

## **CABINET MEMBER FOR LIFELONG LEARNING, CULTURE AND LEISURE**

**Venue: Town Hall, Moorgate  
Street, Rotherham.**

**Date: Tuesday, 14 November 2006**

**Time: 9.00 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. Minutes of the previous meeting held on 31st October, 2006 (Pages 1 - 3)
4. Minutes of a meeting of the Christmas Carnival Co-ordinating Group held on 26th October, 2006 (Pages 4 - 7)
5. Minutes of Joint Meeting held on 30th October 2006 (Page 8)

**(The Chairman authorised consideration of the following item to enable the matter to be processed.)**

6. Christmas Illuminations Scrutiny Review (Pages 9 - 44)
7. Date and Time of Next Meeting - 28th November 2006

**CABINET MEMBER FOR LIFELONG LEARNING, CULTURE AND LEISURE**  
**Tuesday, 31st October, 2006**

Present:- Councillor St. John (in the Chair); Councillors Austen and Littleboy.

**78. LEA GOVERNOR APPOINTMENT**

Pursuant to Minute No. C50 of January 2000, consideration was given to a nomination received to fill LEA vacancies on school governing bodies.

Resolved:- That, with the effective date of appointment, the following appointment be made to school governing body:-

Badsley Moor Junior School  
31/10/06

Mr. I. Atkinson

The above appointment is subject to a satisfactory check being undertaken.

**79. CULTURE AND LEISURE PERFORMANCE REPORT APRIL-JUNE, 2006**

Consideration was given to a report of the Head of Culture and Leisure which outlined the 2<sup>nd</sup> quarter progress against Culture and Leisure key performance indicators for 2006/07, and projected Rotherham performance against the 2006 Comprehensive Performance Assessment (CPA) Culture Block.

Service Plan Key Performance Indicators

A single performance exception was highlighted. The service set a target to achieve 2 Green Flag awards during 2006/07. The submission from Thrybergh Country Park was successful whereas the submission from Rother Valley Country Park failed. Due to the annual timetable for awarding Green Flags concluding in June of each year, the authority will not achieve a further Green Flag award until 2007/08.

Comprehensive Performance Assessment (CPA) Performance

The Audit Commission reported on its inspection of Rotherham's Culture & Leisure service in September. The inspection, completed during the first week of July 2006, scored the service as 'Good' (2 stars out of a possible 3) with 'promising prospects to improve'. This is a considerable achievement for Rotherham's Cultural Services. Between June 2005 and September 2006 the Audit Commission reported on 36 inspections of cultural services. The majority (58%) were scored as fair (1 star) services. Rotherham is placed amongst the minority (39%) scored as 'Good' (2 star).

The report set out the findings of the inspection by the Audit Commission, together with a number of recommendations made by them against which an action plan will be drawn up.

As a result of the increased weighting applied to PI scores for CPA 2006, achievement of Upper or Middle performance thresholds is a critical component in securing a 'good' or 'excellent' overall CPA assessment for Culture & Leisure Services and, ultimately, for the Council.

A key development during the 2<sup>nd</sup> Quarter was the achievement of a 77% outturn against the Schools PE performance indicator. This score is above the lower threshold.

The report set out details of updated current and projected performance against CPA Culture Block Performance Indicators. Current or expected performance is indicated by a "traffic light"/"RAG" system.

Overall performance against the CPA Culture Block PI set is scored from 1-4 (poor performance = 1) and is dependent upon the number of PI outturns falling within each of the performance thresholds.

Current analysis summarised in the details of the table submitted gives Rotherham a projected score of 3 against 2006 Culture Block. Final performance is, however, dependent upon seven survey based PI's achieving middle or upper threshold but whose final outturns will not be known until late 2006 or early 2007.

Resolved:- That the Performance Report be received.

### **80. EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972.

### **81. REVENUE BUDGET - CULTURE AND LEISURE SERVICES**

Consideration was given to a report of the Head of Culture and Leisure which set out the detail of a presentation to be made at the Regeneration Scrutiny Panel to be held on 3<sup>rd</sup> November, 2006 on key issues affecting the services, both currently and into the future in respect of the budgetary situation.

The report set out the detail of:

- The overall position of the 2005/06 outturn, including areas of under/overspending and impact on performance (drawn from the final outturn report);

- Current performance for the 2006/07 budget and projected outturn; including some information on the outcomes expected from the new funding allocations received in 2006/07 and any other changes;
- For the 2007/08 budget, the highlighted savings targets from the Medium Term Financial Strategy (MTFS) and issues and potential options for investment or disinvestment.

It was reported that more in-depth detail on savings and investments will be presented at the second round of Scrutiny Panel budget meetings.

It was noted that a recent Audit Commission Inspection of Culture and Leisure Services had highlighted the good value for money the service offered and the fact that it is a low spender against comparator authorities.

Resolved:- (1) That the outturn position of the 2005/06 budget be noted.

(2) That the emerging and continuing pressures within the services in this financial year and actions being taken to manage them be noted.

(3) That the savings target set for Culture and Leisure in the MTFS and possible options to meet that target be noted.

(4) That a more detailed report on savings be presented to the next meeting of Cabinet Member, Lifelong Learning, Culture and Leisure in November, 2006.

(5) That a report be submitted to a future meeting on the progress and timetable of negotiations in respect of The Yes Project and the future management of Rother Valley Country Park.

(Exempt under Paragraph 3 of the Act – information relating to financial or business affairs).

**CHRISTMAS CARNIVAL CO-ORDINATING GROUP  
THURSDAY, 26TH OCTOBER, 2006**

Present: The Mayor (Councillor Wootton), Marie Hayes (in the Chair), Dawn Runciman, Bernadette Rushton, Margaret Baker (Rotherham Minster) and Elizabeth Bratley (Primark).

**68. WELCOME AND INTRODUCTIONS**

The Chair welcomed Margaret Baker and Elizabeth Bratley to the meeting and introductions were made.

**69. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Stuart Price, Rev. Jane Sinclair, Julie Roberts and Malcolm Wilkinson.

**70. MATTERS ARISING**

Lions Club

The meeting was informed that the Lions Club had agreed to be involved in the Christmas Parade but that a decision was awaited from the Police in view of a request from the Lions Club for a Police outrider to escort their sleigh through pedestrianised areas.

Agreed:- That Marie Hayes keep The Mayor informed on this issue.

Christmas Lights

The meeting was informed that a report on the Scrutiny Review into the provision of Christmas lights and trees in future years was presently being prepared for submission to the Regeneration Scrutiny Panel on 3<sup>rd</sup> November, 2006 and Cabinet Member, Lifelong Learning, Culture and Leisure on 14<sup>th</sup> November, 2006.

The recommendations of this report would be reported to the next meeting of this Group.

It was clarified that the policy for the provision of lights and trees for this Christmas remained the same as previous years.

**71. MINUTES OF PREVIOUS MEETING HELD ON 21ST SEPTEMBER, 2006**

Agreed:- That the minutes of the previous meeting of this Group held on 21<sup>st</sup> September, 2006 be received as a correct record.

**72. ALL SAINTS SQUARE - PROGRAMME OF EVENTS**Christmas Carols/Songs

The Assistant Town Centre Manager outlined the current situation with regard to the transmission of songs and carols in the two week period leading up to Christmas.

Due to technical difficulties and licensing issues with regard to The Big Screen last year, this had not happened and although carols had been played through a separate system, the sound quality had been unacceptable.

In view of representations from a variety of sources, a meeting had been convened with relevant parties and a report on proposals for this year had been submitted to a meeting of the Cabinet Member, Lifelong Learning, Culture and Leisure held on 24<sup>th</sup> October, 2006. The report had set out a number of recommendations in addressing this issue.

Over fifty community groups and voluntary organisations had been involved in The Big Screen Project, including Summer events, and this had resulted in sporting and cultural events being shown.

The Town Centre Team had suggested that The Big Screen had a role to play in Christmas activities and could contribute to the Christmas Programme of events and add to the atmosphere.

Proposals in the report had included:-

- ❖ Traditional Carols and Songs
- ❖ Live Music with local musicians/schools
- ❖ Activities on the Screen

A number of schools have signed up to have nativity plays, music or carol concerts recorded, exhibitions of children's artwork and Christmas messages.

The "Get Sorted" Tuesday Club will be filmed singing Christmas songs. Other features could include archive Rotherham footage, photographic exhibitions, competitions and messages from local businesses, shoppers, the Pantomime cast, The Leader of the Council and the Mayor.

In addition, the Big Screen would be showing Christmas classics and children's programmes.

As the volume of the screen and the design had not necessarily been audible throughout All Saints' Square last year, it had been suggested that carols/songs be transmitted for two hours in the morning and three hours in the afternoon. Silent footage would be shown on the Big Screen at these times.

The meeting discussed the location of speakers and the need to seek permission from owners of town centre buildings prior to the erection of speakers.

### **73. LIGHTS INSTALLATION**

The meeting was informed that lights are presently being erected.

The Eid light had been switched on to celebrate the end of Ramadan. This would be lit every night until the lighting system was dismantled.

Christmas trees would be erected on Sunday, 5<sup>th</sup> November, 2006 and would later be lamped in preparation for switch on evening.

There were catenaries with no lights in view of a request from South Yorkshire Police not to obscure the view of CCTV cameras.

### **74. FORMAT - SWITCH ON EVENING**

Hallam FM had confirmed that Big John at Breakfast Team would be leading the switch on event. The name of the celebrity band and artiste was not yet known.

As a result of a joint promotion with Culture and Leisure's Commercial and Promotional Services and Community Arts Teams and Town Centre, Tourism and Markets teams, a Lantern Parade involving local school children would take place this year.

Workshops had taken place during the half-term break for children to make lanterns and to learn circus skills from Swamp Circus.

There will be four separate parades entering All Saints' Square from different areas of the town. Children from Meadowview Primary School would lead the Civic Party down from the Town Hall and there will also be fire jugglers once the lights have been switched on.

In addition, the meeting discussed:-

- timing of the parades
- stewarding issues
- the involvement of the Lions Sleigh

### **75. TOWN CENTRE ACTIVITIES UPDATE**

The meeting was informed of a number of town centre activities and events, as follows:-

- Switch on Evening – 16<sup>th</sup> November, 2006
- Accessible Shopping Day - 30<sup>th</sup> November, 2006

Shopping day/evening focussing on the elderly, disabled and those with accessibility issues. Day marks the launch of the recently prepared Disability Equality Scheme document. Activities in All Saints' Square (including music, refreshments and information stalls) will be coupled with increased availability of community transport in specific areas across the borough.

- Craft and Collectables Market – 1<sup>st</sup> and 2<sup>nd</sup> December, 2006
- Reindeer Parade – 16<sup>th</sup> December, 2006 (winner of a competition in the local press will ride with Santa in his sleigh during the parade)
- Every Saturday in December – live music in town centre
- Saturdays in December – live music in town centre
- Santa's Grotto and Animatronics – various times from 16<sup>th</sup> onwards

Agreed:- That the Town Centre Management Team liaise with the Assistant General Markets Manager with regard to the timing of the Lion's Sleigh and the opening of Santa's Grotto after the switch on event, as discussed.

#### **76. ANY OTHER BUSINESS**

The Mayor expressed his willingness to take part in any Christmas activities/events throughout the Borough.

#### **77. DATE AND TIME OF NEXT MEETING**

Agreed:- That the next meeting of this Group take place on Thursday, 14<sup>th</sup> December, 2006 at 2.00 p.m.



**JOINT MEETING - CABINET MEMBERS FOR ECONOMIC REGENERATION &  
DEVELOPMENT AND LIFELONG LEARNING, CULTURE AND LEISURE  
30th October, 2006**

Present:- Councillor Smith (in the Chair); Councillor St. John.

**1. EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 4 of Part 1 of Schedule 12A to the Local Government Act 1972 as amended (information relating to any consultations or negotiations in connection with any labour relations matter/details in relation to any joint board on which the Council is represented).

**2. SOUTH YORKSHIRE DESTINATION MANAGEMENT PARTNERSHIP -  
FINAL DETAIL AND BUSINESS PLANS**

Further to Minute No. 18 of the meeting of the Cabinet held on 24th May, 2006, consideration was given to a report of the Head of Rotherham Investment and Development Office which sought approval for the completion and sealing the South Yorkshire Destination Management Partnership Memorandum of Agreement. A copy of the Memorandum of Agreement was included with the report, together with job descriptions and person specifications for both the Chairman and the Chief Executive of the Destination Management Partnership.

Resolved:- That the final detailed version of the South Yorkshire Destination Management Partnership Memorandum of Agreement, as now submitted, be approved in order to seal the Agreement.

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Performance and Scrutiny Overview Committee</b>
<b>2.</b>	<b>Date:</b>	<b>10 November 2006</b>
<b>3.</b>	<b>Title:</b>	<b>Christmas Illuminations Scrutiny Review – 2<sup>nd</sup> draft</b>
<b>4.</b>	<b>Programme Area:</b>	<b>Chief Executive's</b>

### **5. Summary**

The review sets out the findings and recommendations of the Scrutiny Review Group who looked at the current service provision for Christmas Lights and Trees, both in Rotherham Town Centre and in the Districts. The review looks at budget and funding issues, where the responsibilities for this service lie and what can be done to enhance Christmas Illuminations in the Borough of Rotherham. The review was initiated the Performance and Scrutiny Overview Committee as a result of a call in on 22 August 2006 and commissioned by the Regeneration Scrutiny Panel.

The Review went to the Regeneration Scrutiny Panel on 3 November 2006. However, because of the deadlines for this review, their comments will be reported verbally at this PSOC meeting.

The Scrutiny review is attached as Appendix A.

### **6. Recommendations**

- 1. That PSOC endorse the review;**
- 2. That PSOC comment on its findings;**
- 3. That PSOC forward the report and their comments to the Delegated Powers meeting of the Cabinet Member for Lifelong Learning, Culture and Leisure on the 14<sup>th</sup> November 2006, in accordance with reference to the Delegated Powers meeting held on 9 August 06/Min 33 (1).**

## **7. Proposals and Details**

The focus for the review was on the following areas:-

- the historical background to the provision of district trees
- cost of the provision of the trees, lights, installation and barriers, and the need to ensure best value for money
- inadequacy of the current budget
- the need to avoid creating the perception that everything was concentrated on the town centre
- the Borough wide value of the Gateways initiative

The review identified a number of areas for action including:

1. The spread of responsibilities for the management of Christmas Illuminations in Rotherham;
2. Improved co-ordination for the implementation of Christmas Illuminations through a Partnership;
3. Where budgets are held;
4. Creating an equitable approach to Christmas Illuminations;
5. Actively seeking sponsorship to fund Trees and Illuminations;
6. Using the Gateway Improvement Plan to light Rotherham at Christmas time
7. Ensuring that diversity issues are accounted for as part of an annual programme of Town Centre events

## **8. Finance**

Member's attention is drawn to recommendations 6.1.1 and 6.1.6 where reference is made to a single events budget. It was the review group's intention that the Christmas element of this budget should be reduced, but not wholly replaced by sponsorship. The Town Centre Partnership will need to determine realistic targets to reduce the budget accordingly.

Financial considerations are raised through the discussion on raising sponsorship to fund Christmas Illuminations and from the use of funds from the Gateway Improvement Plan.

The cost of undertaking the review was met from existing Scrutiny and Democratic Services Budgets.

## **9. Risks and Uncertainties**

The review identifies a risk for 'gaps' across the Borough where sponsorship cannot be raised to fund Christmas trees and lights

## **10. Policy and Performance Agenda Implications**

Corporate Plan 2005 - 2010

Community Strategy 2002 – 2007

## **11. Background Papers and Consultation**

The report has been circulated to all Council officers and the Cabinet Member contributing toward the review – for their comments and to check for factual accuracy.

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## EXECUTIVE SUMMARY

This review was requested by PSOC after a call - in initiated by Cllr John Doyle and supported by five other Members. The call - in challenged a decision to withdraw Council funding<sup>1</sup> for District Christmas Trees and was presented to PSOC on 22 August 2006. The original funding decision was made by the Cabinet Member for Lifelong Learning, Culture and Leisure at his delegated powers meeting on 9 August 2006.

The aim of the review is to examine new opportunities for the equitable provision of District Christmas trees, taking into account the budget implications of such a provision. The review will also examine the perception that Christmas Illuminations are concentrated in the Town Centre of Rotherham.

The review does not seek to increase current expenditure in this service provision.

The review group was made up of the following members of:

- Chair: Cllr Alan Gosling
- Cllr John Swift
- Cllr John Turner
- Co-optee – Brian Walker

During the review, the group invited Council Officers from Economic Development Services and the Rotherham Visitor Centre, Culture and Leisure, Cabinet Member for Economic Development and the Chamber of Commerce.

Their help and co-operation with the review is gratefully acknowledged.

### Summary of Findings

- That the responsibility for organising Christmas trees, lights and events is spread primarily between Culture and Leisure and EDS<sup>2</sup>, with other parties – 2010, Ringway<sup>3</sup> and Blachere<sup>4</sup> providing the on site technical support;

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<sup>1</sup> This budget is around £4000

<sup>2</sup> Health and Safety, Traffic Management, Streetpride and Town Centre Management

<sup>3</sup> Grounds Maintenance Contractors

<sup>4</sup> Illuminations and Lighting Contractors

- There are three budgets within the Council held for Christmas – one for illuminations, tree lights and the Town Centre Switch on event managed by Culture and Leisure through the Christmas Carnival Group, one for Town Centre Christmas Activities and Events Programme managed by the Town Centre and Markets Manager based in EDS; the third budget, from the Grounds Maintenance Budget (EDS) for provision of Christmas trees.
- That there is no formal strategy or policy document to underpin budget decisions with regard to this service provision;
- That the majority of the budget available for Christmas is spent on the Town Centre;
- That the location of district Christmas Trees has evolved over time, with some being withdrawn due to vandalism.

The recommendations made by the review group can be found on pages 20, 21 and 22.

## **1 ORIGINAL CONCERNS – WHY MEMBERS WANTED TO LOOK AT THIS ISSUE**

On 9 August 2006, the Cabinet Member for Lifelong Learning, Culture and Leisure was asked to consider a report submitted by the Head of Service, Culture and Leisure.

The report set out the financial implications of the provision of additional lighting for Christmas Illuminations and health and safety works during the current financial year, together with the need to determine the format for a new Christmas Illuminations Tender for 2007-2009.

The Cabinet Member was asked to consider the budget implications for the provision of Christmas Illuminations, the additional costs for health and safety works for the treatment of metal bolt fixings and the content/format of Christmas Illuminations for 2007-2009. Specific consideration was given to the provision of district trees and identification of additional budget for illuminations.

A number of resolutions were made at the meeting,<sup>5</sup> however, the decision to cease the provision of district Christmas trees due to the budgetary implications for the provision of lamps and barriers, resulted in a call in at PSOC<sup>6</sup> on 22 August 06.

### **1.1 Members Concerns**

Sponsors of the call in made particular reference to the following:

- the need for consultation
- the historical background to the provision of district trees
- cost of the provision of the trees, lights, installation and barriers, and the need to ensure best value for money
- inadequacy of the current budget
- the need to avoid creating the perception that everything was concentrated on the town centre
- the Borough wide value of the Gateways initiative

The sponsors also put forward the view that rather than ceasing to provide trees in the districts there was now an opportunity to look at ways of

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<sup>5</sup> Appendix 1 – Cabinet Member for Lifelong Learning, Culture and Leisure – Minute 33 – 09/08/2006.

<sup>6</sup> Performance and Scrutiny Overview Committee – min ref 62



providing them for those parts of the Borough where they were currently not provided.

The call in was upheld and the decision be referred back to the Cabinet Member on 14 November 2006. A request for a scrutiny review was noted and referred to the Regeneration Panel held on 8 September 2006.

## **1.2 Council Priorities**

### **1.2.1 Community Strategy 2002 - 2007**

One of the four priorities set out by the Community Strategy seeks to 'stimulate a culture of learning and development to ensure maximum benefit for local people and businesses.

### **1.2.2 Corporate Plan 2005 - 2010**

Rotherham Alive – Rotherham will be a place where people feel good, are healthy and active and enjoy life to the full.

- A key objective is to increase the number of adult and young people participating in cultural activity who feel it improves their quality of life – the target is to achieve the national average by 2010.

Rotherham Proud – Rotherham people, businesses and pride in the Borough are at the heart of this vision. The Borough will have a positive external image.

- Promote the Borough to increase economic activity from tourism – the next economic impact assessment is to be carries out in 2008

## **1.3 Terms of Reference**

Members of the review group agreed the following terms of reference:

To examine new opportunities for the equitable provision of District Christmas trees, taking into account the budget implications of such a provision. The review will also examine the perception that Christmas Illuminations are concentrated in the Town Centre of Rotherham.

The review does not seek to increase current expenditure in this service provision.

The following aspects were examined:

- Exploring sponsorship
- Use of existing, strategic trees
- Further use of roundabouts
- Consideration of the devolved budget to Area Assemblies

- Working with Parish Councils
- Incorporation of the Gateway Initiative
- More involvement of the community
- Maintenance of civic pride and diversity issues
- Appropriateness of this budget being held by Culture and Leisure

## **2 OVERVIEW OF POLICY FRAMEWORK**

### **2.1 National Level**

The Association of Town Centre Management conducted a survey of local authorities in January 2006. The ATCM estimate that £20m per year is spent on Christmas Illuminations to transform town centres and streets into ‘jolly, luminous carnival, ready to welcome flocks of carol singers, Christmas shoppers and visitors, but achieving it seems to be more difficult each year’. The report finds that the average budget was £38,645, with 70% of the money coming from the Local Authority and 16% coming from the private sector. The remaining funds were made up from Town Centre Partnerships (11%) and other sources (3%).

‘All in all the report shows that the public love their Christmas lights and it is a part of the national culture. You tamper with it at your peril’<sup>7</sup>

### **2.2 Local Level**

#### **2.2.1 Local Press Coverage**

On 8 September 2006, The Advertiser reported on the decision to withdraw funding for Christmas lights. The article quoted the Chair of PSCO, Cllr Robin Stonebridge as saying, “The call in (is) an opportunity for councillors to ask the Cabinet Member to reconsider his decision. After hearing the points they (the members) made, the Cabinet member did just that, and as a result we shall be looking at undertaking a scrutiny review of how Christmas lighting can be improved in Rotherham”.

The article requested feedback from the public on the issue which resulted in around 20 calls to the Scrutiny Unit from individuals wishing to feed in their views. The key messages from this feedback was that the public value Christmas and have an expectation that the Council will provide a visual celebration of Christmas by erecting decorative lighting and tree’s in the Town Centre and the Districts.

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<sup>7</sup> Martin Blackwell – Development Director – ATCM. March 2006

### 2.2.2 Regeneration Scrutiny Panel

Minute No. 3 of the Regeneration Scrutiny Panel held on 26<sup>th</sup> October 2000, related to the outcome of a Review Sub-Group that had looked at the town centre Christmas illuminations.

The recommendations, which were endorsed by Cabinet (Minute No. 6 of 14<sup>th</sup> November, 2000), included:-

- a) Ensuring that there was a co-ordinated approach on this matter to avoid future problems;
- b) Explore ways of reducing costs and charges, in line with Best Value practice and using market testing; and
- c) Examine, with the Council's partners, ways of obtaining sponsorship or other external financial help, particularly from EEC sources, and ask the External Funding Team to explore possibilities.

The recommendations were not progressed due to the various restructures within the Council in 2001. It was pointed out that Culture and Leisure had been required to reduce expenditure significantly in recent years and had managed to do so without impacting on front line services. The budget for this element of the Service had not been increased in line with inflation and is now considered unrealistic.

## 3 BACKGROUND

The review group was unable to establish the exact historical background to choice of site's for Council funded trees. This appears to be adhoc with no strategy or plan for the choice for location. Some sites have ceased in recent years due to damage and vandalism taking place. Examples are tree's Wath Town Centre and Swinton Civic Centre.

In the early 70's, Building Works undertook the management and supply, erection of trees and lights. The former Amenities and Recreation service took over this role the mid 70's. At about the same time, the Christmas Carnival Group was established and at this time comprised Amenities & Recreation, EDS/Highways and the Chamber of Trade.

The Culture and Leisure Service took over the responsibility to project manage Christmas Illuminations in 2001.

## 4 REVIEW FINDINGS

### 4.1 Current Sites for existing Christmas Trees and Lights

#### 4.1.1 Town Centre Christmas Trees

- All Saints Square
- Town Hall
- Effingham Square

#### 4.1.2 District Christmas Trees

- Woodman Roundabout – Swinton
- Kilnhurst Churchyard
- Woodsetts
- Harthill

#### 4.1.3 District & Town Lights and Illuminations

- Maltby - Town Council provide their own tree
- Wath Town Centre have a Garland and Lights
- Whiston Parish provide own tree through RMBC
- Thurcroft purchased own lights
- Town Centre Lights – list of sites in Appendices<sup>8</sup>

## 4.2 Who does what?

### 4.2.1 The Christmas Carnival Co-ordinating Group

This group is chaired by the Commercial and Promotions Manager based in the Culture and Leisure Service and is attended by the Mayor and Deputy Mayor, Town Centre Management, EDS, Health & Safety, All Saints Church and the Chamber of Commerce. The group meets six times a year to plan the Christmas programme of events.

Its remit is to manage all Christmas activities and events, primarily in the Town Centre, but this also includes the district trees and lights listed above.

The group's budget is managed by Culture and Leisure with the Town Centre Management function making a contribution to the events programme. *A distinction needs to be made between the budget for the Christmas events programme and that for Christmas trees and lights. The latter is shown in the table below.*

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<sup>8</sup> List of Sites for Town Centre Lights - Appendix 2

Christmas Illuminations in the Town Centre are currently provided under a contract with Blachere Wonderland Illuminations UK Ltd. (2004-2006). Last year a considerable amount of additional work had been carried out to install a permanent lighting infrastructure via the lighting columns in the Town Centre, with exception to the High Street where this was not feasible. This additional capital cost is reflected in the 2005 budget shown below. However, under the existing contract there is no provision for lighting in All Saints' Square other than on the Christmas tree.

A new three year tender now needs to be specified and will reflect the recommendations of this review. It is feasible that one contractor could undertake both Town Centre and Gateway Illuminations; however, the financial principles of any such contract could not be certain where sponsorship is relied upon to meet contract costs.

2010 store the lights, erect them onto the trees in the Districts and replace them when damaged or worn. Labour and materials charged back to Culture and Leisure/Christmas Carnival Budget

The Culture and Leisure Service project manage all Christmas Illuminations, trees and decorations either through the Blachere contract or through EDS<sup>9</sup>. This is with exception to specific parished area who undertakes their own Christmas tree and illuminations.

The Christmas Carnival Budget pays for the erection of the trees, the hoist, safety barriers and lamps.

In *addition* to the budgets referenced above, the Grounds Maintenance Budget (EDS) pays for the provision of all trees and the base sockets for setting trees into the ground

The Grounds Maintenance Contractors – Ringway – are responsible for siting the barriers with the exception of Harthill who organise their own.

#### 4.2.2 Christmas Switch on Night

The switch on evening is an annual civic event and launched by the Mayor to switch on the Christmas Lights in the Town centre. Hallam FM Host the event and a Santa's grotto is provided. The event requires staff to manage crowd control, technical input, health and safety measures.

### 4.3 Budget

The following budgets include the cost of trees, lights, installation, barriers – the switch on evening is shown as a separate figure

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<sup>9</sup> EDS mange the Grounds Maintenance Contract with Ringway.

#### 4.3.1 Christmas Carnival Budget Summary<sup>10</sup>

Year	District Lights	Town Centre Lights	Town Centre Switch on Evening	Total Expenditure	Overspend
2003		45,524.15*	1,848.08	47,372.23	372.23
2004	2,730.20	43,732.81	3,510.51	49,973.52	5,415.14
2005	3,014.71	51,718.33	4,259.94	58,992.98	18,142.98
2006 <b>Estimated</b>	3,332.29	43,645.02	2,062.44	49,039.75	4,389.75**

- \*The 2003 budget figure included the District Trees and Lights. Building works undertook responsibility for both in this year.
- \*\* This projected overspend does not include additional town centre lights which will increase the figure by £4,842.00 to a total overspend of £9,231.75 in 2006.

#### 4.3.2 Town Centre Management Budget

The Town Centre Management function is based in RIDO<sup>11</sup> in the EDS Programme Area and holds a budget of around £45,000 for all Town Centre Events and Activities. Around £20,000 of this is spent *specifically* on funding Christmas Events and the marketing literature needed advertise these events, including the town centre Christmas Lights Switch On. This budget is additional to the budgets shown above and is not used to fund any of the Christmas trees or illuminations.

#### 4.3.3 Christmas Trees

It is important to note that the above costs *do not* include the supply and erection of the Christmas trees, care and dismantle/disposal of them. This cost is met by EDS through the ground maintenance contract; the cost now established for 2006 for the provision, erection, care and dismantle of trees

<sup>10</sup> A complete set Christmas Carnival Group accounts 03/06 can be seen at Appendix 3

<sup>11</sup> Rotherham Investment and Development Office

has increased to £5,128. This detail was not available at the time of the scrutiny.<sup>12</sup>

There is no profit margin on this part of the contract and it is a delicate balance each year to ensure that no loss is incurred either. To date, it is considered that good value for money has been achieved on this service, with the revised costs received from Ringway now deemed to be more realistic.

#### 4.4 Health and Safety

There are a range of health and safety issues to be considered when selecting a site for Christmas Trees and Illuminations.

- On roundabouts, site lines need to be kept clear
- Ensure that CCTV camera's are not obscured
- Access to electricity provision
- Where lighting is used, barriers must be erected to create space between the tree and the general public. Lighting companies will not lamp trees without barriers
- Erection of lights can only take place at off peak times, e.g. Sundays and evenings.
- Structural checks must be made of the catenaries
- Is the ground suitable to take a socket to support the tree
- Safe installation of trees to ensure that they are wind and rain resistant

##### 4.4.1 Vandalism

There has been very little vandalism to street lighting and decorations suspended across streets from catenaries. Lamps on district trees are stolen quite frequently and are replaced by 2010.<sup>13</sup> It is reported that the Woodman Island Christmas Tree is the one most vandalised, with lamps taken from the lower (reachable) half of the tree, leaving lamps at the top.

The cost of replacement lamps is met by the Christmas Carnival Budget. Records to 2003 show the following costs directly attributable to vandalism:

2001/01 £520

2001/02 £525

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<sup>12</sup> At the time of writing this report, budget information was based on last year's costs. This was at a rate of around £2600 per annum, working out at about £370.00 per tree.

<sup>13</sup> 2010 – Rotherham's Arms Length Management Organisation set up in May 2005 to manage council housing and repairs.

2002/03 £241

The Provision of records by Building Works for the cost of replacement lamps ceased in 2003.

#### **4.5 Town Centre Management**

Town Centre Management is represented on the Christmas Carnival Group. A programme of Christmas Activities is organised by the group commencing this year on 13 November 2006 with the last event on Christmas Eve.<sup>14</sup> There is no comprehensive package of funding and activities from sponsorship or in the form of formal partnerships to 'manage' Christmas and other Town Centre activities.

The review group heard evidence from the Town Centre and Markets Manager who told us that supporting Christmas Events and activities was essential. It is an opportunity to attract people, visitors and customers into the Town Centre creating and influencing impressions on the quality of shopping and activities.

With increased local competition from Meadowhall<sup>15</sup> and Doncaster town centre, it was the Town Centre Manager's view that the public's expectation is for bigger and better illuminations and decorations.

The ATCM Survey showed that every town is struggling to keep a budget for illuminations and meet public expectations for this time of year.

Feedback from Town Centre business Meetings with the Council suggests that traders would like to see more Illuminations and a greater number of streets involved.

Suggestions to represent trader's interests in return for sponsorship included using lamp posts for sponsor's signage, the potential to theme streets and involve schools in design, and encouraging shop window displays as part of a competition to judge the best dressed window.

The review group heard that sponsorship packages need to be sustainable and run over a period of years, three being the optimum period. Christmas packages based over such a period would enable the planning of coordinated and themed Illuminations.

##### **4.5.1 BBC Big Screen**

The screen was installed into All Saints Square in 2005 and switched on 1st December. In March 2006 RMBC entered into a partnership with the BBC which resulted in a full time BBC Screen Manager being assigned to

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<sup>14</sup> The full programme of Christmas events can be seen at [www.rotherham.towntalk.co.uk](http://www.rotherham.towntalk.co.uk)

<sup>15</sup> Meadowhall Shopping - based at M1/Junction 34



Rotherham. The Screen Manager has the responsibility for the day to day operation of the screen, generating content & devising schedules and developing the involvement of the wider community in the project. Whilst the Council work within the BBC's own editorial & content guidelines, a Content Management Steering Group<sup>16</sup> has operated since before the screen switch on and has an important role in both generating and guiding the schedules & content for the screen.

Proposed Christmas entertainment through the Big Screen for 2006 will include:

- Recorded music through a PA at scheduled times of the day;
- High Quality programmes and festive films;
- Content which supports the work of community and voluntary organisations for instance, footage of children's nativity plays, music and carols from local schools;
- Footage which reflects life in Rotherham from local areas and residents;
- Promotion of local events.

## 4.6 Sponsorship

### 4.6.1 Town Centre

There is currently no service charge or contribution from Town Centre businesses although feedback suggests that businesses see the Christmas illuminations as an opportunity to use the illuminations to advertise services.

A strong view from all witnesses was communicated to the review group that sponsorship is the way forward provided the Council retain control of the co-ordination and themes and that it must be well managed.

The review group heard that the Town Centre Illuminations should be kept separate from the Districts. This was mainly because the catenaries in the Town Centre provide an ideal opportunity to light the town centre to the advantage of one main sponsor.

### 4.6.2 Districts

In respect of the Districts, opportunity exists for a number of sites to be selected across the Borough inviting one key sponsor for each site. The Gateway Initiative, discussed below, was suggested as an ideal opportunity to create pre selected sites and install permanent structures to facilitate an annual Christmas tree.

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<sup>16</sup> The Terms of Reference for this group can be found at Appendix 4

Sponsorship for Christmas Illuminations requires a strategy to include selection of sites, capital expenditure and a programme. Such a strategy would include a pre determined budget for each site and consultation with Area Assemblies and Parish Councils to establish themes for decoration.

The benefits to the sponsor should also be set out here.

#### 4.6.3 Sponsoring Roundabouts

We asked Streetpride about the flower bed marketing concept used on key roundabouts. We were told that the flower beds themselves are not sponsored but that sponsorship is attracted from local business using a marketing company. An average sponsorship totals £4000 in return for a marketing opportunity using signage on the roundabout. The marketing company are paid 50% of the income with the other 50% going to the Council. However, in the first year, the Council must pay for the signage for the relevant sponsor and any maintenance costs thereafter. Sponsorship is paid on an annual basis with many sponsors maintaining inclusion in the scheme each year.

#### 4.6.4 Chamber of Commerce

The Chamber of Commerce told the review group that historically the existence of a Chamber of Trade and a Chamber of Commerce has complicated the issue. The Council has traditionally liaised with the Chamber of Trade on this. Over the last 2 years however, the Chamber of Commerce has been involved through the Christmas Carnival Group.

The Chamber of Commerce perspective is that Christmas Illuminations is a Council issue – the Council should decide how it is done, on what basis and organise it. It was their view that there seems to be a lack of clarity within the Council over who is responsible and who is going to pay for it. In addition, the chamber holds the perception that the role of the town centre manager in this process has never been clear.

There is an issue around what contribution there should be from the business community, particularly in Rotherham Town Centre. With the expiry of the Chamber of Trade, the Chamber of Commerce could play a larger role in helping to coordinate Christmas Events. It has never been clear what the Council wants or expects from the Chamber of Commerce.

The business community may be reluctant to contribute but they could be the key to solving this issue. The sponsor also needs to be clear about what benefits they gain from such a sponsorship.

The Chamber of Commerce are in an ideal position to help co-ordinate community involvement and would like to involve young people and schools more.

Business Improvement Districts might provide a solution. Under the Local Authority Business Growth Incentive councils are allowed to keep any

additional business rates and it was suggested to the review group that this money could be ring fenced for businesses to spend on items like sponsorship for Christmas Illuminations.

John Lewis stated that this isn't just an issue about Christmas lights and that the Chamber would like to see an increased involvement by the Council in issues that affect local business. He said the Chamber of Commerce would be willing to contribute financially but they need the Council to sort out the management issues.

#### **4.7 Area Assemblies**

##### Area Assemblies

The review group interviewed Area Assembly Chairs - Cllr's Amy Rushforth and Franks Hodgkiss. Cllr John Swift was part of the review group and also contributed his views in his capacity as an Area Assembly Chair.

The main issue discussed was that of the devolved budget and whether it was feasible to expect this to be used to fund district and area Christmas trees and lights.

The overwhelming view was that the Area Assembly budgets were already over subscribed with NRF Funding for instance earmarked for spending on projects that meet specific criteria.

Funds transferred to the AA by Streetpride also already designated for local environmental improvements.

All agreed that as the devolution of Area Assemblies develops and the Area Assemblies hold a larger budget, then it may be possible to support Christmas illuminations in local areas. However, all thought that local sponsorship was the way forward, with clear benefits being available to the sponsors.

Disappointment was expressed that consideration to cut an already small budget funding district trees was on the political agenda. However, all agreed that the current funding regime was inequitable and that this needed to change by virtue of a long term strategy.

It was clear from these discussions that practical support was available from within the Area Assemblies to persevere with the provision of Christmas trees and lights in local areas. The new structure of Area Assemblies<sup>17</sup> was

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<sup>17</sup> From April 2006, Area Assemblies comprise a co-ordinating group made up of 9 Elected Members, 3 Community Reps and 6 Partners. This group would set up (sub) working groups to look at specific issues and report back recommendations and action plans to resolve local issues.

ideally suited to working groups looking at the provision of Christmas Illuminations for in local areas.

The review group recognised that officer support from Neighbourhoods and EDS would be necessary to provide administration, contacts and legal or technical input as required.

#### 4.7.1 Parish Councils

Members of the review group met with Parish and Town Councils representatives at an RMBC Joint Working Group Meeting.

Parish Councils and Maltby Town Council undertake to organise their own local Christmas Illuminations and trees and these are usually funded from the Parish Precept. However, not all Parishes can afford to do this, Catcliffe Parish Council being one example.

Disappointment was expressed that the Council did not consult with them on the implementation of Christmas Illuminations across the Borough.

The Parish & Town Council joint working group agreed that if money is to be spent on Christmas decorations within parished areas then the money should be distributed evenly across the Borough.

## 4.8 Diversity

The point was made that we live in a multi faith society in which all (eligible persons) are required to pay council tax.

The way in which the current budget is split between the Town Centre and Districts is inequitable; therefore a policy is needed to underpin future budget decisions taking into account the Councils Corporate Priorities and the Community Strategy.

Sponsorship was supported here as a means to resolve the issues – businesses committed to a sponsorship package could sponsor a range of decorative lighting throughout the year culminating in Christmas.

The religious festivals specifically referred to were Eid, which follows the Lunar Calendar,<sup>18</sup> marking the end of Ramadan. Diwali, which also follows the position of the moon, falling 20 days after the popular festival of Dussehra or Vijaya Dashmi and coincides with October/November in the Western Calendar; the third key celebration is the Chinese New year on 29 January.

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<sup>18</sup> Dates for Eid 2006/09 are: 2006 - Oct 24, 2007 - Oct 13, 2008 – Oct 1 and 2009 Sept 21.

Cultural lighting displays could be planned as part of an annual programme focussed on the Town Centre and as part of the Town Centre Management function.

The review group was told that the perception of 'anti-Christmas' from non Christian religious groups was not a reality – that the lights, trees and illuminations of Christmas were enjoyed by many from an aesthetic point of view and simply an enjoyment of the British culture at Christmas time.

However, it is recognised that we need to celebrate multi faiths through lighting and illumination displays in a similar way. Consideration would need to be given to the use of coloured lights and symbols that are relevant to other religious festivals. This needed to be in view of the cost for bringing contractors in at different times to erect lighting.

The review discussed the use of the Big Screen to celebrate different faiths which are largely located close to the Town Centre. It was suggested that the Big Screen in All Saints' Square could be used for the advertisement of religious festivals, such as Diwali, Eid and Chinese New Year.

The review group concluded that these proposals need a policy framework which sets out the Councils objectives for Lights and Illuminations including satisfying the cultural preferences of a multi faith community.

## 5 EXAMPLES OF GOOD PRACTICE

### 5.1.1 Eastbourne Christmas Magic<sup>19</sup>

In Eastbourne the Christmas Lights and events are organised by an adhoc partnership comprising the local authority and private sector businesses, with the local authority currently providing match funding.

'Eastbourne Christmas Magic' was the name chosen by the group as they wished the town to be identified more strongly with the Christmas activities the town provides. The funding requests were to be associated with added value, as many businesses see no link between funding Christmas Lights and any business benefit.

A sponsorship package was devised that would provide marketing and publicity for each sponsoring business. Differing levels were made available, with an entry level of £150 rising to £2000 for event sponsorship.

Examples of the types of benefits offered were:

- Point of sale kit – banner stickers for doors and windows and branded stationary;

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<sup>19</sup> Source: Association of Town Centre Management Report - March 2006

- Publicity through 20,000 leaflets, radio, newspaper and Christmas Magic website;
- Local radio station discounted ad rates exclusive to Magic sponsors;

In addition, targeted benefits were offered to Retail (pantomime trail asks shoppers to identify items in participating shop windows) and the Community (opportunities for schools and amateur groups to carol sing and perform festive street drama).

The publicity materials are all sponsored so that the funds could be used to fund trees and lights. One main sponsor was found for the Christmas switch on event providing publicity and marketing opportunities to that business.

Eastbourne believe that the future funding of Christmas decoration, lights and events will increasingly depend on the private sector, but to do means it will be essential to provide a package of benefits to support the work.

#### 5.1.2 Heritage Festival Lighting – Hinkley<sup>20</sup>

This project was driven by the Town Centre Co-ordinator and the locally elected member holding the town centre portfolio and delivered in association with the County Council.

Leicestershire Economic Partnership and Hinkley Chamber of Trade, all of whom contributed to costs. Its aim was to enhance the environment and aid town centre regeneration by increasing trade over the Christmas period through the introduction of festive lighting in the form of ‘icicles’ hanging from all properties in the primary shopping area and most properties in the secondary area’s.

Combined with complementary lighting on trees and across streets, the whole area took on an elegant and welcoming appearance. The scene was augmented by the introduction of a town centre sign and individually designed entrances to the town’s historic and distinctive heritage.

The resulting ‘feel good’ factor was reflected in increased trade across retail and licensed sectors and this success, combined with the decision to award related work to local tradesman, both enhanced civic pride and provided the impetus to launch a formal town centre partnership.

#### 5.1.3 Mansfield Christmas Auction<sup>21</sup>

This project, conducted in partnership between Mansfield Town centre Management, the local authority, media and retailers was designed to raise funds for the town’s Christmas lights by auctioning a wide range of goods and services pledged by local businesses.

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<sup>20</sup> Ibid

<sup>21</sup> Ibid

Auction lots included a second-hand Porsche – London weekend theatre break, pizza delivery, plastering and painting services, beauty treatments and hotel rooms were previewed in a local newspaper before the local radio station, Mansfield 103.2, ran a day long auction live on air.

The auction raised a total of £23,000 between 8am and 8pm. All newspaper space, radio airtime, goods and services and staff time was given free of charge, proving that the concept can easily be adapted by towns of all sizes. The auction team went on to present Mansfield's best ever Christmas lights switch on event, which attracted 13,000 visitors, increased footfall in the Four Seasons Shopping Centre by 11% over the previous year and raised a further £60,000 in funding from ERDF, Liveability grants the Council and local businesses.

## 5.2 What are the options

A central theme to the evidence taken by the review group was that it would be very disappointing to see Christmas Trees and Lights disappear and that this would be an economic disadvantage to the Town Centre and Districts alike.

Use of existing mature trees – no review has taken place on the feasibility of using existing strategically located trees. The success of this would depend on satisfying health and safety issues and in reality only a handful of trees would meet the selection criteria to be decorated with lights.

Synthetic Trees – issues with storage arise as to where this would be. It would not be possible to leave a synthetic tree up all year due to wear and tear, vandalism and health and safety issues. It was also doubtful as to whether synthetic trees could be purchased that were tall enough to create the right impact.

Planting strategic trees – the review considered this option and accept that it could be possible to plant trees that in the future could be used for Christmas Lights. However, the group agreed that there were other shorter term measures that could be taken in order to resolve the issues examined in this review.

Sponsorship from the private sector organised in partnership with retailers and local businesses was favoured as the way forward. Critical to the success of this however, would be clear benefits being offered to the sponsors. The review group also believe that this would create a great opportunity to re-brand Rotherham's Christmas package for 2006/07.

Finally, the Area Assemblies are now well placed in terms of their revised structure to co-ordinate a new approach to Christmas Illuminations and the greater involvement of members of the community through setting up working groups.

### 5.2.1 The Gateway Improvement Plan

The Gateway Improvement Plan was approved by Cabinet in June 2005 with the objective of raising the perception of visitors and residents as they enter the Borough of Rotherham. The focus of the improvements is high quality hard and soft landscaping, bespoke street furniture unique to Gateway Corridors and on going consultation with the community.

Design work for the scheme is to be implemented during 2006/07 subject to public consultation and funding. A preliminary phase of the improvements has been carried out in 2005/06.

The Plan includes the improvement of main arterial roads, roundabouts and landscaping to focal points at key strategic points.

The review group were informed that the plan allows for 20 such sites across the borough.

Planned expenditure on the Gateway improvements totals £910,575.07 for 2005/06 and £628,057.00 during 2006/07. An estimated cost of the technical specification for a permanent socket and supply for a tree was approximately £650.00 per site.<sup>22</sup>

The review group considered that selecting a number of key Gateway sites across the Borough would provide an equitable solution to the provision of District Christmas trees and lights, as well as raising the profile of Rotherham at this time of year.

The review group were advised that a contingency budget should exist for sites that may remain vacant in any one year.

## 6 RECOMMENDATIONS

### 6.1 Town Centre Illuminations

6.1.1 Christmas Trees, Illuminations, Events and Activities should be funded by the Council from a single Special Events budget.

6.1.2 That the Special Events Budget should be held by the Town Centre and Marketing Manager based within RIDO in the EDS Programme Area.

6.1.3 That a Town Centre Partnership be set up to co-ordinate all Town Centre Events including the current remit of the Christmas Carnival Group. The Partnership would comprise a basis of the following members:

Town Centre and Markets Management – EDS  
Streetpride and technical/engineering - EDS  
Commercial and Promotional - C & L

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<sup>22</sup> A full technical specification and costing can be seen at Appendix 5



Neighbourhoods – Town Centre  
 Rotherham Visitor Information Centre/Tourism  
 Representation from the Town Centre Renaissance Team  
 Representation for the BBC Big Screen  
 Chamber of Commerce  
 Town Centre Shops/Businesses/Restaurants  
 Events and Planning Officer – SYP  
 Rotherham SYPTE  
 Vicar of Rotherham  
 The Mayor  
 Cabinet Member with responsibility for Culture and Leisure

- 6.1.4 The Partnership is chaired by the Town Centre and Markets Manager.
- 6.1.5 The Town Centre Partnership will aim to reduce (but not replace) the Christmas element of the Special Events Budget (20k EDS + 45k C&L) – by replacing internal expenditure with funds from sponsorship.
- 6.1.6 That once formed, the Town Centre Partnership will set itself realistic targets to achieve the above objective and report these to the Regeneration Scrutiny Panel in the summer of 2007.
- 6.1.7 The Partnership develops a new Christmas and festival marketing package for the Town Centre.
- 6.1.8 The Partnership ensures the celebration of different religious festivals, through the use of lighting and other appropriate decoration is incorporated into the Town Centre Events programme.
- 6.1.9 The review group support the use of the BBC Big Screen for the celebration of Christmas and other religious festivals.

## **6.2 District Illuminations**

- 6.2.1 The responsibility of District Trees and Lights transfer to each Area Assembly Co-ordinating Group
- 6.2.2 That funding for the District Christmas Illuminations is funded primarily from private sector sponsorship. However, (at the discretion of) could be supplemented in future years from the AA own budget.
- 6.2.3 That support officers from Neighbourhoods and EDS/RIDO work with the co-ordinating groups to put together sponsorship packages tailored to match the requirements/economy of local areas, in addition to the provision of technical support.
- 6.2.4 That the Christmas Trees at Harthill, Woodsetts and Kilnhurst Village and the Garland at Wath Town Centre are discussed as a matter of priority by the relevant Area Assembly with a view to either continuing with these sites or replacing them within the development of local sponsorship packages.
- 6.2.5 That Parish Council's are involved in local consultation and working groups set up by the Area Assembly Co-ordinating Group.

## **6.3 The Gateway Initiative**

- 6.3.1 The review group recommend that 7 Gateway sites are used for Christmas Trees and managed by EDS - as follows:

Rother Valley West – Junction 31/ M1 Roundabout

Rother Valley South – Dinnington or Anston – EDS to comment

Wentworth North – Woodman Island – already in use for annual Xmas tree

Wentworth South – Taylors Lane Roundabout

Wentworth Valley – EDS to comment

Rotherham North – Meadowbank Road – Bradgate Roundabout

Rotherham South – East Bawtry Road – Worry Goose Roundabout

In making these recommendations, the review group acknowledge that the sites are subject to consultation with EDS in respect of traffic management and health and safety issues.

- 6.3.2 The timescale for implementation of these sites should be reported to the Regeneration Panel by March 07
- 6.3.3 Capital cost of approximately £650 per site to install electricity supply and base socket for trees to be met from within Gateway Improvement Plan Financial Expenditure,
- 6.3.4 The Council, via EDS, to take on the responsibility of developing 7 Gateway Sponsorship packages to meet the annual running costs of supply, lighting and health and safety issues and maintenance.
- 6.3.5 That no contingency budget for Gateway sites should be retained – every effort should be made to acquire sponsorship for each of the 7 sites.

## **6.4 General Recommendations**

- 6.4.1 A Christmas Illuminations Strategy for the Council is produced, reflecting the findings and recommendations in this review. All parties referenced in this review should contribute to/be consulted on the strategy; however, the lead for the document should be taken jointly between EDS and Culture & Leisure.
- 6.4.2 The Christmas Illuminations Strategy is reported to the Regeneration Scrutiny Panel in March 07.
- 6.4.3 That all sponsorship packages offer a range of benefits to the sponsors
- 6.4.4 That a new 3 year contract is tendered for the Town Centre Illuminations - this contract is to be managed by the Town Centre Partnership.
- 6.4.5 Discussions between EDS and 2010 take place to agree the basis on which 2010 will store, replace and erect lights for the Gateway Tree's.

- 6.4.6 That 2010 work with Area Assemblies to provide technical input to local area illuminations, including storage, replacement and erection of lights. Local sponsorship packages should be designed to cover this cost.
- 6.4.7 The existing budget of £4000 for District Christmas trees ceases from 2007.

## **7 THANKS**

### **7.1 RMBC Officers**

Phil Rogers – Head of Service – Culture and Leisure  
Marie Hayes – Commercial and Promotions Manager – Culture and Leisure  
Tom Knight – Head of Streetpride – EDS  
David Cooper – Network Manager - EDS  
Steve Mellard – Streetpride Landscape Manager - EDS  
Howard Webb – Principal Street Lighting Engineer – EDS  
Julie Roberts – Town Centre & Markets Manager – RIDO/EDS  
Andy Newton – Project Manager - Gateway Initiative  
Aidan Jones – Technical Assistant - EDS  
Zafer Saleem – Equalities & Diversity Manager – Chief Executive

### **7.2 Others**

Cllr Gerald Smith  
Cllr Amy Rushforth  
Cllr Frank Hodgkiss  
Parish and Town Councils Joint Working Group

John Lewis - Chamber of Commerce

## **8 INFORMATION SOURCES/REFERENCES**

Association of Town Centre Management Survey March 2006

## **9 APPENDICES**

Appendix 1 – Cabinet Member for Lifelong Learning, Culture and Leisure Delegated Powers Meeting 9 August 2006 – Minute 33

Appendix 2 – List of Town Centre Illumination Street Locations

Appendix 3 – Christmas Carnival Group – Accounts for 2003 – 2006

Appendix 4 – Terms of Reference – Big Screen - Content Management Steering Group

Appendix 5 – Technical Specification for Christmas Trees on Roundabouts

**Appendix 1 – Minute 33 of Delegated Powers Meeting held 9 August 2006**

**Cabinet Member for Lifelong Learning, Culture and Leisure**

Consideration was given to a report of the Head of Service, Culture and Leisure, which set out the financial implications of the provision of additional lighting for Christmas Illuminations and health and safety works during the current financial year, together with the need to determine the format for a new Christmas Illuminations Tender for 2007-2009.

The Cabinet Member was asked to consider:

- the additional costs for lighting in All Saints' Square and additional budget required for this provision
- the additional costs for health and safety works for the treatment of metal bolt fixings and additional budget required for this provision
- the content/format of Christmas Illuminations for 2007-2009, including a decision on the provision of district trees direction on the provision of diverse lights and identification of additional budget

Christmas Illuminations are currently provided under a contract entered into with Blachere Wonderland Illuminations UK Ltd. (2004-2006). Last year a considerable amount of additional work had been carried out to install a permanent lighting infrastructure via the lighting columns, apart from High Street where this was not feasible. However, under the existing contract there is no provision for lighting in All Saints' Square other than on the Christmas tree.

The report highlighted a number of issues for consideration this year, in all areas of the town centre which are lit at Christmas, including a breakdown of spend against the current budget for Christmas Illuminations of £40,900, the whole of which is committed to the hire, erection and dismantling of the lights, and sponsorship issues. The new three year tender will have to be specified in order for the tender sum to be within the available budget.

Resolved:- (1) That a report on the content/format of Christmas Illuminations for 2007-2009 be submitted to a future meeting, as discussed.

That, due to the budgetary implications for the provision of lamps and barriers, the provision of district trees cease after this financial year.

That, for health and safety reasons, the number of people on the stage area on switch on evening be reduced to Hallam FM staff and The Mayor only, and that the remainder of the Civic party take up a position in the Square.

That a meeting be arranged with the Chamber of Commerce to further explore the possibility of external funding towards the cost of extra lighting in All Saints' Square.

That in view of the demolition of All Saints' building, lights on Corporation Street be not included in the 2007-2009 tender specification, due to the siting of light fixtures to that building.

That lighting be not provided on Moorgate Street within the 2007- 2009 tender specification, in view of its close proximity to other lighting attractions in All Saints' Square and High Street.

That a suggestion to explore funding through Community Partnerships be fully explored.

That a suggestion to use the Big Screen in All Saints' Square for the advertisement of other religious festivals, such as Diwali, Eid and Chinese New Year, be explored, in view of the cost for bringing contractors in at different times to erect lighting.

**Appendix 2 – Town Centre Illuminations/Lighting Locations**

- High Street
- Market Street
- Moorgate (near Litten Tree)
- Frederick Street
- Bridgegate
- College Street
- Corporation Street
- Howard Street
- Church Street
- Effingham Street
- Effingham Square
- Wellgate
- Doncaster Gate (near W. H. Smiths)
- All Saints Square
- Town Hall
- Centenary (Indoor) Market
- Drummond Street - opposite Library on crossing (light curtains on lamposts)

### Christmas Illuminations Scrutiny Review - Appendix 3 - Christmas Carnival 2003

Please note: Building Works were responsible for town centre and districts in 2003 - therefore cannot separate out costs

#### Expenditure

Description	Supplier	Cost
<b>Switch On Evening</b>		
Radios	Event Communications	£140.00
Toilet Attendant	E.D. S.	£8.08
Scaffold	Bee-Kwick	£300.00
Santa's Grotto, Entertainment	Patsy	£225.00
Fireworks	Celebration UK	£1,175.00
	<b>Sub-Total</b>	<b>£1,848.08</b>

#### District and Town Centre Lights/Trees

Crowd Barriers (Switch on & districts)	Fence Hire UK	£670.20
Christmas Lights	Building Works	£43,602.31
	E.D. S. ground maintenance contract	£1,251.64
	<b>Sub-Total</b>	<b>£45,524.15</b>

**TOTAL** **£47,372.23**

Budget £37,000.00

**Income**  
Contribution Town Centre Management £10,000.00

**Total** **£47,000.00**

**Overspend** **£372.23**



## Christmas Carnival 2004

## Expenditure

<b>Description</b>	<b>Supplier</b>	<b>Cost</b>
<u>Switch On Evening</u>		
Barriers Switch on Night	Fence Hire UK	£130.00
Radios	Event Communications	£102.00
Toilet Attendant	E.D.S.	£8.51
Parade	R. Forster	£2,750.00
Scaffold	Bee-Kwick	£320.00
Santa's Grotto, Entertainment	Patsy	£200.00
	<b>Sub-Total</b>	<b>£3,510.51</b>
<u>District Trees</u>		
Crowd Barriers 11 Weeks	Fence Hire UK	£234.80
Ringway Staffing	E.D.S. ground maintainence contract	£191.40
District Lighting	BWD	£2,304.00
	<b>Sub-Total</b>	<b>£2,730.20</b>
<u>Town Centre Lights</u>		
Prepare Tender & Spec	R. Stanley E.D.S.	£2,000.00
Christmas Lights	Blachere	£39,166.65
Carols from Church	Sound Services	£250.00
Catenary Checks	E.D.S.	£750.08
Electric	YEDL	£1,066.08
Insurance - Town Centre lights		£500.00
	<b>Sub-Total</b>	<b>£43,732.81</b>

## TOTAL

Budget	£39,900.00
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## Income

Contribution Town Centre Management	£4,000.00
Fairs	£658.38

<b>Total</b>	<b>£44,558.38</b>
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Overspend	
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## Christmas Carnival 2005

## Expenditure

Description	Supplier	Cost
<b><u>Switch On Evening</u></b>		
Radios	Halls Sound	£120.00
Parade	R. Forster	£3,000.00
Barriers Switch on Night	Fence Hire UK	£322.50
Scaffold	Bee-Kwick	£320.00
Security Staff		£95.00
Generator	Power Command	£140.00
Ambulance	SYAS	£174.00
Switching on of lights	Street Pride	£88.44
	<b>Sub-Total</b>	<b>£4,259.94</b>
 <u>District Trees/Lights</u>		
Crowd Barriers 11 Weeks	Fence Hire UK	£368.92
Hire of hoist Wath Library	2010	£300.00
District Lighting	2010	£2,220.00
Ringway Staffing	E.D.S. ground maintenance contract	£125.79
	<b>Sub-Total</b>	<b>£3,014.71</b>
 <u>Town Centre Lights</u>		
Christmas Lights	Blachere	£40,280.00
Catenary Checks	E.D.S.	£1,000.71
Hire of Access Platform		£265.00
Preparation of Ceramic Pipe - Eff Island	Grounds Maintenance	£77.00
Electric	N Power	£430.00
Install Permant Wiring	Street Lighting	£8,905.40
Disconnection of Town Centre Lights	Street Lighting	£260.22
Insurance		£500.00
	<b>Sub-Total</b>	<b>£51,718.33</b>
	<b>TOTAL</b>	<b>£58,992.98</b>
 Budget		
		£39,900.00
 <b>Income</b>		
Fairs		£950.00
<b>Total</b>		<b>£40,850.00</b>
<b>Overpend</b>		<b>£18,142.98</b>

## Christmas Carnival 2006

## Expenditure

Description	Supplier	Cost
<b><u>Switch On Evening</u></b>		
Radios	Halls Sound	£120.00 Estimate
Barriers Switch on Night	Fence Hire UK	£322.50
Scaffold	Bee-Kwick	£380.00
Security Staff		£150.00 Estimate
Generator	Power Command	£180.00
Ambulance	SYAS	£195.00
Switching on of lights	Street Pride	£100.00 Estimate
Toilet Attendant	EDS	£13.84
Ringway Staff - Stewards/Barriers	Ringway	£601.10
	<b>Sub-Total</b>	<b>£2,062.44</b>
 <u>District Trees/Lights</u>		
Crowd Barriers 10 Weeks	Fence Hire UK	£260.00
Hire of hoist Wath Library	2010	£320.00 Estimate
District Lighting	2010	£2,500.00 Estimate
Ringway Staffing	E.D.S. ground maintenance contract	£252.29
	<b>Sub-Total</b>	<b>£3,332.29</b>
 <u>Town Centre Lights</u>		
Christmas Lights	Blachere	£40,000.00
Catenary Checks	E.D.S.	£304.00
Catenary Repairs/Maintenance	2010	£1,841.02
Repairs to Town Hall Feeder Pillar	2010	£200.00
Electric	N Power	£500.00 Estimate
Disconnection of Town Centre Lights	Street Lighting	£280.00 Estimate
Insurance		£520.00 Estimate
Additional Lights - All Saints Square	Blachere	£4,842.00
	<b>Sub-Total</b>	<b>£48,487.02</b>
	<b>TOTAL</b>	<b>£53,881.75</b>
Budget		£40,700.00
<b>Income</b>		
Town Centre Management		£3,000
Fairs		£950.00 Estimate
<b>Total</b>		<b>£44,650.00</b>
<b>Overpend</b>		<b>£9,231.75</b>

**The Big Screen Content Management Steering Group**

The aim of the group is to help develop a full and varied schedule of relevant, appropriate & innovative content for the Big Screen.

**Objectives for Steering Group Members**

1. To act as champions for the Big Screen in Rotherham Town Centre and across the borough
2. To keep the Screen Manager up to date with forthcoming events
3. To make contacts between the Screen Manager and individuals or organisations who might engage with the screen in different ways: e.g. providing content or helping to organise or run an event
4. To provide ideas for new content
5. To act as a sounding board for the Screen Manager in the development of new ideas

**Big Screen Steering Group Representation**

- BBC
- South Yorkshire Police
- Rotherham Primary Care Trust
- All Saints' Minster
- Voluntary Action Service
- Rotherham College of Arts & Technology
- Town Centre Management (RMBC)
- Equality & Diversity Team (RMBC)
- Theatre & Arts Service (RMBC)
- Commercial & Promotional Services (RMBC)
- Communications Team (RMBC)
- Marketing/Public Relations (RMBC)
- Rotherham Chamber of Commerce
- Community Involvement (RMBC)
- Adult Social Services (RMBC)
- Policy & Partnerships (RMBC)
- Performance & Quality (RMBC)
- Emergency & Safety Team (RMBC)
- Community Learning (RMBC)
- Health & Safety (RMBC)

## **Appendix 5 – Christmas Illuminations Scrutiny Review**

### **Streetpride - Supplies for Christmas Decorations on Roundabouts**

- To minimise danger all displays on roundabouts are to operate at low voltage via an isolating transformer.
- Displays shall be manufactured using rope light or otherwise have captive lamps or LED's and be suitable for outdoor use. All features to be secured and fenced to minimise damage from adverse weather or vandals. Fixings to live trees shall be suitable for the purpose and protect the trees from damage.
- Joints in wiring/rope light to be correctly made in accordance with manufacturer's instructions and be fully insulated and watertight.
- A service pillar for the connection of the transformer(s) will be sited close to the display area by Rotherham Streetpride and is to be used for the full display. No other street furniture shall be used. The maximum supply available is 10 amp and is protected by a fuse and RCD. Failure of the supply provided shall be reported to Streetpride for rectification.
- The contractor shall provide suitable housings for the transformer(s), timers etc.
- The contractor shall provide a 1 hour call-out response during the display period.
- All features and fixings shall be disconnected and removed from site at the end of the display.