

CABINET MEMBER FOR CULTURE AND TOURISM

**Venue: Town Hall, Moorgate
Street, Rotherham. S60
2TH**

Date: Tuesday, 4th December, 2012

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for absence.
4. Declarations of Interest.
5. Minutes of the previous meeting held on 6th November, 2012. (Pages 1 - 3)
6. Subsidised use of the Civic Theatre (Applications). (Pages 4 - 6)
 - Theatre and Arts Manager, Environment and Development Services, to report.
7. Welcome to Yorkshire - position report. (Pages 7 - 10)
 - Head of Corporate Communications and Marketing, Commissioning, Policy and Performance, Resources Directorate, to report.
8. Rotherham Visitors' Centre (presentation).
 - Head of Corporate Communications and Marketing, Commissioning, Policy and Performance, Resources Directorate, to report.
9. Date and time of the next meeting: -
 - Tuesday 15th January, 2013, to start at 10.00 am in the Rotherham Town Hall.

**CABINET MEMBER FOR CULTURE AND TOURISM
6th November, 2012**

Present:- Councillor Rushforth (in the Chair); Councillors Wallis and Andrews.

F12. DECLARATIONS OF INTEREST.

There were no Declarations of Interest to record.

F13. MINUTES OF THE PREVIOUS MEETING HELD ON 18TH SEPTEMBER, 2012.

The minutes of the previous meeting held on 18th September, 2012, were considered.

Resolved: - That the minutes of the previous meeting of the Cabinet Member for Culture and Tourism be agreed as an accurate record for signature by the Cabinet Member.

F14. SILVER WOOD MANAGEMENT PLAN.

Consideration was given to the report presented by the Trees and Woodlands Officer, Environment and Development Services, which outlined a proposed Management Plan for Silver Wood over the period 2012 - 2017.

Silver Wood woodland area covered 1.64 hectares (4.0 acres) and had been in the ownership of the Council since 2008. The woodland area is open for public access and recreation and consultation with local people suggested that the resource was well regarded by them.

The report noted that the last significant management of Silver Wood had taken place in the early 1900s, when it had been clear-felled and replanted with beech trees. The trees planted at this time had matured together and it was likely that they would start to die at a similar time, which would place at risk the woodland amenity and wildlife benefits currently there.

The proposed Management Plan included a detailed work programme for the 2012 - 2017 period. This included a number of specific actions: -

- Thinning of mature beech trees;
- Creation of a felling area for around 10 mature trees;
- Coppicing along the woodland edge.

It was intended that these actions would remove the more poorly formed trees, giving the best trees more light and room to grow and encourage a ground flora, shrub layer and the next generation of trees. Coppicing along the woodland edge would create a light, warm and sunny edge to the woodland, providing a habitat to encourage fruit and nectar rich plants to thrive, helping to support insects, butterflies, birds and bats.

Consultation on the proposed Management Plan had been undertaken with one-hundred and forty local households, Ward Members, Ravenfield Parish Council and ten local interest groups. The Wentworth South Area Assembly

had been informed of the Plan. Thirty-one responses had been received that were largely positive about the proposal to manage the woodland area. Three objections had been received and were largely related to the removal of healthy trees.

It was proposed that, following the decision of the Cabinet Member on the proposed Management Plan, a consultation response be issued that confirmed the importance of delivering the proposals to protect the long-term value of the site.

Discussion ensued, and the following issues were discussed: -

- Resulting health and safety issues of not managing the woodland, including negative implications for the public's access;
- Percentage of Ash trees within the woodland in light of the recent news coverage of Ash Die Back Disease;
- Financial implications;
- Balance of allowing natural regeneration of woodland area, as opposed to specific planting projects, which came with more risks and cost implications;
- Low incidence of anti-social behaviour within Silver Wood;
- Involvement of school groups in the proposed Plans.

Resolved: - That the Silver Wood Management Plan for the period 2012 - 2017 be approved.

F15. BAR PARK, THORPE HESLEY.

Consideration was given to the report presented by the Leisure and Green Spaces Manager, Environment and Development Services, which updated the Cabinet Member on the terms of the intended transfer of Bar Park, Thorpe Hesley, from Sheffield City Council to Rotherham Metropolitan Borough Council. The Former Cabinet Member for Culture, Lifestyle, Sport and Tourism agreed on 30th November, 2010, that negotiations should commence with Sheffield to agree the transfer of the freehold of Bar Park, to Rotherham on the principle that a community group would take control of the site under the Council's Asset Transfer Policy (Bar Park, Thorpe Hesley; Minute F43 refers).

Initial efforts to agree the transfer of the freehold from Sheffield City Council were protracted and ultimately unsuccessful because Sheffield informed the Leisure and Green Spaces Manager in July, 2012 that, owing to a policy change, they could only offer an eighty-year lease on Bar Park. However, with regards to the previous decision to transfer the asset from Sheffield and allow a community group to control the site, Rotherham Metropolitan Borough Council's Asset Transfer policy only allowed for the transfer of assets that were owned freehold by the Council.

Under the Localism Act, 2011, local communities had the right to buy council-owned assets. Sheffield City Council's policy that related to this, 'Community Buildings Strategy, 2007 - 2010', was provided at Appendix A. It was understood that Sheffield City Council were developing a revised updated policy.

It was proposed that, should any local group/s confirm their interest in taking

control of Bar Park, that they would be advised to seek confirmation from Sheffield City Council on their current asset transfer policy.

Discussion ensued on the issues presented. Ongoing communication and engagement had taken place with the Friends of Bar Park throughout the negotiations with Sheffield, and they were satisfied that Rotherham officers had undertaken appropriate actions. No local groups had come forward as being willing to take control of the site at the time of writing the report.

Resolved: - (1) That Sheffield City Council be notified that Rotherham Metropolitan Borough Council will not pursue Sheffield's offer of a lease on Bar Park, Thorpe Hesley.

(2) That Green Spaces Officers advise any local group interested in controlling and developing Bar Park to contact Sheffield City Council to seek an asset transfer directly from them.

F16. COMMUNICATION UPDATES

The Head of Corporate Communications and Marketing, Commissioning, Policy and Performance, Resources Directorate, provided an update on a number of issues relating to promoting Rotherham.

This included: -

- Exploration of potential advertising around the programme of events taking place in Rotherham and its visitor attractions, including costing, contributions and collaboration from/with partner organisations;
- Role of advertising in a wider programme of activity;
- Website development;
- Role of the Visitors' Centre in the Rotherham Town Centre;
- Rotherham's subscription contribution to 'Welcome to Yorkshire';
- South Yorkshire's Tourism Advisory Group.

Resolved: - (1) That the information shared be noted.

(2) That the Cabinet Member receive further reports in relation to the promotion of Rotherham.

F17. CONFIRMATION OF DATE AND TIME OF NEXT AND FUTURE MEETINGS

Resolved: - That the next meeting of the Cabinet Member for Culture and Tourism take place on Tuesday 4th December, 2012, to start at 10.00 am in the Rotherham Town Hall.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	4th December, 2012
3.	Title:	Subsidised Use of The Civic Theatre (Applications)
4.	Programme Area:	Environment and Development Services

5. Summary

The Cabinet Member has previously approved an application process with regards to requests for subsidised use of the Civic Theatre for charitable use (Minute F40 of 6th December, 2011, refers). It was determined that applications be brought to further Cabinet Member meetings for decisions and that advice should be given by officers as to the suitability of the proposal from a professional, technical and logistical perspective. This report contains recommendations for three applications.

6. Recommendations

That an application by Steps productions be approved.

That an application by C Ayres (Safe at Last) be approved.

That an application by Mick Hill be declined.

7. Proposals and Details

Summaries of the proposals are included below: full details of the proposals will be brought to the meeting.

1. Steps Productions - A variety evening in aid of Rotherham Hospice

Steps Productions has a growing reputation as one of the best local producers. Based on previous experience with the company, we believe that the show would be well planned and organised and that it would adhere to key licensing objectives.

It is envisaged an estimate of the subsidy required would be:

Theatre Hire	£432.00
Additional staffing 9-6	£450.00
2 x follow spot ops (2 x 6 hours)	£242.00
Ticket commission (Assuming 350 sold)	£249.20
Contingency extras	<u>£150.00</u>
	<u>£1523.20</u>

In kind support would be offered by a local sound engineer who Steps work with and we would request that a company stage manager be available.

2. Stars at Last

Safe at Last has a long association with the theatre and have previously held charitable evenings.

The format of the show is one of variety and comes with a stage manager. The biggest logistical problem with this show is sound engineering which would be controlled and managed by an external engineer.

It is envisaged an estimate of the subsidy required would be:

Theatre Hire:	£432
Additional Staffing 3-6pm	£148
Haze machine and fluid	£30
Star Cloth	£14
1 x follow spot op (6 hrs)	£60.50
Piano hire and tuning	£80
Ticket commission (assuming 350 sold)	£249.20
Contingency extras	<u>£200.00</u>
	<u>£1213.70</u>

3. Rotherham's Finest Bands – A festival of bands in aid of Turning Point Mental Health

This proposal by Mick Hill includes a line up of nine rock/cover bands. Logistically this would present technical, security, capacity and operational problems which we believe would put the production at risk. Having presented a similar event in the arts centre previously our experience was such that we believe we are not the correct type of venue for these events

It is envisaged an estimate of the subsidy required would be:

Theatre Hire:	£432.00
Additional staffing 12-6pm	£300.00
Stage Manager	£173.70
1 x follow spot ops (2 x 6 hours)	£121.00
Ticket commission (Assuming 350 sold)	£249.20
Contingency extras	<u>£200.00</u>
	<u>£1475.90</u>

8. Finance

If approval is given for the proposed two events at a total cost of £2,736.90, the remaining available subsidy for 2012-13 would be £2,263.10.

9. Risks and Uncertainties

Quality of performance/technical hitches - logistically we have found that these types of shows can experience some difficulties, but in our experience the audience accept small glitches, particularly as they are aware that the event is supporting a local charity.

10. Policy and Performance Agenda Implications

Corporate outcome 23: People enjoy parks, green spaces, sports, leisure and cultural activities.

11. Background Papers and Consultation

Minute F 40 of the delegated Powers meeting on the 06/12/2011.

Mark Scott

Manager Theatre and Arts

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:-	Cabinet Member for Tourism and Culture
2.	Date:-	4th December 2012
3.	Title:-	Welcome To Yorkshire
4.	Directorate:-	Resources

5. Summary

This report outlines Rotherham Borough Council's links with the destination management organisation, Welcome to Yorkshire, and the wider context within which tourism and destination management will be delivered in the future.

6. Recommendations

Cabinet Member for Tourism and Culture is recommended to:

- a) **note the contents of the report**
- b) **seek a further detailed report on the issues at section 7b iii)**

7. Proposals and Details

a) Context

- i) The Government published its Tourism Policy in March 2011, positioning tourism as a central and integral part of generating local economic growth. The strategy advocates a structure of stronger, more focused tourism bodies and positions Local Enterprise Partnerships (LEPs) and Destination Management Organisations as providing strategic leadership over destination marketing and management.

Over time, the strategy advocates a move away from DMOs' reliance on public sector funding towards funding through sustainable commercial partnership marketing and sponsorship deals with tourism industry firms.

However, it accepts that in the short-term there is a legitimate, if temporary, role for the state to *"fill the gap in promoting destinations while we create and grow the structures and organisation for the sector to organise and fund its own collective marketing in future"*.

- ii) The structured outlined in the strategy includes:-

- A re-focused Visit Britain, responsible for marketing the UK to the rest of the world— researching, creating and delivering marketing campaigns to bring visitors to the UK.
- Visit England – the national body for English tourist firms and destinations – developing and promoting English tourism in parallel with Visit Scotland, Visit Wales and the Northern Ireland Tourist Board.
- Industry-led local tourism bodies - Destination Management Organisations, or DMOs, working with local tourism firms, led by and increasingly funded through the tourism industry itself. These should be defined by visitor economies and attractions, rather than local government boundaries. To achieve the right kind of influence and partnership with local authorities, DMOs will have a strong shared vision with the local community about what they want their destination to be. The strategy states:- *"Good DMOs should speak for both the visitor and the visitor economy and will be listened to with influence and respect from local authorities and LEPs if the importance of tourism within the wider economy is understood. It will be for LEPs and DMOs to develop their own working arrangements, based on their analysis of local conditions, challenges and opportunities"*

As their title suggests, effective DMOs will concentrate on destination **management** rather than simply **marketing** – attractive public realm, effective brown signage, well-maintained public spaces, for example, are all issues which ought to fall within their consideration, as well as simply building and marketing individual attractions and locations.

- iii) The Sheffield City Region LEP has set up four sector groups to identify opportunities for economic and job growth and any barriers to achieving that growth, one of which focuses on Sport, Leisure and Tourism. Early work identified a general acceptance that the economic success of the tourism sector directly correlates to the scale and reputation of its marketing and promotion of the region, through the Peak District brand, the Yorkshire brand, the major events programme, visitor attractions in the region and, to a lesser extent, the city brands. However, the multiplicity of brands and diversity of marketing functions was identified as an issue for its future prosperity.

The SLT strategy has yet to be formally approved by the Sheffield City Region LEP Board.

b) Welcome to Yorkshire

- i) Launched in 2009, Welcome to Yorkshire is the official destination management organisation for Yorkshire (the UK's largest county), responsible for championing tourism in Yorkshire, which is worth an estimated £7 billion annually and as an industry employs almost a quarter of a million people.

It is widely acknowledged that WTY's ambitious marketing campaigns – including ads in New York taxi cabs, sponsorship of a Chinese football team and a bid to host a leg of the Tour de France - have played a major role in recent significant year-on-year increases in international visitor numbers, length of stay and spend. Figures to for the nine months to September 2011 showed international visits to Yorkshire were up 12 per cent on the previous year, compared with four per cent nationally, and an average year on year increase of almost 40 per cent on lengths of stay, with international tourist spending up 29 per cent compared to seven per cent nationally. Accolades received by WTY include the World Travel Award for the World's Leading Marketing Campaign

ii) Accountability and Links to Local Government

Councillor Peter Box, Vice Chair of Local Government Yorkshire and the Humber, has been the appointed local government representative on the Welcome To Yorkshire Board since the LGYH Annual General Meeting in July 2011 and following a further review in July 2012. His role is to ensure that the future direction of tourism within Local Government Yorkshire and the Humber reflects the genuine needs of councils and tourism businesses at local level and provide a positive link between the work of Welcome to Yorkshire and the growth of complementary DMOs at local level.

Welcome to Yorkshire has also established a South Yorkshire Tourism Advisory Group, formerly chaired by WTY's former Regional Director for South Yorkshire. Membership of the group included representatives of private sector hospitality/accommodation providers; tourist attractions; infrastructure organisations eg Robin Hood Airport and local authorities (officers).

Its objectives were identified as follows:-

- To create an effective and more streamlined tourism structure within South Yorkshire with appropriate engagement of partners at all levels in order to drive and direct tourism development forward within South Yorkshire by ensuring its alignment to the region's strategy led by Welcome to Yorkshire, the region's lead tourism marketing agency
- To provide professional insight and advice about the performance of the tourism sector within South Yorkshire for the benefit of all stakeholders and partners
- To shape and direct the development of tourism locally by steering the strategic approach, priorities and influencing future planned activity*
- To identify a small number of specific and significant tourism opportunities to be prioritised for project development/implementation that will be worked on collectively across South Yorkshire (everything else remains local issue for local implementation)

The group, now chaired by WTY's Commercial Director, last met in June 2012 and is due to meet again in February 2013.

iii) RMBC Position

A decision was taken on 14th December 2010 (Cabinet Member for Culture, Lifestyle, Sport and Tourism) to continue the RMBC subscription to Welcome to Yorkshire as the remaining element of RMBC's tourism provision, along with associated strategic representation at regional/sub-regional level (see bii above).

Benefits of membership include:-

- Benefits of association with major national/international marketing campaigns
- Opportunities to contribute locally-focused editorial content to This is Y magazine
- Opportunity to benefit from networks, expertise, established links and credibility – eg Gallery Town and links to Hepworth Gallery
- Access to market intelligence
- Website translated into Chinese, German, Dutch, Italian, French and Spanish
- Potential to buy into regional campaigns

However, there are a number of challenges for RMBC in maximising these benefits:

- Maintaining increased membership subscription when budgets are tight
- Limited funds to participate in relevant campaigns
- Capitalising on the wider Yorkshire brand – this capability may be enhanced if the proposed multi-million pound Visions of China project comes to fruition, with an estimated half million visitors each year
- No dedicated officer tourism function within the council and a need to define a way forward for the marketing and promotion of the borough as a whole.

A more detailed report to Cabinet Member on these areas is recommended.

8. Finance

Following its establishment in 2009, Welcome to Yorkshire received core funding from Yorkshire Forward, as well as other income, including funding from local authorities across the Yorkshire and Humber region.

The annual membership subscription has varied between authorities. In 2011/2012, Rotherham MBC paid a subscription fee of £7,206.

However, 2011/2012 was the final year of Yorkshire Forward funding and WTY has faced a significant period of challenge and change in become entirely self-financing through its membership subscriptions and other revenue. The organisation has also actively targeted commercial organisations for subscriptions as part of the new business model.

Local authority subscription fees have been increased, and for the year to March 2013, Rotherham MBC is paying a subscription fee of £15,000

9. Risks and Uncertainties

See b iii) above.

10. Policy and Performance Agenda Implications

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