

CABINET MEMBER FOR CULTURE AND TOURISM

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

Date: Tuesday, 18th February, 2014

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 14th January, 2014. (Pages 1 - 5)
6. Receipt of a petition. (Page 6)
7. Renewal of Library Management System Contract. (Pages 7 - 10)
8. Communication update.
 - Officer to report.
9. Heritage Services - Service offer 2014-2015. (Pages 11 - 15)
10. Arts Service - future delivery. (Pages 16 - 19)
11. Use of the Civic Theatre. (Pages 20 - 21)
12. Date and time of the next meeting: -
 - Tuesday 25th March, 2014, to start at 10.00 a.m. in the Rotherham Town Hall.

CABINET MEMBER FOR CULTURE AND TOURISM
14th January, 2014

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

F33. DECLARATIONS OF INTEREST.

No Declarations of Interest were made.

F34. MINUTES OF THE PREVIOUS MEETING HELD ON 17TH DECEMBER, 2013.

The minutes of the previous meeting of the Cabinet Member for Culture and Tourism held on 17th December, 2013, were discussed.

Resolved: - That the minutes of the previous meeting be agreed as an accurate record.

F35. WELCOME TO YORKSHIRE.

Councillor A. Rushforth, Cabinet Member for Culture and Tourism, welcomed Dee Marshall, Head of Communications, Welcome to Yorkshire, and Rotherham Council's Head of Corporate Communications and Marketing, and the Regeneration Manager to the meeting. A presentation had been prepared informing the Cabinet Member on Rotherham's subscription to Welcome to Yorkshire and the benefits that this membership brought to the Council and Rotherham's wider economy.

Further to Minute No. F25 (The Future of Tourism and the Visitor Economy in Rotherham) of the Cabinet Member for Culture and Tourism held on 19th November, 2013, the update that had been prepared for this meeting responded to the agreed actions.

Dee Marshall spoke about the remit of Welcome to Yorkshire: -

- Welcome to Yorkshire worked with twenty-one local authorities across the Yorkshire region. A Service Level Agreement was in place with each local authority, and each paid a subscription to Welcome to Yorkshire;
- Welcome to Yorkshire was 100% funded from member subscriptions;
- The aims of Welcome to Yorkshire were: -
 - The increase the number of people visiting Yorkshire;
 - To encourage the visitors to Yorkshire to spend more money;
 - To encourage the visitors to Yorkshire to stay in the region for longer.
- To accomplish these aims, Welcome to Yorkshire undertook a number of activities: -

- Promotion of Yorkshire;
- Visitor economy infrastructure;
- Working with Visitor Information Centres (previously called Tourist Information Centres);
- Understanding and defining visitors.
- It was estimated that 8 out of 10 visitors to Yorkshire and Yorkshire attractions were from within the County.

Subscriptions: -

- There were differing subscriptions amounts for local authorities, from the minimum of around £10,000 to five-figure sums;
- Rotherham was paying near to the minimum contribution;
- Different Service Level Agreements existed for the different levels of subscription fees;
- Venues and businesses including bed and breakfasts paid a subscription of £200, £400 or £600 depending on their size, which were the lowest fees across the country;
 - The organisations across Yorkshire who had taken this type of subscription numbered in the thousands.
- 44 large organisations, including multi-national banks, paid an annual subscription of £10,000 and were classed as 'Y30' organisations;
- Welcome to Yorkshire operated as a not-for-profit organisation;
- Welcome to Yorkshire contributed the sub-regional Tourism Advisory Boards (North, South, East and West) but other ways of maintaining contact with the organisations who had taken a subscription were being explored.

Rotherham's benefits from being involved with Welcome to Yorkshire: -

- A list of attractions for Rotherham was maintained;
- Rotherham had its own dedicated page on Yorkshire.com which had recently passed the two million views mark. This made it the most visited tourism site outside of London destinations;
- Member organisations also had access to a legal helpline, small businesses were given a cash card machine as part of their membership and Welcome to Yorkshire had organised events in response to emergency issues to support members;
- The publication 'This is Y' was circulated in targeted areas through the Daily Telegraph. This included information about the Rotherham area and Rotherham businesses. Nothing would be included in relation to Rotherham if the Local Authority did not take up a subscription;
- Welcome to Yorkshire also published seasonal mini magazines that promoted all of the activities taking place across Yorkshire each season;

- Welcome to Yorkshire worked with Tourist Information Centres to promote the attractions and facilities of Yorkshire;
- Published stand-alone publications, one recent title had been 'Discover Turners' Yorkshire';
- Liaised with Journalists to encourage them to write features about Yorkshire;
 - A large attraction in Rotherham had been featured in The Sun in what would have been the equivalent of £35,000 of advertising space, which was a clear business benefit and alone outweighed the cost of subscription.
- The 'Days Out' and 'What's On' pages were the most visited areas of Welcome to Yorkshire's website;
- Welcome to Yorkshire had a social media page. Tweets sent by the organisation could be re-tweeted and could result in millions of views. This was a free resource and reached a wide and diverse audience across the globe;
- Rotherham no longer had a dedicated tourism function within its structure. However, the Cabinet Member had previously committed to the Welcome to Yorkshire subscription as way of ensuring elements of this work (including promoting Rotherham) were continuing;
- Welcome to Yorkshire had scaled back their research and data operations in order to concentrate resources on marketing activities following significant reductions in funding.

Discussion ensued on the information presented: -

- How did Welcome to Yorkshire monitor the uptake and benefits of 'This is Y' and the seasonal mini-magazines?
 - The resources were in high demand and all copies were accounted for.
 - Hits on the relevant pages of the website were monitored following publications.
 - The visitor numbers at featured attractions were tracked post publication.
- In addition to its large attractions, Rotherham also had lots of smaller attractions that visitors should be made aware of.
- Visitors to attractions across Yorkshire were not swayed by administrative boundaries, so Yorkshire needed a single organisation that oversaw tourism strategy and promotions.
- Rotherham bordered other counties and consideration should be given to co-ordinating with those areas' Destination Management Organisations.

The Cabinet Member thanked Dee Marshall for her presentation on the benefits of the Welcome to Yorkshire subscription and was pleased that the subscription the Rotherham Local Authority paid was also working to the benefit of all of the individual member organisations across the Borough, in particular advertising space and promotions exposure.

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

(2) That the Cabinet Member receive continuing updates relating to Rotherham's annual subscription to Welcome to Yorkshire, at the time that the annual Service Level Agreement was negotiated and a six-month progress update.

(3) That the Cabinet Member receive an update on the Local Government Yorkshire and the Humber elected member task group looking at a visitor economy strategy task group, due to meet in early February.

(4) That the Head of Corporate Communications and Marketing update the Chair of the Overview and Scrutiny Management Board on the outcome of this meeting.

F36. COMMUNICATIONS UPDATE.

The Head of Corporate Communications and Marketing gave an update on communications issues in relation to marketing the Borough.

Issues discussed included: -

- The afore-mentioned elected member task group;
- A recent report by the LGiU in relation to the economic contribution of the tourist industry;
- Welcome to Yorkshire's 2014 conference entitled 'Tour de Force' that planned to look at the official tourism and business focus based on Yorkshire's Grand Depart of the 2014 Tour de France.

Discussion ensued on the information presented. It was agreed that, although attendance was at no-cost, Rotherham would not attend the 'Tour de Force' conference as there would be other expenses associated with attendance, in line with the Council's moratorium on non-essential spend.

Discussion was also undertaken on the Council's social media presence, including the policies governing its use and the added benefit that allowed Members, Officers and others close to communities to circulate useful and important information to their contacts, and how information reached a wider audience at low or no cost.

Resolved: - That the information shared be noted.

F37. LEISURE AND GREEN SPACES FEES AND CHARGES 2014/2015.

Consideration was given to the report presented by the Leisure and Green Spaces Manager (Leisure and Green Spaces, Streetpride, Environment and Development Services Directorate) relating to the

proposed fees and charges for Leisure and Green Spaces' Services during the 2014/2015 financial year.

The Leisure and Green Spaces Manager described the background to the proposed charges. Generally they had been increased by at least the rate of inflation. Where this was not the case, it is either because implementing a price increase would incur additional costs (e.g. for changing ticket machines) or because managers felt that a unit price increase would reduce overall income due to its impact on levels of business. Many Services operated a concessionary rate and, in some cases, a junior Rothercard rate. Concessions were not restricted to off-peak times, which was the case in many other local authorities.

In most cases the proposed charges would take effect on 1st April 2014. However, as indicated in Appendix B, proposed charges for allotments and Rother Valley Country Park water-sports would take effect on other dates. The proposed charges for allotments related to the financial year 2014/15 as legislation required twelve-months' notice to be given of any rent increase. The proposed charges for water-sports would start on 17th February, 2014, when the service starts for the 2014 season.

Discussion ensued on the proposed fees and charges within the submitted report.

Resolved: - That the proposed fees and charges for Leisure and Green Services in the financial year 2014/15, as set out in the detailed report, be approved.

F38. DATE AND TIME OF THE NEXT MEETING: -

Resolved: - That the next meeting of the Cabinet Member for Culture and Tourism take place on Tuesday 18th February, 2014, to start at 10.00 a.m. in the Rotherham Town Hall.

1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	18th February, 2014
3.	Title:	Receipt of a Petition
4.	Directorate:	Chief Executive's Directorate

5. Summary

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

- **Containing 400 signatures requesting the reinstatement of a play area on the site behind the Robin Hood Public House leading to Horsefair Park, Swinton.**

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

As stated in the summary section.

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:	18th February, 2014
3.	Title:	Renewal of Library Management System Contract
4.	Directorate:	Environment & Development Services

5. Summary

The purpose of this report is to seek Member approval for exemption from Standing Orders. This is to renew the support and maintenance contract for the Library Management System with the existing supplier, Capita, which expires on 31st March 2014.

6. Recommendations

It is recommended that:

- **The contract for support and maintenance of the Capita Library Management system be extended for a 3 year period**
- **Cabinet Member gives approval to enable an exemption from standing order 48.2 (requirement to invite between three and six tenders from external contractors for contracts valued between £50,000 and £500,000)**

7. Proposals and Details

7.1 Background

The Capita Library Management System was implemented in 2007 after a full procurement process. This included the purchase of a five year support contract, which expired in March 2013. The Service was permitted to extend the support contract for a further year, covering the 2013-2014 financial year.

The Library and Information Service is very happy with the performance of the Capita system and the support service which is provided by the supplier.

RMBC's Procurement team has identified that Capita is the only supplier who is capable of providing support and maintenance of the Library Management System. Other Library Management Systems are available in the market place, but RMBC has no desire to switch products at this time. The service feels that tendering for a new Library Management System would offer no additional benefits to customers or realise efficiencies.

7.2 Capita Support Contract

The proposal is to enter into a three year annual support and maintenance contract with Capita at a cost of £41,402 per annum with no annual increase and 10% saving on all purchases. This agreement would run from 1st April 2014 to 31st March 2017.

All upgrades to the Library Management System are included in the support contract offered by Capita. This is beneficial to the Council and differs to other suppliers who are currently in the Library Management System market place.

In addition, Capita provides its customers with a roadmap which provides clear guidance on future planned developments. As a substantial proportion of these developments are based on customer suggestions, the library management product continues to evolve and adapt to both Council and customer requirements.

The support contract meets the needs of the Library and Information Service.

7.3 Library Management System integration

The existing Capita Library Management System is integrated to several other systems in use within the Library and Information Service on a daily basis, including:

- An automated telephone system which allows 24/7 real time renewals and sends out text messages for overdue books and reservations. This has allowed the service to reduce the number of letters posted out to customers;
- The PC booking system (netloan) which is in use at all libraries;
- Self service units which are installed at 6 libraries across the Borough;
- RFID (Radio Frequency Identification) system which has been recently implemented at the Library @ Riverside;
- At stock management level, the system is linked to Electronic Data Interchange (EDI) between the authority and suppliers. Capita are leading on this development

in the market place and no other Library Management System provider offers the same level of acquisitions management.

Capita have indicated that they would be able to integrate their system with the Council's recently implemented citizen account service, Gandlake, providing customers with a single sign-in point for the Council's online services.

If the Library and Information Service was required to complete a procurement exercise for a new system, additional resources would be required to ensure that subsequent system integrations were fully tested and effective.

8. Finance

The Council currently pays £41,902 for annual support and maintenance.

A 3-year annual support and maintenance contract would cost £41,402 per annum, with 10% of any future product purchases.

Additional costs for partner services are for Netloan PC Management system (currently £4,903.20 per annum) and QAS Postcode Finder software (currently £4,220.00 per annum).

All costs can be covered by current Customer and Cultural Services budgets. Provision is built into the future budgets to cover these costs.

Based on recent negotiations with Capita, RMBC Procurement has advised that it would be financially beneficial to renew for a 3 year period rather than opt for a yearly renewal. The benefits of this would be no annual price rise for the duration of the contract and 10% of any additional products purchased.

9. Risks and Uncertainties

The contract is required to ensure continued use and support of the product. Market research has shown that the level of support and maintenance required could not be provided by another contractor

A full procurement for a new LMS will need to be undertaken if the support contract is not renewed. This will have a significant impact on the service, including cost implications for which there is no budget provision. There would also be impacts on systems' infrastructure, staff time, training and helping customers access a new system.

10. Policy and Performance Agenda Implications

The provision of an appropriate Library Management System enables libraries to contribute to the delivery of corporate priorities and the Library Strategy and Customer Access Strategy.

Capita place priority on developing web applications which will help with the Council's own focus on Channel Shift.

11. Background Papers and Consultation

Consultation has taken place with colleagues in Legal, Finance and Procurement Services and all have confirmed agreement with the proposals.

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	18th February, 2014
3.	Title:	Heritage Services – Service Offer 2014/15
4.	Directorate:	Environment and Development Services

5. Summary

The report identifies opportunities to review the current service delivery model for Heritage Services whilst reducing existing budget pressures.

6. Recommendations

That the Cabinet Member for Culture and Tourism agree to:

- 1) Implement Option 1 - reduce the opening hours at Clifton Park Museum by 3 hours a week on a seasonal basis (Oct-Mar) and to reduce the opening hours of the Archives and Local Studies searchroom by 4 hours a week**
- 2) consult ation with customers and stakeholders on the allocation of the Archives and Local Studies opening hours**

7. Proposals and Details

7.1 Background

This review will consider the following:

- how the service can most appropriately meet local need focussing on target audiences
- deliver the best service possible in current challenging environment and
- minimise the impact upon customers.

These aims will be underpinned by the drive to be less reliant upon core funding and increase revenue streams.

Proposals for future service delivery have been based on an assessment of local need (including visitor surveys, current usage and a report produced on behalf of the Service by Museum Development Yorkshire 'Understanding Potential Audiences'), a variety of performance indicators and consideration of the impact of the recent relocation of celebratory services to Clifton Park Museum. It has also taken into account the statutory requirements of the Service and available resources.

It is closely aligned with the Council's priorities and will be supported by the Service's guiding principle; 'To utilise its heritage assets to support the local economy'. It will also provide the most cost effective model for service delivery. Overall it has been possible to identify particular key areas where the Service could have the greatest impact whilst taking into account the resources available, including staff, buildings and assets including collections. It will continue to meet its statutory duty with regard to public records and archives that fall under the remit of the Public Records Acts, 1958, 1967 and the Freedom of Information Act, 2000. Clifton Park Museum is also the venue at which Rotherham Registration Services offers statutory ceremonies supported by Heritage Services staff.

7.2 Options

Option 1

Close Clifton Park Museum on Sundays (1.30-4.30pm) on a seasonal basis (Oct-Mar)

Close the Archives and Local Studies searchroom on Mondays (currently open 1pm-5pm) with option of closing searchroom on Tuesdays rather than Fridays. E.g.

	Current	Option 1a	Option 1b
Mondays	1-5pm	Closed	Closed
Tuesdays	10-5pm	10-5pm	Closed
Wednesdays	10-5pm	10-5pm	10-5pm
Thursdays	10-5pm	10-5pm	10-5pm
Fridays	Closed	Closed	10-5pm
Saturdays	10-1pm, 2-5pm	10-1pm, 2-5pm	10-1pm, 2-5pm

Please note that Clifton Park Museum is now open on Fridays following the relocation of celebratory services from the Town Hall at the beginning of December 2013.

Option 2

Close Clifton Park Museum on Sundays (1.30-4.30pm)

Close the Archives and Local Studies searchroom at 4pm, Monday to Thursday (currently 5pm).

The Service will look to make use of its resources in a more efficient and effective manner and will focus on the following priorities:

- Increase income (and reduce reliance on core budgets) through it's catering, retail, room hire and schools offers
- Increase visitor numbers through a well planned, rolling programme of externally funded exhibitions, events, activities and school sessions (unless self financing)
- Develop and build upon the Service's work with key friends groups and create a vibrant and innovative volunteer programme
- Continue to deliver on the successful Heritage Lottery funded project to make Boston Castle accessible
- Continue to work with Rotherham Registration Services to deliver celebratory services at Clifton Park Museum
- Complete relocation and redisplay of York and Lancaster Regimental Museum to Clifton Park Museum
- Make the York and Lancaster Regimental archive accessible to members of the public through the searchroom
- Continue to respond to enquiries as set out within corporate guidelines
- Deliver an up to date, relevant website
- Maintain the Service's accreditation and Visitor Attraction status for Clifton Park Museum and gain accreditation status for Archives and Local Studies

8. Finance

Either of the proposed future service delivery options recommended for consultation would deliver the following annual savings/efficiencies:

- Reduction in opening hours: £8,278
- Service support and development: £46,500
- Variety of non pay budgets: £3,564
- Care of collections and buildings: £10,997

The proposal would balance the budget due to the additional budget pressure incurred following the relocation of celebratory services from the Town Hall, as well as accommodating the need to open Clifton Museum Park on Fridays in order to offer these statutory services.

9. Risks and Uncertainties

Uninformed changes to opening hours could potentially affect the number of people visiting the museum and the archives and local studies searchroom. This will be minimised by taking into account local need and amending opening hours as appropriate and where feasible. In turn, this could also impact upon the retail and

café elements of the service. It is not, however, anticipated that this will impact seriously upon these particular budgets.

Changes to opening hours may also damage the reputation of Heritage Services and Rotherham Council, although the Service will endeavour to widely publicise the changes in order to mitigate this and deal with any comments and complaints through the appropriate channels.

Changeovers to permanent exhibitions and temporary displays would become reliant upon external funding/sponsorship (including the heritage cases at Riverside House), potentially affecting the impact on the Service's return visitors. It is possible that this will contribute to a decline in overall visitor numbers. It is, therefore, critical that the Service plans ahead and identify appropriate funding streams that can support this area of work.

Education and outreach work will need to in the main become self financing and the delivery model will be reviewed as part of the overall Service review. Smaller events would continue but will be reviewed to determine their impact although it is likely that a nominal fee would be levied in the future.

The condition of the historic sites that the Service is responsible for will only be monitored with minimal intervention. No further work will be undertaken to develop these sites increasing the risks associated with their increasing dilapidated states.

10. Policy and Performance Agenda Implications

Heritage Services contribute to the Rotherham Community Strategy as follows:

- Help local people and businesses to benefit from a growing economy through its volunteer programme and local spend;
- Create an improved town centre environment as a complementary attraction, as well as
- Ensuring the best start in life for children and families through it's pre-school activities and events, as well as being a learning destination for school children

The Service also contributes to the following priority outcomes within the Corporate Plan:

- Stimulating the local economy and helping local people into work

Lastly, the Service also contributes to the Economic Plan, which strives for a well-used, vibrant and successful town centre, as well as portraying a positive image and identity of Rotherham.

11. Background Papers and Consultation

RMBC's Corporate Plan, Rotherham Community Strategy and Economic Plan
Survey of Visitors to UK Archives, 2012

Clifton Park Museum, Visitor Survey, Sept 2010-June 2011

Understanding Potential Audiences, Museum Development Yorkshire

Market research analysis for Clifton Park Museum undertaken by Market Measures, Aug 2013

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	18th February, 2014
3.	Title:	Arts Service – future delivery
4.	Directorate:	Environment and Development Services

5. Summary

To consider the future delivery of the Arts Service, including community arts, arts in regeneration and arts in health.

6. Recommendations

That Cabinet Member agrees to cease funding for the Arts Service from 31.3.14, noting any possible opportunities for mitigating the impact on the local community.

7. Proposals and Details

7.1 Background

As part of the 2014/15 budget setting process and scrutiny of all non-statutory services, the Arts function which the council delivers has come under review. This function includes the development and delivery of arts in regeneration, arts in health and community arts.

The Arts Service currently consists of two members of staff who support the local community in delivering arts projects throughout the borough. Much of the work is in an advisory capacity, including funding sources and applications, project development and events. Where appropriate, the team offers direct help with writing funding bids.

In addition, the team manages a wide range of projects connected with health and regeneration and oversees these funded accounts (notably public art projects). The Service has been successful in drawing down external funding to support a wide range of local projects and initiatives and in supporting local organisations and individuals to do likewise.

The council currently has a published arts strategy which covers 2012 -15. This provides a framework for development and promotion of the arts in Rotherham in a difficult time of constrained resources. The development and implementation of the strategy is coordinated by the Arts service.

7.2 Proposal

As this is a non-statutory service and in order to release required efficiency savings for 2014-15, it is proposed that funding for the Arts Service ceases from 31st March 2014 and that consideration is given to effective managed withdrawal from appropriate projects.

7.2.1 Impact

- No further implementation of Council's arts strategy 2012-15
- Limited opportunities to access funding for the arts
- Comprehensive arts information currently held on Council's website will cease
- Consultation with communities and council's planning department on future section 106 funds specifically released for installation and maintenance of public art would need to be provided by alternative means (e.g. freelance artists)
- Risk to ongoing maintenance of existing "section 106" sites
- Reduced support for Gallery Town project
- Risk to current funded projects
- Reduced support for festivals, events and performing arts
- No representation with NALGAO/Arts Council
- Two members of staff displaced

7.2.1 Mitigation

Where possible, we would advocate a handover of relevant information, duties and responsibility to the arts communities within the borough. Though there will be an increased need for arts consortia, groups and practitioners to become self-reliant, there will be continuing opportunities for networks to develop and grow.

As part of the ongoing consultation with affected staff, options would be explored which could result in the time spent with individual projects becoming “self-financing”.

- With support from the arts team ROAR (Rotherham Open Arts Renaissance) was founded in 2005 and is now established within the town centre. The organisation currently receives external grant funding of £70,000 per year to facilitate arts activity, projects and provision in Rotherham. ROAR is also the town’s only Arts Council NPO (National Portfolio Organisation). As such they have a direct link to the arts council and further funding opportunities from ACE.

Arts Council England makes clear its expectations of NPO’s:

We have expectations of National portfolio and Major partner museums as leading cultural organisations that collectively are a powerful force for developing the arts and culture. The certainty of public funding brings the responsibility of acting as leaders and role models, and our expectations reflect this.

Consultation with ROAR may identify opportunities for them to develop their role further.

- Limited funding has been identified to support cultural events at Rotherham show. There may also be opportunities to supplement this in partnership with the Theatres service.
- Rotherham Town Centre events team and Rotherham Theatres will maintain their commitment to performing arts within the town, including offering advice where appropriate
- Where possible, officers within Planning, Regeneration and Culture will continue to take opportunities to promote and improve access to the arts

8. Finance

A Cessation of the service would generate a saving of £44,000 p.a.

Currently there is no budget other than for staffing. All non-pay expenses are picked up either through the Theatre service budget or as expenses claims from funding allocations.

It has been identified that there may be options for staff time to be financed through current or additional external funding.

9. Risks and Uncertainties

- A negative reaction from arts practitioners in the borough, which may affect the reputation of the council.
- Adverse reaction from the Arts Council, which may affect future funding opportunities
- Local partners unable to take on additional work e.g. due to capacity/skills issues
- Lack of knowledge and awareness within the council of funding opportunities for the arts
- Cessation of maintenance to existing public artworks, which could mean that the Council is failing in its responsibility
- Service unsuccessful in enabling projects to be self-financed, leading to budget pressures
- Reduction in access to and enjoyment of the arts

10. Policy and Performance Agenda Implications

The provision of community arts, arts in regeneration and arts in health supports the delivery of the “One town, one community” agenda, the stimulation of the local economy and provides opportunities for communities to improve their health and wellbeing, notably mental health. The provision of public art improves the quality of public spaces.

11. Background Papers and Consultation

Staff have been informed of the overall nature of the report.

Arts Council have been contacted for comment

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	18th February, 2014
3.	Title:	Subsidised use of the Civic Theatre (Applications)
4.	Directorate:	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). It was determined that applications be brought to Delegated Powers 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 a recommendation for one application.

6. Recommendations

Cabinet Member approves an application by Acorns to Oaks Drama Group

7. Proposals and Details

Local community drama group “Acorns to Oaks” currently have two dates booked for performances at the Civic Theatre in September 2014. The group is based in the Oaks Day Centre in Wath upon Dearne and describes itself as being made up of people with Learning Disabilities. The group have previously been granted one of these two days as a subsidised hire.

It is proposed that this is granted again due to the obvious benefits this experience bring to the performers and audience.

This would be taken from the annual allocation of £5,000k for subsidised community use of the theatre.

8. Finance

Based on the second of the two dates, an estimate of the subsidy required would be:

Theatre Hire:	£460*
2 additional hours hire:	£103.40*
Nominal ticket fee (TBC)	<u>£140*</u>
Total:	£703.40*

*This figure assumes approval of 2014/15 Fees and Charges.

9. Risks and Uncertainties

The above amount can only be at this stage estimated and could escalate depending on further requirements.

It is difficult at this stage to forecast additional demands on the annual allocation for subsidised use.

10. Policy and Performance Agenda Implications

The Civic Theatre contributes to the economic regeneration of the town centre and gives people from all communities opportunities to improve their mental well being.

11. Background Papers and Consultation

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

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