

AT A MEETING of the CULTURE AND COMMUNITIES SELECT COMMITTEE
of the COUNTY COUNCIL held at The Castle, Winchester on Monday 16
January 2017:

PRESENT

Chairman:
p Councillor Anna McNair-Scott
Vice-Chairman:
a Councillor Frank Pearce

Councillors:

a	Phil Bailey	p	Mark Kemp-Gee
a	Zilliah Brooks	p	Fiona Mather
p	Peter Chegwyn	p	Alan Rice
a	Shaun Cully	p	Tim Rolt
p	Jonathan Glen	p	John Wall
p	Brian Gurden	a	Chris Wood
p	Peter Latham	p	Frank Rust

Also in attendance:

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

168. BROADCAST ANNOUNCEMENT

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

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

169. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Bailey, Brooks and Cully. Councillor Latham was in attendance as the Conservative deputy member. Councillor Rust was in attendance as the Labour deputy member.

170. DECLARATION OF INTEREST

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

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

171. MINUTES

The Minutes of the Committee meeting held on 21 November 2016 were confirmed as a correct record and signed by the Chairman.

172. DEPUTATIONS

No deputations were received.

173. CHAIRMAN'S ANNOUNCEMENTS

The Chairman praised the work of the County Council's Library Service volunteers and thanked them for their ongoing contributions. The Chairman noted that Volunteer Celebration events had taken place throughout September and October 2016 and that some Libraries had also come together to host joint celebrations including a series of coffee mornings. These events were developed at the suggestion of the Libraries Task and Finish Group. The Chairman noted that the Library Service was intending to build upon the success of these events in future years by considering a wider recognition event perhaps being hosted in the Great Hall in Winchester. Members heard that the service was also planning to use the opportunity presented by National Volunteer Week, which would run from 1-7th June 2017, to attract new volunteers and promote the value of volunteering.

The Chairman was pleased to announce that the new Queen Elizabeth Country Park to Petersfield Cycle Route was officially opened by the Executive Member for Culture, Recreation and Countryside on 18 November 2016 and that the opening event had been attended by around 50 local cyclists. The Chairman noted that this 4 kilometre section would link up the Sustrans designated NCN222 route which runs north from Portsmouth. The project had been supported and delivered by the County Council and had received significant usage over the Christmas period.

The Chairman, and Members of the Committee, noted their gratitude to the departmental officers, including the Director and Assistant Directors, for their ongoing contribution to the department and its services and praised their efforts.

174. **UPDATE ON HAMPSHIRE CULTURAL TRUST**

The Committee received a presentation from the Cultural Trust's Chief Executive Officer (Item 6 in the Minute Book) providing an update on the activities of the Trust to date.

Members were presented with an overview of the aims, objectives and vision of the Trust. It was reported that the Trust had experienced a strong and positive start-up period since it had been established in 2014. Work had been conducted throughout 2015 to implement new independent systems for managing HR, Finance and IT and the Committee also received information regarding the Executive Leadership team who had been appointed to lead and manage the Trust. Highlights from the 2015-16 year had included the 'Big Theme' of 'Dinofest' which had proven particularly popular at a number of Trust venues. Furthermore, Members heard that the Lego event at Milestones Museum had attracted high visitor numbers.

The Committee heard that plans were in place to improve and develop cultural venues across the County. These plans included a transformation to the art gallery and museum infrastructure at Basingstoke, Gosport, Lymington, Southampton and Winchester. Furthermore, there existed plans for significant changes at Winchester City Museum, incorporating the display of the Roger Brown model of Victorian Winchester, and at Westbury Manor Museum. Members heard that a recent Heritage Lottery Fund (HLF) grant of £100,000 had been received towards the re-development project at Westbury Manor Museum.

Members were informed that a key focus for the Trust included the development of the Combined Arts Programme and that the stage one application for designated status of the archaeology collections had been approved by the Arts Council England (ACE). There was also discussion held around the Trust's 'Better Life Chances' (BLC) programme which aimed to provide high quality arts and cultural provisions to vulnerable people of all ages across Hampshire.

It was reported that the Trust had recently received grant funding from a variety of sources. This had included a sum of £350,000 over four years from the Paul Hamlyn Foundation, £900,000 from ACE, a further £40,000 from ACE specifically designated to raise artistic aspiration in Rushmoor and an extension grant from the HLF. Financially, the Trust was aiming

to become less reliant on local authority funding and focus more upon income earned and donations.

Members heard that the 'Big Theme' for 2017/18 would be 'Jane Austen 200' marking the 200th anniversary of Jane Austen's death. An exhibition was planned for Winchester Discovery Centre to bring together all known portraits of Jane Austen. It was confirmed that the Trust worked in partnership with independent museums and cultural venues collaborating to deliver such events at different locations across Hampshire.

Following Member's questions, it was confirmed that some of Hampshire galleries were covered by the Government Indemnity Scheme for the display of collections. It was noted that plans were in place to apply for this for other Hampshire galleries to enable further collections to be displayed countywide.

Discussion was held regarding the arts provision in Fareham, particularly the Ashcroft Arts Centre, and Members were informed that no changes or relocations were planned. It was confirmed that the Winchester Royal City project was in the very early stages and that an information steering group had been established, with representation from both Hampshire County Council and Winchester City Council, to take this project forward.

RESOLVED:

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

175. **2017/18 REVENUE BUDGET REPORT FOR CULTURE, RECREATION AND COUNTRYSIDE**

The Committee received a report from the Director of Culture, Communities and Business Services and the Director of Corporate Resources – Corporate Services (Item 7 in the Minute Book) regarding the 2017/18 Culture, Recreation and Countryside revenue budget.

The overall financial position for the County Council was outlined and Members were updated on progress with the Council's Transformation to 2017 (Tto2017) programme which aimed to deliver £98million of savings by 2017/18. It was reported that the budget setting process for 2017/18 was to be slightly different in that the majority of budget decisions related to the Tto2017 programme and decisions had already been made.

Key challenges for the department were highlighted and the

Committee was presented with an overview of approved savings for each service as part of the Tto2017 programme. Overall, this amounted to an overachievement of the targeted savings by £507,000 against a target of £2,086,000.

Appendix 1 provided a summary of proposed budgets for service activities for 2017/18 and demonstrated that these were within the Culture, Recreation and Countryside cash limit, approved by Cabinet in December 2016, of £20.526million.

RESOLVED:

That the Culture and Communities Select Committee recommends to the Executive Member for Culture, Recreation and Countryside that he approves the following for submission to the Leader and Cabinet:

- i. The revised budget for 2016/17 as set out in Appendix 1.
- ii. The summary budget for 2017/18 as set out in Appendix 1.
- iii. The workforce implications of the proposed budget for 2017/18 as set out in Appendix 2.

176. **COUNTRY PARKS TRANSFORMATION: EVOLVING OUR BRAND**

The Committee received a presentation from the Director of Culture, Communities and Business Services (Item 8 in the Minute Book) providing information on the re-branding and marketing of the County Council's Country Parks.

Members were informed of the ambition for the overall Country Parks Transformation (CPT) programme and that it aimed to develop a suite of 21st century modern parks which were all self-financing. As part of the CPT, the branding and marketing of the parks was being reviewed. The Committee heard that the current branding in use was over fifteen years old and that the opportunity to refresh this coincided with a number of other initiatives. These included the Council's digital programme, to move the marketing of the parks from a printed to a digital platform, a review of existing signage at the parks, to incorporate the new logos, and a vehicle review which was currently being undertaken.

Members were provided with a presentation which gave some examples of new logos, colour themes and visual identities which were currently under consideration. It was explained that, as part of this work, Manor Farm Country Park would be re-branded to create two new locations at the existing site. The

plans involved separating the Farm and Country Park to create Manor Farm and River Hamble Country Park. It was reported that the planned implementation of the new branding would begin in Spring 2017.

RESOLVED:

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

177. **WORK PROGRAMME**

The Committee received a report from the Director of Transformation and Governance - Corporate Services (Item 9 in the Minute Book) which set out the Committee's work programme.

RESOLVED:

That the Work Programme be noted.