

CABINET MEMBER FOR CULTURE AND TOURISM

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

Date: Tuesday, 19th November, 2013

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 17th September, 2013. (Pages 1 - 3)
6. Receipt of petition - Trueman Green, Maltby. (Pages 4 - 5)
7. Representative to outside body.
 - The Board of the National Coal Mining Museum.

The Cabinet Member authorised consideration of the following report received after the deadline in order to progress the matters referred to.

8. Differential Allotment fees and charges. (Pages 6 - 9)
9. The future of tourism and the visitor economy in Rotherham. (Pages 10 - 13)
10. Date and time of the next meeting: -
 - Tuesday 17th December, 2013, to start at 10.00 a.m. in the Rotherham Town Hall.

**CABINET MEMBER FOR CULTURE AND TOURISM
17th September, 2013**

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

F15. DECLARATIONS OF INTEREST.

There were no Declarations of Interest to record.

F16. MINUTES OF THE PREVIOUS MEETING HELD ON 9TH JULY, 2013.

The minutes of the previous meeting held on 9th July, 2013, were considered.

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

F17. SUBSIDISED USE OF THE CIVIC THEATRE

Consideration was given to the report presented by the Theatre and Arts Manager (Customer and Cultural Services, Planning and Regeneration, Environment and Development Services) that outlined an application for subsidised use of the Civic Theatre on behalf of the Rotherham Amateur Repertory Company, known as 'Rotherham Rep'.

The Cabinet Member had previously agreed a scheme whereby organisations could apply for subsidised use of the Civic Theatre to raise money for charitable aims (Minute No. F40 of the Former Cabinet Member for Lifelong Learning and Culture, held on 6th December, 2011, refers).

The application requested subsidised use of the Civic Theatre on one evening to produce a variety-style performance including drama, song and dance. 'Rotherham Rep' would use one evening from their annual scheduled five-weeks' of productions at the Civic Theatre to perform a tribute to Stuart Lister. Stuart had been a member of the organisation who had regularly performed, directed and produced plays, in addition to having many friends and family, connections and interests across Rotherham. He had tragically died from a heart attack at the age of 67 in May, 2013. It was proposed that the proceeds made from the performance would be donated to Rotherham Young Carers and to create a charity/trust fund to support local businesses in Rotherham to gain access to defibrillators, and to train staff in their use.

A subsidy of £792.60 would be required to support the production of the event. During the 2013/2014 financial year, four events had been subsidised and from the 2013/2014 total budget allocation of £5,000 there would be a remainder of £218.70 if this application was approved.

The Theatre and Arts Manager was in support of the application as received and believed it to be a realistic, achievable and worthwhile event to allow subsidised use of the Civic Theatre.

The Theatre and Arts Manager also provided feedback about how previous and forthcoming productions supported through subsidised use of the Civic Theatre had operated. One production donated proceeds to Rotherham Hospice had raised £2,686. The production company had thanked the Council for the opportunity.

Discussion ensued on the application as received.

Resolved: - That the application for subsidised use of the Civic Theatre received from Elliot Montgomery on behalf of Rotherham Amateur Repertory Company ('Rotherham Rep') be approved.

F18. CATCLIFFE GLASS CONE - EMERGENCY REPAIRS

Consideration was given to the report presented by the Customer and Cultural Services Manager (Planning and Regeneration, Environment and Development Services) that requested an exemption from Standing Order 47.6.3 (the requirement to invite three written quotations for contracts valued between £20,000 and £50,000) to contract a specific Conservation Architect to undertake remedial repair works to the Glass Cone at Catcliffe.

The Glass Cone at Catcliffe had been classed as a Grade One listed building and a Scheduled Ancient Monument. The Cone was closed to the public in 2006 and the following year a full conservation assessment was carried out by Paul Hewitt, Conservation Architect, which summarised that an overall budget for the works (at a projected date of 2009/2010) was £641,000.

This report advised that some emergency repair works were needed to the top of the Cone where, due to water ingress and exposure to the elements, the upper twenty courses of brickwork had become loose. The upper sections of the brickwork also need to be replaced and re-pointed.

Due to the nature of the work needed to be undertaken, it had now become essential that it commenced as soon as possible on health and safety grounds, and before the weather deteriorated for the winter.

Heritage Services had worked with the Conservation Architect, Paul Hewitt in the past on several projects including the refurbishment of Clifton Park Museum and the restoration of Boston Castle, both had been very successful. It was now proposed that Paul Hewitt be appointed to undertake the necessary remedial works required to the Glass Cone at Catcliffe.

A total of £47,194 had been previously approved from the Capital Expenditure Programme to carry out this essential health and safety work and was still available.

The Cabinet Member was requested to exempt Standing Order 47.6.3 (the requirement to invite three written quotations for contracts valued between £20,000 and £50,000) so that Paul Hewitt, Conservation Architect, could be appointed to undertake the necessary works in the required timescale.

Discussion ensued on the proposal presented: -

- Communicating with local residents who lived near to the Glass Cone to inform them of the repair works and expected timescales;
- History of the Glass Cone and how members of the public had been able to access it in the past;
- Prevention measures, health and safety risks and reputational issues relating to the need to undertake the repair works within the short-term.

Resolved: - That Standing Order 47.6.3 (the requirement to invite three written quotations for contracts valued between £20,000 and £50,000) be exempted and the contract for the health and safety work on Catcliffe Glass Cone be awarded as detailed in the submitted report.

F19. DATE AND TIME OF THE NEXT MEETING: -

Resolved: - That the next meeting of the Cabinet Member for Culture and Tourism take place on Tuesday 8th October, 2013, to start at 10.00 a.m. 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:	19th November, 2013
3.	Title:	Receipt of a Petition
4.	Directorate:	Resources

5. Summary

The purpose of this report is to confirm receipt of a petition:-

- Containing 163 signatures asking the Council not to construct a proposed play area on Trueman Green, Maltby.

6. Recommendation:-

- **That the Cabinet Member notes receipt of the petition.**
- **That the petition be referred to the relevant department for investigation and report be presented back to a future meeting of the Cabinet Member / the Cabinet.**

7. Proposals and Details

To report receipt, on 20th September, 2013, of a petition:-

- Containing 163 signatures stating: 'Save our Green Space. Say no to proposed play area on Truman (*sic*) Green Field' and 'Petition against proposed Trueman Green Play Park'.

8. Finance

Cost of implementation and administration of any proposed development.

9. Risks and Uncertainties

Residents remaining dissatisfied with the consultation process.

10. Policy and Performance Agenda Implications

In accordance with the Proud theme.

11. Background Papers and Consultation

Copy of the petition sent to the Departments.

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1. Meeting:	Cabinet Member for Culture and Tourism
2. Date:	19th November, 2013
3. Title:	Differential Allotment Fees and Charges
4. Directorate:	Environment & Development Services

5. Summary:

Allotment rents for 2014 -15 were agreed by Cabinet Member for Culture and Tourism in January 2013. However, members have subsequently requested a further review of the rents to explore the potential to introduce differential rates reflecting different levels of facility provision at each site.

6. Recommendation:

That the Cabinet Member approves Option 3.

7. Proposals and Details:

In order to achieve an agreed budget saving allotment rents are increasing above inflation over a three-year period at the end of which the service will be cost neutral.

A request has been received to give consideration to charging less for allotments on sites with fewer facilities. However it is important to note that a decrease in the proposed rent for users of sites with fewer facilities will require a compensatory increase in the proposed rent for other users if the budget saving target is to be met.

Three possible options are presented below.

Option 1

Continue the current policy of charging all allotment holders the same amount per square metre. This will mean that the current rent for an average 300 m² plot will increase by 42% from £45.00 per year in 2013/14 to £63.90 per year in 2014/15.

Advantages

- Simple to administer.

Disadvantages

- May appear unfair to tenants of sites with less facilities.

Option 2

Classify allotment sites as A, B or C based on provision of the following: meeting room, toilet, water, on-site car park, secure boundaries. Sites are classified as A if they have 4 or more facilities, B for any 3 and C for fewer than 3.

Taking into account the number of plots within each class the following changes could be made to the proposed rents in order to achieve the necessary budget saving:

- Reduce the proposed rent increase in respect of Class C sites by 5% (actual increase will be 37%, to £61.34)
- Increase the proposed rent in respect of Class B sites by 10% (actual increase would be 52%, to £71.03)
- Increase the proposed rent in respect of Class A sites by 20% (actual increase would be 62%, to £77.49)

Advantages

- Rent will reflect facilities on site and this may give some comfort to tenants concerned about lack of facilities on their sites.

Disadvantages

- Rents on Class A and Class B sites increase disproportionately.
- Tenants and Allotment Societies on Class A and B sites may ask for facilities to be removed / closed so the site falls into a lower class; if agreed to this

would reduce income, leading to a need to increase rents further in order to achieve necessary savings.

- The quality and condition of facilities vary so tenants on some sites may feel this is an unfair approach (e.g. meeting rooms between 3 and 30+ years old, the latter being of a much lower quality).
- This classification may cause tenants to resist necessary site improvements (e.g. adding a car park to resolve on-street parking issues) as this could move a site into a higher rent bracket and therefore require a higher rent.

Option 3

Classify allotment sites as Class A (having both a toilet and a secure boundary) or Class B (not having a toilet and secure boundary).

Taking into account the number of plots within each class the following changes could be made to proposed rents for 2014-15 in order to achieve the necessary budget saving:

- Reduce Class B rents by 10% (actual increase will be 32%, to £59.40)
- Increase Class A rents by a further 5% (actual increase would be 47%, £66.15)

Advantages

- More simple to implement than option 2
- Rent will reflect facilities on site and this may give some comfort to tenants concerned about lack of facilities on their sites

Disadvantages

- Rents on Class A sites increase by a greater amount.
- Tenants and Allotment Societies on Class A sites may ask for facilities to be removed / closed so the site falls into a lower class; if agreed to this would reduce income, leading to a need to increase rents further in order to achieve necessary savings.
- The quality and condition of facilities vary so tenants on some sites may feel this is an unfair approach.
- This classification may cause tenants to resist necessary site improvements (e.g. adding a new boundary fence or toilets) as this could move a site into the higher rent bracket and therefore require a higher rent.

8. Finance:

By law changes in allotment rents need to be advised to allotment holders at least twelve months in advance of implementation. The fees for 2014/15 should therefore have been advised by March 2013 to allow implementation in April 2014. The earliest that fees can be changed will be twelve months from the date of the Cabinet Member's decision.

9. Risks and Uncertainties:

Any method for determining rent levels based on an assessment of site quality could be challenged as being unfair or inconsistent. Increases in rent could reduce demand for allotments, reducing income and possibly leading to budget pressures that might need to be addressed through further rent increases or reduction in service quality.

10. Policy and Performance Agenda Implications:

The proposed rent increase is intended to allow the allotment service to continue to be provided whilst delivering necessary budget savings.

11. Background Papers and Consultation:

Leisure & Green Spaces 2013/14 Fees & Charges report. Confirmed by Cabinet Member for Culture & Tourism, 15th January 2013

Contact Name : *Andy Lee, Urban Green Spaces Manager, Streetpride. 01709 822457, andy.lee@rotherham.gov.uk*

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	19th November 2013
3.	Title:	The future of tourism and the visitor economy in Rotherham
4.	Programme Area:	Environment and Development Services

5. Summary

This report informs the Cabinet Member of the situation with regard to the Council's current approach to tourism and how this could be taken forward as part of the work on producing a "Growth Plan" for Rotherham.

It also includes a summary of the Council's relationship with the destination marketing organisation, Welcome to Yorkshire, and the received benefits of WTY membership.

6. Recommendations

That the Cabinet Member: -

- 1) Note the report**
- 2) Consider how to can ensure that tourism and the visitor economy contributes to the Rotherham Growth Plan**

7. Proposals and Detailsa) Current situation

i) On 14th December 2010, the RMBC Cabinet member for Culture, Lifestyle, Sport and Tourism agreed to formally withdraw the council's tourism provision (including subscription to British Resorts and Destinations). However, it was agreed that the Council should continue its subscription to Welcome to Yorkshire, the official destination management organisation for the region.

ii) Benefits to RMBC of Welcome to Yorkshire membership include:-

- Benefits of association with major national/international marketing campaigns
 - Opportunities to contribute locally-focused editorial content to the This Is Y magazine
 - Opportunity to benefit from networks, expertise, established links and credibility – e.g. Gallery Town and links to the Hepworth Gallery
 - Access to market intelligence
 - Potential to buy into regional campaigns
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WTY formerly established a South Yorkshire Tourism Advisory Group, chaired by the organisation's former Regional Director for South Yorkshire. Membership of the group included representatives of private sector hospitality/accommodation providers; tourist attractions; infrastructure organizations e.g. Robin Hood Airport and local authorities (officers). Its purpose was to engage partners; provide professional insight and advice on performance of the tourism sector, to shape and direct the development of tourism locally and to prioritise specific and significant tourism opportunities to be worked on collectively across the sub-region.

However, with the departure of the Regional Director, the group has been chaired by WTY's membership secretary and has met infrequently since June 2012.

- iii) A council wide review of marketing and communications in early 2011 resulted in Events and Promotions moving into the Chief Executive's directorate as the Marketing and Events team, managed by the Head of Corporate Communications and Marketing (HCCM). There remains no specific tourism experience or expertise within the team, although a number of services across the council contribute to the tourism agenda, e.g. the town centre Visitor Centre (now in the Economic Development team) and work to drive footfall into the town centre and elsewhere in the borough through a programme of events, including the Christmas lights switch-on; Rotherham Show and the Clifton Park bonfire.

The HCCM remains the Council's lead link officer with Welcome to Yorkshire, seeking to ensure the council capitalises on wider opportunities as they arise, including pursuing the legacy of the 2014 Tour de France in Yorkshire.

Rotherham has a number of traditional visitor attractions including Magna, Boston Castle, Clifton Park, including the Museum, and Rother Valley Country Park. There is also the proposed Visions of China development at Pithouse West. During 2007 over 8m visits were made to Rotherham attractions, although this included by residents of the borough.

- iv) However, for the purpose of promoting economic growth, a much wider tourism offer is required, including business tourism, sports and cultural events and leisure activities. According to the latest ONS statistics; tourism (which includes road, rail and air passenger transport, food and beverage serving establishment and sporting/recreational activities) supports 460 businesses (8.7% of borough total) and employs 6,800 people (6.8%)

The focus of the Council is currently on promotion of sustainable economic growth in conjunction with its partners in the Sheffield City Region (SCR). As part of this process an SCR Growth Plan is being developed, which highlights the following strengths for the Region under the quality of life theme – **“cultural amenities, natural environment and tourism offer.”**

RMBC should also benefit from the work of the SCR's Local Enterprise Partnership Tourism, Leisure and Sport sector group.

- b) The way forward.

The Rotherham Economic Plan was written in 2008 to provide the framework for delivering long term sustainable economic growth in Rotherham. Although the document is now being updated into the “Rotherham Growth Plan,” its main priorities are still the same.

With regard to tourism and the visitor economy, the Economic Plan set out the following aspirations:-

- To improve the image and perception of Rotherham, promoting the area as a place to live, work and visit.
- To widen Rotherham's business base to include more creative industries and help the creative, cultural and experience economy grow and flourish. Doing so will help attract visitors and investment and potentially assist with the retention of graduates, thereby creating a more modern and progressive image of Rotherham.
- That the council and local press work together more effectively to change and promote the image of Rotherham.
- To improve the main gateways into and out of the borough (such as the Interchange, stations and road and rail routes). Sheffield station is an example of a transformational change.
- To provide a programme of major events that will build a long-term sustainable visitor base.
- To extend a number of the annual 8m-plus day visits into overnight stays. Converting 1% of these visits would produce an additional 80,000 overnight stays each year.
- Greater investment in training and customer services for businesses and employees within the visitor economy.
- Develop niche tourism markets (including green, film and literature)

Leading to the following priorities:-

- 1) Understand and agree a brand or vision for Rotherham, focusing on what is different about Rotherham that sets it apart from our competitors.
- 2) Rotherham's future and image are inextricably linked to Sheffield and the wider city region, and as such we need to promote existing transport, business and community links.
- 3) Promote Rotherham to businesses at a regional and national level, using developments such as the AMP to attract more high-tech/high-value investment.
- 4) Encourage small, niche businesses from the retail and leisure sectors to operate from the town centre.
- 5) Work in partnership (nationally, regionally and sub-regionally) to promote Rotherham in the UK and overseas
- 6) Deliver YES! as a major national – even international – visitor attraction.

Despite the recession starting in 2008 very soon after the Economic Plan was completed, a number of the priorities/aspirations have been delivered

- The train station has undergone a major refurbishment programme
- The Council has secured money from the Portas Pilot to provide customer service training to town centre retail businesses
- Council grants to support independent businesses in the town centre; providing an alternative retail offer to Meadowhall and Parkgate.
- YES! is not going ahead, but has been replaced by Visions of China; potentially a national/international tourist attraction.
- The Yorkshire International Business Conference (YIBC) is being held at Magna in March 2014.

The Growth Plan will seek to maximise the impact that tourism has on the economy, with business tourism potential growth area, especially if a new hotel can be attracted to locate in the town centre. The Improving Places Select Commission is currently carrying out a review entitled "Supporting the Local Economy". A key part of this review will be to provide member input at the consultation stage, to the emerging growth plan for Rotherham. Although the scope for this is almost finalized now, Board members may wish to consider whether this review could also ensure that tourism and the visitor economy is incorporated effectively into the growth plan.

8. Finance

- a) Tourism is worth £7bn per year to the Yorkshire economy, of which the Rotherham share is about £225m.
- b) 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 has varied between authorities. In 2011/2012, Rotherham MBC paid a subscription fee of £7,206.

However, that was the final year of YF funding and WTY has faced a significant period of challenge and change in becoming entirely self-financing through membership subscriptions and other revenue. Local authority subscriptions have been increased and for the year to March 2013, RMBC paid a subscription fee of 15,000.

9. Risks and Uncertainties

RMBC faces a number of challenges in maximizing the benefits of its Welcome to Yorkshire membership:-

- 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 Visions of China comes to fruition
- No dedicated officer tourism function within the council and the need to define a way forward for the marketing and promotion of the borough as a whole.+

10. Policy and Performance Agenda Implications

A successful Rotherham tourism/leisure sector will contribute to the following corporate and EDS priorities:-

- Revitalise the town centre(s)
- Promote business start ups, growth and inward investment
- We will market Rotherham as an attractive business location by investing in initiatives to promote business growth.

11. Background Papers and Consultation

A copy of the current Rotherham Economic Plan is available on request.

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