

TOURISM PANEL

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

Date: Monday, 5th February, 2007

Time: 2.00 p.m.

A G E N D A

1. To determine if the following items are likely 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. Minutes of the previous meeting held on 4th December, 2006. (copy attached)
(Pages 1 - 4)
5. Matters Arising.
6. Museums, Galleries and Heritage: Plans for Heritage Sites. (report attached)
(Pages 5 - 12)
Steve Blackbourn to report.
7. Tourism Update.
Tourism Manager to report.
8. Any Other Business.
9. To agree the Date, Time and Venue for the next meeting.
MONDAY, 19TH MARCH, 2007 at 2.00 p.m. at the Town Hall, Moorgate Street,
Rotherham.

TOURISM PANEL
MONDAY, 4TH DECEMBER, 2006

Present:- Councillor Smith (in the Chair); Councillors Austen, Boyes, Hall, Littleboy and Walker.

together with:-
Matthew Beck, Chief Executive of MAGNA

and the following officers:-

Julie Roberts	Town Centre & Markets Manager
Guy Kilminster	Manager, Libraries, Museums & Arts
Dawn Runciman	Events & Promotions
Karen Oliver	Assistant Tourism Officer

42. APOLOGIES FOR ABSENCE

Apologies for absence were received from:-

Councillor I. St. John	Cabinet Member, Lifelong Learning, Culture and Leisure
Councillor G. Robinson	Senior Adviser, Economic and Development Services
Richard Jones	Chief Executive, South Yorkshire Destination Management Partnership
Joanne Edley	Tourism Manager
Marie Hayes	Commercial and Promotional Manager

43. MINUTES OF THE PREVIOUS MEETING HELD ON 30TH OCTOBER, 2006

Consideration was given to the Minutes of the previous meeting held on 30th September, 2006.

Resolved:- That the minutes be approved as a correct record.

44. MATTERS ARISING

The following issues were raised:-

- (i) South Yorkshire Destination Management Partnership

It was reported that there had been two useful meetings, one of which had been to visit the newly refurbished Sheffield Museum.

Concern was expressed that the Chief Executive of the SYDMP could not attend today's meeting.

(ii) Recording of Visitor Numbers

The question was asked as to whether visitors e.g. staying in guest houses, through school exchanges and international link visits, sports teams/clubs etc were included in the visitor numbers.

It was reported that these were difficult to collect. However, they would be taken account of in the economic impact study.

It was pointed out that although Magna collected visitor numbers, it was not possible to identify how many visitors were from Rotherham.

45. ROTHERHAM TOWN CENTRE EVENTS 2006/2007

Consideration was given to a report, presented by the Events and Promotions Officer, in respect of the following:-

- summary of the events included in the 2006/2007 programme
- events which had taken place in 2006
- proposed events for the remainder of 2006, mainly associated with the Christmas festivities
- factors to be considered when planning of the 2007/2008 programme

Particular reference was made to the following events:-

- Continental Market
- Big Screen
- Yorkshire Day
- Rotherham in Bloom
- Rotherham Show
- Rotherham Arts Festival and the Speigeltent
- Colourscape
- Renaissance Day
- Christmas Illuminations and Switch on Evening
- Christmas activities:- including Access to Shopping event; Real Christmas Reindeer; Santa's Grotto and festive animatronics; live festive entertainment; craft and collectables market; retail initiatives

Reference was also made to outline proposals for 2007 in respect of:-

- Rotherham's 800th anniversary as a market town
- Bollywood Oscars

It was, however, pointed out that the limited budget would mean that events had to be prioritised.

The involvement of Culture and Leisure Services, Renaissance PR and

Marketing Group and the Community and Voluntary Sector was gratefully acknowledged.

Members pointed out that events should be organised which made the most of the history of Rotherham and surrounding districts e.g. Market Charter granted by King John, Robin Hood, Ivanhoe, etc.

Concern was expressed that some Parish Councils appeared not have received the Rotherham in Bloom information.

It was reported that Magna would be holding a South Yorkshire Food Festival in November 2007, which could be linked into the market's anniversary.

Resolved:- (1) That the report be received.

(2) That the process for determining the 2007/2008 events programme, as outlined in the report now submitted, be noted.

46. ANY OTHER BUSINESS

The following issues were reported:-

(i) Cooling Towers at Blackbourn - Big Arts Project

It was reported that negotiations were now taking place about the possibility of not demolishing them and for the towers to become part of a Big Arts Project. The Towers had been nominated to Channel 4 and was one of the remaining six projects being considered.

It was pointed out that, although the towers were not listed, they were of historical importance.

A request was made for a letter of support for the project.

Resolved: That the Cabinet Member for Lifelong Learning, Culture and Leisure be asked to consider providing a letter of support for the Project.

(ii) Rotherham Churches Tourism Initiative – Sarah Crossland

It was reported that notification had been received that the Rotherham Churches Tourism Initiative was coming to an end after 8 years at the end of December.

A new project called HERITAGE INSPIRED, which will be working with historic faith sites across South Yorkshire, was to be set up. Sarah would be Project Manager of that project from 1st January, 2007, and would welcome the opportunity to come and talk to the panel about the project and a continuing relationship with Rotherham.

Resolved:- That the Panel's thanks and best wishes be sent to Sarah, and her colleagues.

(iii) Scrutiny Review – Christmas Illuminations

Reference was made to the Call-in which gave rise to this review. It was pointed out that this began as a savings issue in respect of district trees and had been broadened out to look at the whole issue of providing Christmas lights and trees.

The following points were made:-

- the increased cost associated with the Review's recommendations
- the difficulties in obtaining local sponsorship
- competing Council priorities
- opportunity for greater community involvement

47. DATE, TIME AND VENUE FOR THE NEXT MEETING

Resolved:- That the next meeting of the Tourism Panel be held on MONDAY, 5TH FEBRUARY, 2007 at 2.00 p.m. at the Town Hall, Rotherham.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Tourism Panel
2.	Date:	5th February 2007
3.	Title:	Museums, Galleries and Heritage Service: Plans for Heritage Sites
4.	Programme Area:	Environment and Development Services

5. Summary

This report is an update for Members on the heritage sites owned and/or cared for by the Council which are also the responsibility of the Museums, Galleries and Heritage Service. The sites for which the Service is responsible are:

- Clifton House (now Clifton Park Museum), including interpretation of the Roman Granary in Clifton Park and the Park's origins as the Clifton Estate
- Boston Castle, including interpretation of architectural salvage designed for open display in Boston Park (e.g. Doorway from College of Jesus)
- Waterloo Pottery Kiln, including interpretation of Pottery Ponds as the location of the Swinton (Rockingham) Pottery Works
- The Walker Mausoleum, including interpretation of Masbrough Chapel and Burial Ground
- Keppel's Column
- Catcliffe Glass Cone

The report provides an introductory statement which explains what this responsibility comprises, partners whom the Service works with, and examples of projects which have been completed to date. The report subsequently gives details of both current and future issues relating to each individual site.

6. Recommendations

Members receive the individual reports about the Service:

- **Developing a new gallery at Clifton Park Museum about the South Yorkshire Glass Industry**
- **Re-investigating the option of restoring Boston Castle separately from the redevelopment of Boston Park**
- **Commissioning a Condition Survey of the Waterloo Kiln in 2007-08**
- **Investigating funding opportunities for the Walker Mausoleum and the adjacent burial ground of Masbrough Chapel, with a view to preparing funding applications in 2007-08**
- **Identifying problems with the proposals to restore and reopen Keppel's Column, and arranging remedial works for early 2007**
- **Developing a project for Catcliffe Glass Cone, with a view to submitting funding applications in mid 2007**

7. Proposals and Details

7.1. Responsibility for the Heritage Sites

Our responsibility comprises:

- Watching brief over the condition of these sites, with a revenue budget to address basic remedial works and commission Condition Surveys
- Liaison with Conservation Officer and English Heritage for all remedial works
- Liaison with Building Manager for internal capital bids and funding bodies for external capital bids (e.g. HLF), where major remedial works are required
- Develop projects in liaison with community groups (e.g. Friends) and tourism organisations to raise the profile of the sites, interpret them, and satisfy user requirements – this work aims to ensure that, where possible, improvements to the condition of the sites are linked to improvements to public access.

The location of the sites means that we work in partnership with Green Spaces over routine maintenance issues. Where required, we also provide interpretation for other historic buildings owned by the Council, including the Payne Mausoleum at Newhill Park in Wath.

Currently, the Community Groups most closely associated with the sites are:

- Friends of Clifton Park Museum
- Friends of Clifton Park
- Friends of Boston Castle and Parklands
- Friends of Masbrough Chapel and the Walker Mausoleum
- Friends of Keppel's Field
- Catcliffe Parish Council

The external organisations which have been closely associated with the sites are:

- English Heritage
- Heritage Lottery Fund

Improvements at and development work relating to the sites have included:

- 'Landmarks' Project, funded by WREN. This provided display panels at every site except the Walker Mausoleum, a trail leaflet for all of the sites, and match funding for the redevelopment of Clifton Park Museum
- Installation of grills on the archways at the base of Catcliffe Glass Cone, funded by the Council. This aimed to improve security and reduce anti-social behaviour as the Cone is adjacent to sheltered housing units
- Project Planning Grant for Keppel's Column, funded by HLF. This enabled us to commission condition/structural surveys and a visitor management plan, which included extensive public consultation. In doing so, the likely costs and implications of restoring and reopening the Column were identified
- Two feasibility studies for Boston Castle, one funded by the Council and one undertaken by Landscape Design Associates (LDA) for Green Spaces. These provided ideas and likely costs for restoring and reopening the Castle
- Schedule of Works/Cost Plan devised and public consultation undertaken for Walker Mausoleum, funded by SRB. This was carried out with a view to restoring and opening the Mausoleum

7.2 Future Plans for the Heritage Sites

7.2.1 Clifton House (Clifton Park Museum)

As Clifton Park Museum is our principal venue, its ongoing development is directly linked to improving exhibition, event, education and community history programmes. The aims and objectives for these programmes are outlined in our annual Service Development Plan. In terms of building maintenance, we hold budgets for ongoing works like redecorating, window cleaning and gutter clearance. The EDS Building Manager is responsible for contracts and internal capital bids, which principally relate to mechanical and electrical equipment. Recent capital work has included replacing the boiler system, and future capital work will include improvements to roof drainage and replacement of one gallery ceiling (planned for early 2007).

Planned physical changes to the building relate to the 'permanent exhibitions' (fixed displays about the history of the Borough). Current guidelines in the Museum Sector suggests that this type of display has a life-span of approximately 5 years, and all of the current displays at the Museum are now 2 years old. It is not feasible to replace the existing displays as quickly as the guidelines suggest, but artefacts in all galleries are changed on an ongoing basis, and one all new gallery on the South Yorkshire Glass Industry is in early stages of development to replace the current Information Station. This new gallery is linked to plans for Catcliffe Glass Cone.

Further changes to the building may be possible as plans for the redevelopment of Clifton Park are developed. This project offers scope to improve interpretation of the natural environment and history collections, and to work in partnership with Green Spaces regarding interpretation in the Park itself, and use of the proposed education suite and community garden in the old gardener's compound (or 'Donkey Sheds').

Linked Recommendation:

Members receive report about the Service developing a new gallery at Clifton Park Museum about the South Yorkshire Glass Industry

7.2.2 Boston Castle

The recent LDA feasibility study for Boston Park undertaken for Green Spaces has provided a basis on which to plan the restoration and reopening of the Castle.

The current plans for the Castle and Park have been developed as a single project. This was originally recommended by the Heritage Lottery Fund on the basis that the Council would find it hard to secure external funding if the Castle and Park were not regenerated at the same time because it would be difficult to guarantee the security of the building and a sustainable use for it.

Plans for the Castle are sufficiently developed for us to revisit the idea of a project to restore the Castle only, which is designed to compliment Green Spaces plans for the Park but for which funding is sought independently. This would be supported by the Friends of Boston Castle and Parklands, although the Heritage Lottery Fund advice may still hold true in the current economic climate. Alternatively the Castle and Park could remain as one project, which would mean that any plans for the Castle remain on hold until funding issues for the Park as a whole are resolved.

In the meantime, the condition of the Castle is continuing to deteriorate markedly and it regularly suffers from break-ins and vandalism.

Linked Recommendation:

Members consider the Service re-investigating the option of restoring Boston Castle separately from the redevelopment of Boston Park

7.2.3 Waterloo Kiln

In partnership with the Community Arts Service, we have investigated the possibility of using Pottery Ponds to host pottery-related events. The idea behind this was to improve its interpretation by giving visitors a chance to meet artists who specialise in pottery, see what they do and how they do it, and have the opportunity to go inside the Kiln. However, the site is not suitable for large events of this kind because of the lack of parking and the nearby proximity of residential housing.

The isolated location of the Kiln means that it regularly suffers from vandalism, but we are able to keep damage controlled via minor repairs and regular inspections.

The Kiln would benefit from a Condition Survey, as it is the only heritage site for which no report of this kind has been commissioned. Such a report would form the basis for any future capital bids for repairs or access improvements.

Linked Recommendation:

Members receive the report that the Service will commission a Condition Survey of the Waterloo Kiln in 2007-08

7.2.4 The Walker Mausoleum

The Walker Mausoleum has had a chequered history because it is the only one of the heritage sites which the Council does not own. Legally, the land on which the Mausoleum sits is owned by Walker Family descendants (many of whom cannot be traced), and the Council acts as their representative. The Council also has a duty to care for the adjacent burial ground in accordance with a 1968 legal agreement with Masbrough Independent Chapel. Since the Chapel building and burial ground were sold privately in 1991, there has been a dispute on the part of the new owners about the validity of this legal agreement and ongoing Council involvement with the site.

The site has an extremely proactive Friends Group and strong community support in Masbrough. However, our efforts to restore the Mausoleum and maintain the burial ground (which are both in a poor state of repair) have been thwarted by the attitude of the site owner. By 2004, at a cost of £18,000 from SRB funding we had developed a scheme of work, secured an additional £59,000 from SRB to carry this out and appointed a main contractor. By this point the Council's relationship with the owner had deteriorated to the point whereby the decision had to be taken not to proceed with the work until legal action was taken against them.

This decision unfortunately meant that the additional SRB funding was lost and that the appointment of the contractor was void. It has also taken 2 years to reach a point whereby work can be undertaken without the risk of disruption from the owner. Legal action has not been taken, but the owner has now signed an updated version of the 1968 legal agreement.

The 2004 scheme of work remains valid, although the costs need updating and the whole tender process will need to be gone through again. We have also had initial discussions with Heritage Lottery Fund about funding and the Friends have put ideas together about other likely sources of grant aid.

The aim of the project will be to restore the Mausoleum, clear the burial ground and preserve the remaining funerary monuments as an urban green space and a site of historical significance. As the subject matter of the site will never have wide appeal, the project will also provide historical interpretation for Masbrough as a whole to help regenerate this target geographical area and involve target communities of interest who live there.

Linked Recommendation:

Members receive the report that the Service will be investigating funding opportunities for the Walker Mausoleum and the adjacent burial ground of Masbrough Chapel, with a view to preparing funding applications in 2007-08

7.2.5 Keppel's Column

A bid to the Heritage Lottery Fund for the restoration and reopening of the Column was rejected in 2003 on the basis that the building and structural survey work and costs were insufficiently detailed and that further public consultation was required to determine visitor requirements if the Column was reopened. A subsequent bid for a project planning grant was successful, and a full building and structural survey and visitor management plan were developed in 2004. To support a revised application for restoring and reopening the Column, the Council also ring-fenced £60,000 in the Medium Term Capital Strategy Fund as potential match-funding.

Unfortunately, whilst the project planning clarified the schedule of works required and identified that the total cost would be in the region of £1.25million, it also highlighted two inherent problems with the whole idea of restoring and reopening the Column, as part of the consultation with local residents:

- The nature of the building and location of the site meant that projected visitor figures were too low to justify substantial Heritage Lottery Fund investment;
- Legal Services identified that local residents had a strong argument about the project interfering with their right to privacy under Article 8 of the European Convention of Human Rights, as the Column had not previously been open to the public since **before** the adjacent housing estate was built.

We have tried to negotiate with the Heritage Lottery Fund, but they consider that in the current economic climate the project is too risky a venture, and without their support we will not be able to lever in external funding from any other organisation. This effectively means that restoration and reopening of the Column cannot proceed at the present time.

In the meantime, the condition of the Column has further deteriorated. One of the symptoms of this has been that the crack behind the metal banding has noticeably increased in size. To address this, we have been working with Peter Dixon, Team Leader Highway Structures, Peter Thornborrow, Conservation and Urban Design Officer, and English Heritage to identify remedial measures that can be taken that will dramatically slow down the deterioration. Listed Building Consent has now been

secured for work to be undertaken over two months, commencing in March/April 2007, and using some of the earmarked £60,000 match-funding.

This work includes:

- £4850 Guano removal
- £6931 Seal windows and top of stairwell (approximate cost)
- £795 Safety checks to allow work to be carried out
- £600 Supervision of work
- £2000 New Condition Survey, to be renewed every 5 years
- £2824 Contingency
- **£19,000 TOTAL**

A press release will be prepared when the dates and arrangements for this work are finalised, a meeting of the Friends of Keppel's Field will be called, and a mail-shot of information will be arranged for local residents.

Alongside the work on the Column, Carolyn Barber, Ecology Development Officer for Green Spaces is in the process of updating the Nature Conservation Management Plan for Keppel's Field and the Scholes Coppice Local Nature Reserve. This will be an important linking document between our plans and those of Green Spaces for any future grant applications relating to the Column.

Linked Recommendation:

Members receive the report, noting problems encountered with the proposals to restore and reopen Keppel's Column, and the remedial works which have been arranged by the Service for early 2007

7.2.6 Catcliffe Glass Cone

Following the reopening of Clifton Park Museum, we approached Catcliffe Parish Council in October 2005 to discuss options for a capital project linked to the Glass Cone. This is our most important heritage site both in terms of its rich history and ease of access, but to date our work on the site has primarily related to practical issues such as the installation of grills on the openings into the Cone.

Rachel Reynolds, our Senior Officer (Community History and Learning), has been leading on the development of ideas for the project in consultation with the Parish Council and other stakeholders like the new Catcliffe and Brinsworth local history group. She has also participated in community events, including the 'Celebrate the Past, Look to the Future' Day held at Catcliffe Methodist Church in October 2006.

The ideas for the project fall into three broad categories:

- Restoration of the Cone, with possible additions to improve interpretation and allow the interior to be used more flexibly (e.g. exposing kiln remains under the floor and installing a glass roof)
- Activities within the local community, e.g. recording stories about the Cone and creating a local exhibition of artefacts passed down through the families of the glassworkers
- New gallery at Clifton Park Museum, with displays about the South Yorkshire Glass Industry based on the social and industrial history of Catcliffe

As the building and structural work will be the most expensive part of the project, Conservation Architect, Paul Hewitt, has been commissioned to prepare a Condition Survey of the Cone to identify requirements and costs. This will be completed in January/February 2007. An initial meeting has also been arranged with the Heritage Lottery Fund to discuss funding options for the project, with a view to submitting an application to them in mid 2007. If this application is successful, we would hope to implement the project in the 2008-09 year.

Linked Recommendation:

Members receive the report that the Service is currently developing a project for Catcliffe Glass Cone, with a view to submitting funding applications in mid 2007

8. Finance

The revenue budget for the heritage sites will be used to commission the Condition Surveys for Catcliffe Glass Cone (2006-07) and the Waterloo Kiln (2007-08).

Part of the Medium Term Capital Strategy funding for Keppel's Column will pay for its remedial works at the end of the 2006-07 year and the start of the 2007-08 year.

The capital projects relating to Catcliffe Glass Cone/Clifton Park Museum, Boston Castle and the Walker Mausoleum are all subject to securing external funding. Some of the sunk costs incurred for these sites to date will count as match-funding. The support of Friends and community groups for these sites will also provide access to funding opportunities not normally available to local authorities.

9. Risks and Uncertainties

The principal risk and uncertainty for all the heritage sites is inertia. If no investment is made or interest expressed, their condition will continue to deteriorate and there will come a point where nothing can be done to preserve them.

Each of the heritage sites is also a local landmark, and each one has strong local support. What the Council does or does not do to improve the condition of the sites and access to them reflects on its wider reputation within communities of interest. The Council is also aiming to guide the development of historic buildings in private ownership, e.g. through the Townscape Heritage Initiative, so it must demonstrate that it can practice what it preaches with its own historic buildings.

10. Policy and Performance Agenda Implications

Addressing issues relating to the historic sites:

- Contributes to the social and economic regeneration of the Borough (amply demonstrated by the refurbishment of Clifton Park Museum and its success as a visitor attraction and community resource)
- Ensures that the good work of the Council is highly visible – all of the sites are landmarks on the Rotherham skyline
- Demonstrates that the Council is committed to the care, enjoyment and sensitive use of historic buildings

- Contributes to the attractiveness of the Borough as a place to live and for tourists to visit and appreciate
- Supports the development of a critical mass of heritage attractions in the Borough

11. Background Papers and Consultation

The Director Culture & Leisure has commented on this report.

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