of leisure opportunities to

be available to residents and visitors. The service is also responsible for the vast ongoing maintenance required on the seafront and is continually looking at ways in which to improve the seafront environment and promote it as an all year round destination. This includes development projects such as the Brighton Wheel, Madeira Terrace improvements and redevelopment of vacant Peter Pan site on Madeira Drive. Underpinning these projects is the current development of seafront strategy establishing a vision for the seafront and identifying key aims and objectives.

The Seafront Office is operational 365 days a year and is responsible for keeping the seafront safe, managing reactive maintenance and enforcing byelaws. The office deals with a multitude of operational issues and provides emergency support for beach users and other external agencies. During the summer it operates the seasonal beach lifeguard service and implementation and ongoing management of Quality Coast Award requirements.

The Volks Railway is the world's oldest electric railway and is owned and operated by the council through the Seafront Service. Our aim is to conserve and operate this historic railway for the enjoyment of residents and visitors. The service runs from Easter until September each year with maintenance work to the track and rolling stock taking place throughout the winter.

Sport & Leisure

Manager: Jan Sutherland (tel 2722)

The Sport Development Team leads the development of sport and physical activity opportunities in the City, to increase participation, improve the health and wellbeing, reduce anti social behaviour and enable people to reach their sporting potential. Our aim of getting "more people, more active, more often" is achieved by providing and developing sporting activities for all ages and abilities throughout Brighton and Hove.

The Team work with a wide range of local, regional and national partners to develop initiatives to provide affordable and inclusive sport and physical activity opportunities which meets the needs of our diverse communities. NHS Brighton & Hove are a key partner and we deliver a range of initiatives against health related outcomes. These include weight management programmes, the Active for Life Project and the Heathwalks.

The core aims of the Sport Development Team are:

- Provide Strategic leadership for Sport and Physical Activity.
- Raise the Profile of Sport and Physical Activity Opportunities in the City
- Increase participation levels to improve health and wellbeing of our residents
- Supporting local clubs, coaches and volunteers to deliver high quality activities

- Effectively market and communicate sporting and Physical Activity Opportunities in the City.
- Provide sporting pathways for individuals their sporting potential
- Develop and maintain the sport & physical workforce within the City.

Liaising with clubs and groups is a key role of the team to determine club development needs to sustain or increase participation levels. Ongoing support and advice is given to increase opportunities and membership, improve facilities and ensure good practise. We currently have 500 sports clubs registered and are members of our City Sports Forum and we are undertaking an audit with those in order to prioritise our future working with them.

Training, & developing volunteer administrators, coaches and officials is a fundamental part of sports development. By training and up-skilling volunteers clubs become self-sustaining and for some, it provides a new skill set and opportunities for employment. A coach education programme is delivered annually in partnership with key delivery agencies, including a Coach Development Day for coaches to receive information on policies and procedures and workshops such as Safeguarding and Protecting Children workshop.

Raising awareness of Sport & Leisure opportunities in the City is key to increasing participation and these are collated regularly and promoted in a wide range of formats including the “Active For Life” website (www.activeforlife.org.uk) which receives 6000 visits a month. The “Active for Life” Directory (a free A-Z of sports and physical activities in the City) is distributed to over 25,000 people.

Some of the challenges we are facing are:

- Only 24.3% of adults in Brighton & Hove were undertaking the minimum recommended levels of sport and physical activity each week.
- The estimated cost of physical inactivity in Brighton & Hove is £3,077,340 per year through clinical treatment.
- Funding for a Citywide Skateworker

Key successes recently include:

- 43,000 attendances at sessions delivered by the Sport Development Team
- One in forty residents of Brighton & Hove have participated in a sport or physical activity directly organised by the Sport Development Team.
- **TAKEPART**, the city’s international festival of sport engaged with more than 153 different clubs and organisations. The launch event attracted 12000 people.
- 40,000 copies of the Active for Life directory are distributed to local residents each year, containing information on more than 400 different sport and physical activity clubs and groups.

- **Active for Life Project** – supporting people living within specific communities in Brighton & Hove to live active lifestyles. The project caters for all ages, and provides advice and guidance to people looking to take part in local sport and physical activity. Active for Life officers are based in deprived areas of the City to provide a local point of contact for people wishing to get more active in those communities, the Active for Life Website receives around 5500 visits each month and to date the programme has engaged with 5,000 residents in Brighton & Hove, and there have been 72,776 attendances.
- The City's '**Sports & Physical Activity Awards**' provide an opportunity to recognise talented athletes and value the work undertaken by volunteers, coaches and officials. The Awards link to the Regional and National BBC Awards, and in the future, to the sports category of the Public Service Awards. Over 200 people attended the last ceremony and 28 awards were presented in 7 categories.
- **Holiday Sports & Physical Activity Programmes:** The Sport Development Team organises a range of sports activities for young people (aged 4-16) during school holiday periods. 115 different activity courses ranging from squash to golf and from dance to netball are provided delivering to over 2000 young people. The sports courses offer positive healthy activities for young people in their communities. Where possible the Sport Development team work alongside local clubs and coaches to engage them in the delivery of the sports courses to help encourage pathways with local sports clubs in Brighton & Hove.
- **Brighton & Hove Healthwalks** - winner of the Best Health & Wellbeing Initiative at the Brighton & Hove Public Sector Excellence Awards provide 15 free weekly walks all year round. The walks are designed to help people get the most out of walking for their physical and mental health, and are particularly beneficial to those who are getting little or no exercise, recovering from illness, or lacking in confidence. The walks currently offered are free, clearly graded, and led by trained Volunteer Walk Leaders. 1,000 local people walk with the scheme every year and nearly half of our walkers have one or more chronic health conditions (such as Diabetes, COPD, Heart Disease) and/or a disability.

Arts & Cultural Projects

Manager: Donna Close (tel 2008)

Arts & Culture are a very important social and economic driver in the city, shaping our sense of place, identity and community, providing a key and growing area of employment and attracting visitors and businesses to the city.

The city has the highest level of engagement in the arts in the UK outside London and more than 60 festivals each year. The cultural and creative industries sector in the city is one of the single most significant defining elements making Brighton and Hove such a unique place to live, work and visit. The arts are used effectively across many different areas from working with children and young people, environment, health & well being, crime, community cohesion and regeneration and all of the team's work is delivered with a broad range of cross sector partnerships.

The Arts & Cultural projects function is broadly two-fold:

- Arts Development- Leadership of the sector including advice and support to and on behalf of the arts, cultural and creative industry sector, development of policies and strategies, kick-starting new networks in the sector, attracting national and international cultural business to the city, expert opinion for internal and external funding plus input into wider non arts agendas. We collate and share resources for the sector from national, regional and local sources facilitating the sector to work together on strategic aims and maximising resources. The team also supports and services the city's independent cultural partnership, the Brighton and Hove Arts Commission. The team also sit on non-arts focussed groups to help define and deliver strategies for how art and creativity can help deliver against a wide range of agendas including; children and young people, health and wellbeing, environmental factors and social inclusion.
- Cultural Projects – where appropriate, the city council takes a more direct role and the team will design and deliver specific cultural projects working with partners across the city. This role will include substantial fund-raising, project shaping and delivery. (Examples are White Night, Keepers as part of Peoples Day, Children's Festival, Celebrating Age)

Key recent successes include:

- White Night – a very successful all night cultural festival which takes place in October. Now in its fourth year, the attendance has gone from 15,000 to 20,000 to an estimated 40,000 people in 2010. This event was initiated through the Brighton and Hove Arts Commission and was partially in response to issues around community safety and the night time economy. White Night provides an alternative cultural offer on a Saturday night in the heart of the city. The festival has strong international links coupled with a focus on Brighton venues, artists and curators demonstrating their inventiveness through 'doing something different in the middle of night' and reaching new audiences
- Brighton & Hove Children's Festival; The City Council is currently submitting an application to Arts Council England for a 2 year programme of work for 0-19 year olds in the city, which includes a national pilot involving the Arts Council National Art Collection lending contemporary artworks to primary and secondary schools in Brighton & Hove for an academic year and the Children's Festival in 2012 & 2013. The Children's Festival will run for 2 weeks and offers free creative activity for children aged 0-11 and their families. We are also working on a European funding bid with Antwerp, Rotterdam and Ghent to share good international practice.
- Brighton 10, 11, 12 - The 2012 Cultural Olympiad programme that helps to co-ordinate and support cultural events, infrastructure and participation as the city's celebration of London 2012.
- Public Art - delivering a programme of public art for the city that involves consultation with residents, local businesses and the developers. Current

projects include the new AMEX wall, Falmer AMEX Community Stadium, Hollingbury MRF, a public art strategy around the new hospital 3Ts development, the University of Sussex, Upper Drive, Woodingdean Industrial Estate, Bartholomew Square, 'Pocket Park' on Trafalgar Street. These projects are very wide ranging depending on the needs of the stakeholders and range from permanent and temporary, virtual and physical and can be participatory with a focus on resident involvement.

- Festival Clusters Initiative – This 3 year programme of festival development helped secure international showcases like The Great Escape and Caravan for the city as well as provide support for existing city based festivals to develop new national and international links.
- Express; a strategy for the development of work with young people The Express Network, for the arts education sector, was set up in 2010. We currently have 200 members in the network from schools, arts organisations, youth service providers and individual practitioners who meet regularly and share information and good practice via a dedicated blog.
- Made in Brighton – a music industry initiative to raise the profile of the industry during The Great Escape but also to facilitate better communication in and with the sub-sector year round to support music in the city.

ECONOMIC DEVELOPMENT OVERVIEW

JUNE 2011



**Brighton & Hove
City Council**

Economic Development

Lead Officer: Cheryl Finella (Tel 1095)

The Economic Development Team develops the economy of the city by enabling opportunities for employment and business growth. The service straddles commissioning and delivery. Commissioning elements include work related to the City Employment & Skills plan (CESP) and the Business Retention & Inward Investment strategy (BRII). We work on policy development in the area of workforce development, employment & skills, business support and the release of employment land and commercial premises for business growth and employment.

Delivery elements are predicated on the intervention being necessary to demonstrate viability, address gaps that would otherwise not be addressed or as a tool for promoting partnership working leading to sustainable outcomes and activities.

The robustness of a city economy relies on a range of factors that inter-relate; issues such as transport, housing, resident skills, the relative strength of the business base and how the city links with the wider sub-region. Thus the team works internally across the council and externally with businesses, the community and regional and national agencies to conduct its work.

The City Employment & Skills Steering group (CESSG) comprises, private businesses and business representative organisations, Further & Higher Education, the community & voluntary sector and Jobcentre plus. The group exists to drive the CESP which sets a range of targets designed to ensure that the city is able to create at least 6,000 new jobs by 2014, equips residents with the skills needed for those jobs, and works nationally and sub-regionally to lobby for resources and support in achieving the targets.

The BRII highlights the challenges and opportunities for the city's economy; it focuses on the actions needed to ensure that we secure and grow our indigenous business base while also attracting new businesses from key growth sectors into the city. Among the sectors that we are working to support are digital media and gaming; creative industries, environmental technologies, high-tech manufacturing, retail and hospitality.

Building business resilience to economic shocks is essential to the survival and growth of the economy; to this end the teams work includes short, medium and long term actions. The CESP and the BRII represent the medium and long-term activity that the team is engaged in and projects such as Ride the Wave and the Building Futures Local Employment Scheme seek to provide more immediate business support.

The team also works with colleagues in the International Team to seek out opportunities for EU funding to enhance existing work streams and / or enable the development of new work areas that require additional resources in order to progress.

Recent successes

- Ride the Wave, (and the Business Lifebelt programme) were initiated by the Economic Development team in partnership with the local Chamber of Commerce; the recent Ride the Wave programme attracted over 500 business people to a range of workshops designed to equip businesses with the skills needed to sustain and grow their business and weather the recession.
- Economic Development in partnership with City College Brighton & Hove secured £1.2million to help the creation of the first city local labour scheme, Brighton & Hove Local Employment Scheme (BHLES) linked to key development sites.
- We have provided Planning with an employment & skills chapter for the new Guide to Developer Contributions which will, for the first time, require developers to notify their jobs through BHLES and provide contributions toward employment and training for residents.
- Project management of the Urban NOSE project which provides guidance and support to local social enterprises as part of a European Network of Social enterprises seeking to develop robust business models for the sector
- Produced the first Business Welcome Pack for new businesses in the city providing links to business support and advice services in the city and designed to ensure that new businesses have ready access to the support that they need in areas such as skills, business growth, council services and sector information.
- Helped 72 unemployed people access jobs through a partnership project generated through the CESP which linked Further Education, the community voluntary sector, the council and social enterprise.
- Conducted the first council funded business survey into key sectors including environmental services, creative industries and manufacturing to ascertain their resilience to recession and plans for business growth.
- Funded a local business support guide in light of Business Link rationalisation
- Part funded a new post-graduate certificate for the digital media sector developed by the Universities of Brighton & Sussex in partnership with Wired Sussex and designed to improve the employment prospects of graduates wishing to secure employment in the sector.

CULTURE, TOURISM AND ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Agenda Item 9

Brighton & Hove City Council

Subject:	Scoping Report for Scrutiny Agendas		
Date of Meeting:	30th June 2011		
Report of:	Strategic Director: Communities		
Contact Officer:	Name:	Paula Murray	Tel: 29-2534
	E-mail:	paula.murray@brighton-hove.gov.uk	
Wards Affected:	All		

1. SUMMARY AND POLICY CONTEXT

- 1.1 The report sets out information on a range of potential agenda items to be considered by the Committee for the next 2 meetings.

2. RECOMMENDATIONS

- 2.1 That the Committee consider taking forward a range of these potential agenda items or propose/seek/develop alternatives.

3. RELEVANT BACKGROUND INFORMATION

- 3.1 CTEOSC has a remit to cover culture, arts and heritage, tourism and marketing, libraries and museums, events, leisure, sports and recreation, economic development and regeneration and major projects.

This Committee needs to set its agenda both for those formal meetings plus any additional workshops or events, site visits or presentations.

The potential agenda items suggested below are a starting point for discussion. Members may wish to propose additional or alternative items, other agenda items can also be proposed by other Councillors, officers or members of the public.

It is recommended that between 4 and 6 items per agenda is not exceeded and ideally not more than one external presentation per meeting.

- 3.2 There are a number of items proposed, all of which could involve Scrutiny Members in a range of ways; via committee reports, updates, workshops, presentations and site visits. Some of these items have come from the forward work programme of the different service areas and some are items which had been suggested historically from the previous Scrutiny Committee.

3.2.1 **Outdoor Events Strategy**

Outdoor events make a major contribution to the vibrancy and economy of the city. There are numerous requests from event organisers to stage events in the city. There were over three hundred outdoor events in 2010 ranging in scale from community festivals and fun days in the park for ten to fifty people through to the Pride festival – which attracted 120,000 participants. The Events Team also provides the same service for any filming taking place throughout the city; there were over 150 pieces of filming carried out across the City in 2010.

A new Outdoor Events Policy is needed to provide a robust assessment framework to do a number of things; to approve or reject applications for events and to provide a platform from which to look forward and work proactively to attract new events ensuring a vibrant year round programme.

3.2.2 **Sports Facilities**

Previous reports to this committee have given an overview of the sports facilities in the city. More specifically, the council's sports centres and golf courses have both undergone procurement exercises to seek external operators in recent years and Scrutiny Members assisted with both tender exercises through workshops. The external operators appointed were both not for profit social enterprises; Mytime Active managing the golf courses and Freedom Leisure the sports centres. Members may wish to ask for an update on the progress of these contracts, or site visits.

3.2.3 **Seafront Strategy**

A presentation to the last Scrutiny meeting highlighted the importance and key issues facing the council in the management and development of the Seafront. These included the all year round operational management, the challenge of repairs and maintenance in the harsh corrosive environment, and the contribution of the council's property portfolio to the Seafront economy. While the Seafront has benefited from investment particularly between the piers, there is still significant potential for improvement.

The development of a Seafront Strategy gives the opportunity to maximise the benefit of this key city asset in a coherent way and Members may wish to input at an early stage.

3.2.4 **Withdean Sports Stadium Masterplan**

With Brighton & Hove Albion football club moving to the new stadium at Falmer, there is now the opportunity to plan the development of the usage of the Withdean Sports Complex. The removal of a number of temporary facilities that were required for a football league ground has opened up the potential for the site. Withdean is a multi-use site with athletics, football, indoor and outdoor tennis, squash and health and fitness. Approval has been given by Cabinet to develop proposals to improve the health and fitness provision at the Complex and members may wish to input into this development.

3.2.5 Library Plan

The Libraries Plan is a key strategic document for the Council and needs to be ratified at full Council. The current Libraries Plan runs to the end of this financial year. A new three year plan will be in development over the coming months. Scrutiny Members should have an opportunity to input into this at an early stage.

3.2.6 Investment Prospectus

The Strategic Director: Place is leading the development of a key piece of strategy for the city council and its partners; an Investment Prospectus. This will create a basis for the council's use of its own asset and resources base in a more proactive and productive way to enable economic development in the city. Scrutiny Members may wish to input to this emerging piece of work at an early stage.

3.2.7 Local Enterprise Partnership (LEP): Coast to Capital

Local Enterprise Partnerships (LEPs) are part of the Government's reform of economic development and its localism agenda. Following invitation by the Government to bid to form LEPs, Brighton and Hove joined with Croydon, West Sussex and the Gatwick Diamond area (which includes three districts in Surrey, Mole Valley, Tandridge and Reigate and Banstead) to be part of the Coast to Capital LEP. The bid was successful and given the green light to form itself. The Board is now established with John Peel OBE as Chair. Coast to Capital has two central themes; internationalism and entrepreneurship. Two Board members, Phil Jones and Steve Allen have been nominated to cover Brighton & Hove. The role of the LEP is to lead economic development. There is currently no funding commitment to the LEPs from Government, they will be expected to bid for funds and raise private finance to support initiatives for growth. The role and potential impact of the LEP may be of particular interest to Members.

3.2.8 The Tourism and Leisure Delivery Unit

With the configuration of the range of services now contained in the Tourism and Leisure Delivery Unit, there is significant opportunity to delivery differently and in a more integrated way. The previous Scrutiny Committee raised the possibility of a presentation on the workings of the Delivery Unit at a future date.

3.2.9 Arts Council funding

In April of this year, the Arts Council made a major set of announcements n funding intentions from the financial year 2011/12. The impact for a number of Brighton and Hove based organisations was positive. However, in a couple of significant cases, the funding decisions were not positive. Scrutiny members may wish to invite the Arts Council to present to the Committee in terms of their current and future policy intentions.

3.2.10 Brighton and Hove Music Industry

Previous Committee Members have raised the issue of the importance of the music industry in Brighton and Hove. As part of the Great Escape, a music industry led event held in Brighton in May, there was an event held that

explored the state of the music industry locally. Members of the Committee at the time expressed an interest in receiving any feedback from that event.

3.2.11 Public Realm

An early agenda item for the previous Scrutiny Committee was a detailed presentation on Public Art and the Percent for Art Policy in the city. Committee Members wished to revive this topic and have an update on current practice ie the role of art in the public realm.

3.2.12 Hotel provision in the city

The question of hotel provision in the city was raised at a previous Scrutiny meeting. The Brighton and Hove Hotels Association is currently undertaking a review of the Hotels Futures Study produced by the city council in 2007, with a view to making an analysis of future likely demand and supply. Members may wish to ask for an update on this piece of work or a presentation by the Hotels Association.

3.2.13 Environmental industries Ad Hoc Scrutiny Panel

The Environmental Industries Ad Hoc Scrutiny Panel concluded and reported to Scrutiny in November 2009. Members may wish to ask for an update on the recommendations of that Panel.

3.2.14 Social Enterprise Development

Previous Committee members had suggested an update or report on the current support for social enterprise development in the city. The Social Enterprise Strategy led by Brighton and Hove Business Community Partnership, was adopted in 2009.

3.2.15 Disability Arts

The Committee had been made aware of a piece of work being undertaken by the Brighton and Hove Arts Commission into the provision of arts for people with learning difficulties in the city. The Committee had requested, if possible, to have this report presented at the Scrutiny agenda when it was concluded.

3.2.16 Major Projects

Historically this Committee has received regular updates on the progress of a range of capital projects supported by the city council. This report has been given in Part 2 as the content has been subject to commercial sensitivity.

3.2.17 Presentations by external organisations

Historically this Committee has regularly invited presentations from external organisations such as the Brighton Festival and Dome, the Brighton Marathon, Oska Bright (festival of film by learning disabled filmmakers) for example. Other suggestions from the previous Committee for presentations included: an update from the County Cricket Ground on the development and the Brighton and Hove Arts Commission.

4. CONSULTATION

- 4.1 There has been consultation in the preparation of this report with senior service area officers, scrutiny officers and the Chair of Scrutiny.

5 FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

There are no financial implications resulting from the recommendations of the report itself, however, there may be financial implications resulting from the recommendations of any ensuing Ad Hoc Panel report or other Member recommendations passed back to Cabinet which will be reported as they are identified.

Finance Officer consulted: Anne Silley

Date: 8th June 2011

5.2 Legal Implications

There are no legal implications resulting from the recommendations of the report itself. However, there may be legal implications resulting from the recommendations of any ensuing Ad Hoc Panel report or other Member recommendations referred to Cabinet.

Lawyer consulted: Bob Bruce, Principal Solicitor *Date: 8th June 2011*

5.3 Equalities Implications

There are no direct equalities implications arising from this report, however, all of the topics outlined above would have detailed equalities implications on examination.

5.4 Sustainability Implications

There are no direct sustainability implications arising from this report, however, there would be sustainability implications in all of the topics outlined above that would be detailed in specific reports.

5.5 Crime & Disorder Implications

There are no direct crime and disorder implications arising from this report. Each of the topics outlined above would have crime and disorder implications to a greater or lesser extent on closer examination.

5.6 Risk and Opportunity Management Implications

The risk and opportunity management implications of each of the topics would be covered in any more detailed report on them.

5.7 Corporate / Citywide Implications

All of the topics above have citywide implications either in terms of the economy of the city or the population.

SUPPORTING DOCUMENTATION

None

CULTURE, TOURISM AND ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Agenda Item 10

Brighton & Hove City Council

Subject:	Brighton & Hove's Programme for 2012		
Date of Meeting:	30th June 2011		
Report of:	Strategic Director: Communities		
Contact Officer:	Name:	Pauline Freestone	Tel: 29-3312
	E-mail:	pauline.freestone@brighton-hove.gov.uk	
Wards Affected:	All	All	

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Culture, Tourism and Enterprise Overview and Scrutiny Committee have requested an update on Brighton and Hove's activity in relation to London 2012. This report presents the context for that activity, a summary of that activity to date plus an indication of future potential.
- 1.2 The Olympic and Paralympic Games provides an inspirational platform to seize the many opportunities for the city in business, sport, culture, tourism and volunteering.
- 1.3 These ambitions will not be realised without the support of the council and close links with our partners. Brighton & Hove are fully committed to a partnership approach at a local, regional and national level, and working with central government, the London Organising Committee for the Olympic Games (LOCOG) and the Olympic Delivery Authority (ODA).

2. RECOMMENDATIONS:

- 2.1 That the Committee recognises the potential and impact surrounding the 2012 Games, notes the contents of the report and endorses the activity to date.
- 2.2 That the Committee continues to endorse the partnership approach adopted at every level to meet agreed outcomes.
- 2.3 That the Committee continues to support the council's role in facilitating the 2012 citywide strategy group and endorses the priorities this group are working towards.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 The 2012 Co-ordinator post supports involvement for Brighton and Hove in 2012. This continues to be funded, jointly from Culture and Economy and Housing. The post has focussed on a number of things:

- producing events locally
- supporting the development of appropriate city initiatives
- taking part in regional and national programmes
- ensuring the city is linked into regional and national planning groups.

3.2 BHCC continues to be part of any regional or national initiatives that benefits the city:

- As announced recently, the City will be one of the destinations to host the Olympic Torch Relay on 16 July 2012
- Yellowwave – the city’s beach volley ball centre is registered as an official pre-training camp
- Brighton Museum is host to “Stories of the World” a national museums programme
- Lone Twin local winner of the regional “Artists Taking the Lead” project for the South East with their commission The Boat Project
- Five “Inspire Marks” have been awarded for 2012 linked city projects
- 200 learners graduated from the Personal Best (pre employment training) programme delivered by Albion in the Community
- Over 66% of schools are registered on the London 2012 educational programme - “Get Set”
- Collaboration between the city’s universities in the Creative Campus initiative
- The city’s greeter scheme has close links with the “Welcoming the World” initiative
- Free swimming, over 17,500 free swimming registrations submitted

3.3 At a local level, and to underpin the **Brighton & Hove 10..11..12** identity, a core set of key messages have been consistently reinforced throughout in the lead up to 2012 Olympiad.

- Improve the health and wellbeing of the city’s residents
- Build and grow the city’s cultural and sporting offer
- Deliver economic benefit to the city generating new revenue and job opportunities

These key messages above will be used consistently to provide residents, businesses and visitors with an obvious and easy to understand link between the many and diverse range of activities that are planned as part of the city's 2012 programme of events and celebrations.

- 3.4 The 2012 city wide strategy group have worked within the key messages above and developed three Brighton & Hove themes:
- **Profile** - Increase and raise the economy and profile of the city locally, nationally and internationally
 - **Participation** - Increasing participation in sport and physical activity to raise the overall health of the city
 - **Infrastructure** - To maximise and increase activities offered within the city's sporting facilities through the 2012 programme.
- 3.5 The **Profile** strand will include a range of events and activity that build on historical and current activity aiming to promote the reputation and profile of the city, increasing footfall and visitor figures. The economy/profile strand of the programme cannot be neglected partly because of the impact of the recession. Additionally, tourism colleagues are predicting that there may be a drop in visitors to the city in 2012, specific marketing needs to counter this to attract visitors staying in London for the Games. In terms of supporting the city's economy, there may also be specific opportunities for our businesses in terms of procurement or training linked to 2012.
- 3.6 The focus on **Participation** plays into our health agenda and the work of the sports development team aiming to get 'more people more active more often'. Participation is not just about playing sport, but also about volunteering placements, apprenticeships in the sports and leisure industry and other opportunities for people to take part.
- 3.7 The **Infrastructure** strand aims to highlight some of the capital developments and refurbishments, particularly in terms of sport that are in the planning or due for completion during that timescale. There are a number of impressive developments in terms of facilities for sporting activity in the city. For example: the Cricket Club expansion and development, the arrival of the architecturally beautiful community stadium as well as some smaller more integrated elements such as the ongoing development of walking and cycling routes.
- 3.8 At a local level the city already has a successful 2012 programme giving residents and visitors the opportunity to feel a part of the Games through sport and culture. A year long calendar of events and activities, inspired by the Games, is currently being put together to be launched in September. The draft calendar is attached at Appendix One.
- 3.9 Hosting the Olympic Torch Relay provides the city with a unique opportunity to be directly involved in an international event, raising the city's profile at a local, regional, national and international level. World wide coverage of this large scale event will highlight the city as a destination for tourism and

business. With any large scale event the impact on the local economy is immediate bringing residents and visitors into the city, and longer term potential business opportunities. The opportunity for participation will be provided through the involvement of communities welcoming the Torch through the city's streets.

- 3.10 The simple programme structure and themes outlined for **Brighton and Hove 10..11..12** creates enough of a city framework for a wide range of partners to work together with the council retaining a leadership and coordination role, continuing to chair the strategy group, involve a wider range of partners and expand the programme.
- 3.11 With a year to go, now is the time to really increase the profile and energy behind this initiative. There are some really good events in the calendar and a wide range of opportunities for our residents to take part and for the city to increase its profile outside of the country to potential visitors.

4. CONSULTATION

- 4.1 Consultation has been carried out across council departments in the establishment of the programme to date plus a range of key partners. Consultation will continue to be focused around the 2012 citywide strategy group.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

The funding for the 2012 Co-ordinator post is included in current revenue budgets. Future programmes and projects will be subject to funding being identified through partners and external organisations.

Finance Officer Consulted: Anne Silley

Date: 15th June 2011

5.2 Legal Implications

There are no direct legal implications arising from this report. Any legal implications arising from specific parts of the council led 2012 programme will be dealt with in more specific reports to Cabinet, Cabinet Member Meetings or Scrutiny meetings as the programme develops.

Lawyer Consulted: Bob Bruce, Principal Solicitor

Date: 15th June 2011

5.3 Equalities Implications:

There are positive equalities implications in the delivery of much of the planned 2012 programme in that activity will be targeted towards those who do not currently participate. Significant elements of the 2012 programme will also be free and open access.

5.4 Sustainability Implications:

The events programme will conform to the requirements to produce and run events in a sustainable manner.

5.5 Crime & Disorder Implications:

There are positive implications in terms of the prevention of crime and disorder in the provision of free events in public spaces that foster civic pride, natural surveillance and positive public behaviours.

5.6 Risk and Opportunity Management Implications:

The risk management implications in any event or programme would be outlined in detail in the project plan. The opportunities are outlined in the body of the report.

5.7 Corporate / Citywide Implications:

The opportunities from the city taking an active role in developing and delivering a programme for 2012 are citywide in terms of all residents.

SUPPORTING DOCUMENTATION

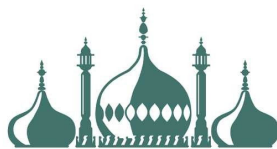
Appendices: 2012 Celebration Calendar

Documents in Members' Rooms

None

Background Documents

None





Brighton & Hove 2012 Celebration Calendar



<u>September 2011</u>	
TBC	Launch Event - Community Stadium event?
11 th	Triathlon Swim
Throughout autumn	The 5 ring walk/cycle run launch
<u>October 2011</u>	
TBC	Cancer research 10km run
28 th	White Night
12 th	Sport & Physical Activity Awards
12 th	Launch of Sports & Physical Activity Grants
<u>November 2011</u>	
20 th	Brooks 10km run
22 nd , 23 rd , 24 th	Oska Bright Film Festival at The Corn Exchange
<u>December 2011</u>	
21 st	Burning of the Clocks
<u>January 2012</u>	
28 th	South of England Cross Country Championship
<u>February 2012</u>	
19 th	Sussex Beacon Half Marathon
<u>March 2012</u>	
12 th – 23 th	Aqua Festival
TBC	Lets Dance
TBC	Special Schools Sports Festival



April 2012		
1st	Gold Run at Glyndebourne (Carousel)	
9 th – 15 ^t	Brighton Punch & Judy Jamboree	
15 th	Brighton Marathon	
TBC	Children's Festival	

May 2012		
7 th - 29 th	Brighton Festival	
17 th	Gold Run at The Dome (Carousel)	
TBC	Children's Parade	
TBC	Brighton Festival and Festival Fringe	
TBC	The Boat	

June 2012	
TBC	Take Part + Older Persons Olympics
TBC	London to Brighton Bike Ride
TBC	Hove Park Road Race
TBC	Race for Life
TBC	Stories of the World gallery opening
TBC	Primary Schools 2012 project Celebrations

July 2012	
TBC	Brighton Carnival
7 th – 15 th	Big Dance
TBC	Paddle Round the Pier
TBC	Pride
7 th , 8 th	Pier to Pier swim
16 th	Torch Relay
27 th	Opening of Olympic Games
26 th , 27 th , 28 th	Open Weekend
TBC	England Hockey Roadshow
TBC	Whoops Street Show

August 2012	
29th	Opening of Paralympic Games

September 2012	
TBC	Brighton Triathlon

On Going Events:	
2011	150 years of Brighton Museum celebration
2012	The Diamond Jubilee
2012	Primary Schools Language & International Project celebrations
12 June – 9 Sept. 2012	Finale of the Cultural Olympiad (The London 2012 Festival)



CULTURE, TOURISM AND ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Agenda Item 11

Brighton & Hove City Council

Subject:	Residents' Card Scheme		
Date of Meeting:	30th June 2011		
Report of:	Strategic Director: Communities		
Contact Officer:	Name:	Paula Murray	Tel: 29-2534
	E-mail:	paula.murray@brighton-hove.gov.uk	
Wards Affected:	All		

1. SUMMARY AND POLICY CONTEXT

1.1 Many local authorities have implemented 'Smart Card' schemes of various kinds both for residents and visitors ranging from simple loyalty card schemes for local businesses to more complex applications combining access to different public and private services across local authority boundary areas. A number of Councillors have raised, as an aspiration, the implementation of a scheme for Brighton and Hove. This paper sets out some of the issues for discussion and some potential next steps.

2. RECOMMENDATIONS

2.1 That the Committee consider the potential scope for a Residents' Card scheme and make recommendations to the Administration to inform this initiative being taken forward.

3. RELEVANT BACKGROUND INFORMATION

3.1 Background

3.1.1 As more and more services are available to the public online and via smart technology, there is, perhaps, an expectation that all services could eventually be accessible in this way. In many cases, there has been cost savings associated with service delivery, ticketing costs etc as a result of the implementation of smart card technology.

3.1.2 Card schemes have been used in order to increase access to cultural and leisure services in particular for targeted groups as part of specific health initiatives. They are also used in order to provide an 'award system' in various ways; in response to residents volunteering for example. From a

marketing point of view, they could also be used to target/increase attendance at low points in the season in the city.

3.2 Further information

- 3.2.1 Any scheme implemented in Brighton and Hove would have to take into account a range of already current initiatives, in order to ensure that their effectiveness was not materially damaged, there would also be a range of potential partners. The scope, and therefore the cost, of any scheme would be variable.
- 3.2.2 There is currently already a targeted card scheme which has been operational since 2003 in Brighton and Hove, the Compass Card. This is the local leisure discount card available to children and young people with disabilities and significant special needs who have registered their details with the Compass Database. Amaze is the organisation contracted to co-ordinate the local register of disabled children by BHCC and the organisation's ability to attract and retain families registering their details is significantly helped by the offers developed via the Compass Card.
- 3.2.3 Amaze has also been commissioned by the BHCC's Adult Services to develop a menu of offers to be available to all carers in the city as a Carers' Card (being managed by the Carers Centre). This card will be available from 1st April but is being widely launched in June.
- 3.2.4 The Royal Pavilion and Museums Foundation membership card scheme already supports a wide ranging membership and the Youth Council is looking to support a specific card that supports the engagement of young people called a 3 in 1 card.
- 3.2.5 Brighton and Hove Bus Company is currently looking to implement an Oyster Travelcard system and have indicated that they would be happy to work with the Council. This would be a potential partner for a Resident and Visitor Card scheme. With the national plans to make Oyster card nationally compatible this could potentially have a major impact.
- 3.2.6 In addition to the above points, there would be a number of legal and governance issues that would need to be addressed within the project management process such as data protection and data ownership.
- 3.2.7 The costs for set up and implementation are very dependent upon the scope of the scheme. In terms of options for card schemes, a wide range of useful current case studies are available for further information at the following website: <http://www.scnf.org.uk/index.html>

(SCNF is a non-profit organisation providing an events network, online resource and user forum for Local Authorities choosing multi-application smart card schemes to improve service delivery.)

3.3 Next steps

Following input from Scrutiny, a number of next steps could be undertaken:

- Establish project steering group including representatives from different service areas, partners providers, digital technology providers, council communications and IT to oversee scoping exercise and detailed options analysis.
- Join SCNF network and participate in free information sharing events and networks.
- Continue discussions with potential partners such as Brighton and Hove Bus Company
- Take forward an options paper to Cabinet for decision on resource allocation

4. CONSULTATION

- 4.1 There has been consultation in the preparation of this report with senior service area officers, scrutiny officers and the Chair of Scrutiny.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

Investment would be required to support the development and implementation of any Residents' Card Scheme which would need to be built into the budget strategy. Any options paper would need to outline the financial implications in detail.

Finance Officer consulted: Anne Silley

Date: 15th June 2011

5.2 Legal Implications

There are no legal implications resulting from the recommendations of this report itself. However, there would be significant legal implications in the development and implementation of any Residents' Card Scheme to be outlined in detail in any options paper.

Lawyer consulted: Bob Bruce

Date: 13th June 2011

5.3 Equalities Implications

There are no direct equalities implications arising from this report, however, there could be significant equalities implications in the development and implementation of a Residents' Card Scheme. There could be positive implications in terms of any targeting of activity a scheme could be used for.

5.4 Sustainability Implications

There are no direct sustainability implications arising from this report, however, there would be sustainability implications in the development and implementation of any Residents' Card Scheme particularly in terms of financial sustainability.

5.5 Crime & Disorder Implications

There are no direct crime and disorder implications arising from this report. It is possible that the uses of a Residents' Card could contribute to targeted activity that is designed to reduce the likelihood of crime and disorder; a scheme to engage young people in cultural or leisure activity who might otherwise be at risk of engaging in criminal activity for example.

5.6 Risk and Opportunity Management Implications

The risk and opportunity management implications of the different options for the Residents' Card Scheme would be fully explored in the options paper and would be very significant in terms of any decisions around options.

5.7 Corporate / Citywide Implications

To be successful, any scheme developed would have to be genuinely citywide in its reach. The development of any scheme would need to be seen as a corporate project given the different areas of expertise and service areas involved.

SUPPORTING DOCUMENTATION

None