

CABINET MEMBER FOR CULTURE, LIFESTYLE, SPORT AND TOURISM

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

Date: Tuesday, 30th November, 2010

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Minutes of the previous meeting held on 9th November, 2010 (herewith) (Pages 1 - 2)
4. Rotherham Show - Efficiency Savings (report herewith) (Pages 3 - 9)
5. Proposed Closure to the Public of Rotherham Arts Centre Studio Theatre Provision, Art Gallery and Regimental Museum (report herewith) (Pages 10 - 12)

Extra Report:-

6. Transfer of Bar Park, Thorpe Hesley (report herewith) (Pages 13 - 15)

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CABINET MEMBER FOR CULTURE, LIFESTYLE, SPORT AND TOURISM
Tuesday, 9th November, 2010

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

F34. MINUTES OF THE PREVIOUS MEETING HELD ON 6TH OCTOBER, 2010

Consideration was given to the minutes of the previous meeting of the Cabinet Member for Culture, Lifestyle, Sport and Tourism held on 6th October, 2010.

Resolved:- That the minutes of the meeting of the Cabinet Member held on 6th October, 2010, be signed as a true record.

F35. MINUTES OF A MEETING OF THE PLAY PATHFINDER PROJECT BOARD HELD ON 27TH SEPTEMBER, 2010

Consideration was given to the minutes of the Play Pathfinder Project Board held on 27th September, 2010.

Resolved:- That the minutes of the meeting of the Play Pathfinder Project Board held on 27th September, 2010 be noted.

F36. HEALTH, WELFARE AND SAFETY VISIT REPORT

Consideration was given to the report which highlighted areas of concern brought to the attention of the relevant service heads by the Health, Welfare and Safety Panel as part of their quarterly visits of inspection.

Resolved:- That the contents of the report be noted.

THE CHAIRMAN AUTHORISED CONSIDERATION OF THE FOLLOWING ITEM IN ORDER TO PROCESS THE CONSULTATION RESPONSE REFERRED TO)

F37. PROPOSED NEW CODE OF RECOMMENDED PRACTICE ON LOCAL AUTHORITY PUBLICITY - CONSULTATION

Consideration was given to a report submitted by the Head of Corporate Communications and Marketing which summarised the key issues raised in a consultation by the Department for Communities and Local Government on the Code of Recommended Practice on Local Authority Publicity and recommended a number of responses to specific questions raised in the consultation.

The report set out in detail the rationale for consultation, the proposals for a new code and the fact that this code would replace the two previous instruments which addressed different tiers of local government.

It was noted that the period of consultation ended on 12th November, 2010.

Resolved:- That the recommended responses to the consultation be approved.

F38. 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 (as amended March 2006) (financial/ business affairs).

F39. ROTHERHAM RUGBY CLUB LTD.

Consideration was given to the report presented by Steve Hallsworth, Leisure Services Manager, which set out the proposal to work with the amateur sports club, Rotherham Rugby Club Ltd. to develop facilities for training, competitive matches and community development purposes.

Resolved:- That the report be referred to the Capital Strategy and Asset Review team (CSART) for consideration

(Councillor Falvey declared a personal interest on the basis that she was a Dinnington Town Council Parish Councillor whose facilities were hired by Rotherham Rugby Club Ltd.)

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Culture, Lifestyle, Sport and Tourism
2.	Date:	30th November, 2010
3.	Title:	Rotherham Show – Efficiency Savings
4.	Directorate:	Environment and Development Services

5. Summary

This report outlines options for reducing the Rotherham Show budget without affecting the overall quality of the show.

6. Recommendations

6.1 It is recommended that the following options outlined in Appendix A be agreed:

Option 1(c) – Revise horticultural show

Option 2 – No wooden floor in One Town One Community marquee

Option 3 – Reduce Show Programme

Option 4 – Limit number of Charity stands

7. Proposals and Details

7.1 Background

Rotherham Show has been running for 31 years and during that time has expanded to provide a wide range of entertainment for visitors. The show is entirely free for the public including free entry and a free park and ride facility.

Originally there was a Civic Budget for both Christmas Lights and Rotherham Show, which was devolved to Culture and Leisure to manage in the 1990's. The budget was then split – and separate budgets for Christmas Lights and Rotherham Show were created. Until recently there was no inflationary rise in the budget allocation.

The Show was outsourced once in its 31 years in the mid-1990's to an event management company. The Show was moved to Herringthorpe Playing Fields, enclosed within a perimeter fence and an entrance fee was charged. This did not prove successful and resulted in a number of complaints. The Show was brought back in house the following year.

From a Cabinet Minute on 5th August, 1999, it can be seen that the Civic Events Budget was £100,000 of which £55,000 was allocated to Rotherham Show and £45,000 to the Christmas Lights. Of that allocation an overspend of £7,231 was reported.

The present budget is £106,941 (£61,559 for Rotherham Show and £45,382 for Christmas Lights). As can be seen there has been very little increase in budget provision since 1999. Since the Events and Promotions Service took over responsibility for this budget there has been no reported overspend.

Since 2001 the Events and Promotions Service have continued to improve the Show whilst driving down costs via a combination of eliminating costly elements of the Show (e.g. Rabbit Show, Professional Trader Marquee at Horticultural Show), sourcing cheaper prices for the provision of infrastructure (marquees, tables, chairs, site cabins, generators, etc.) and at the same time increasing income from hire of trade space, catering concessions, inflatables, etc.

An example of this is that prior to the team taking responsibility for the show the only catering concessions were awarded to 4 fairground operators which realised £2,000. The catering concessions have now been opened up country wide and new catering and inflatable sites have been introduced resulting in an average of £20,000 income annually over the last 5 years.

In kind support is also now received, e.g. Daisy Chain Nursery staff a lost children tent over the weekend at no cost to the Council, the AA provide back up for the Vintage Vehicle Rally, Sheffield Star provide an advert in their newspaper and the Scouts distribute show programmes in exchange for free promotional stand space.

7.2 Efficiency Options

We have examined every aspect of the Show to see where efficiencies could be made. The largest areas of spend are on staffing (security, electricians/joiners, general duties staff and marquees). Of these security and general duties staff cannot be reduced unless we significantly reduce the size of the Show.

However, there are ways to reduce the budget required. See Appendix A for an appraisal of various options.

8. Finance

The proposed options outlined in Appendix A will deliver a saving of £17,000 on the Rotherham Show budget allocation.

9. Risks and Uncertainties

Risks relating to the proposed options are outlined in Appendix A.

Interest from trade stand holders/caterers may decline due to the current financial climate. However, officers will monitor applications closely in order to ensure achievement of income targets.

10. Policy and Performance Agenda Implications

Rotherham Show supports and contributes to the Community Strategy themes – in particular Alive and Proud. In addition, wherever possible, locally provided goods and services are procured to help support the local economy.

11. Background Papers and Consultation

Appendix A – Appraisal of options for reducing Rotherham Show budget

Contact Name: Marie Hayes, Events and Promotions Service Manager, 01709 336883, marie.hayes@rotherham.gov.uk.

APPENDIX A – APPRAISAL OF OPTIONS FOR REDUCING ROTHERHAM SHOW BUDGET

1. Horticultural Show

The cost of staging the horticultural show this year was approximately £11,000. Only £341 income was received through entry fees.

In surveys the horticultural show comes out as one of the most popular aspects of Rotherham Show. However, there has been a steady decline in the number of people entering classes year on year.

It is very staff intensive to stage and due to the nature of the Show it is not possible to gauge how much space is required in terms of marquees, tables, etc., until the day before the Show. Horticultural growers do not pull their produce out of the ground or cut their flowers until the last minute and then decide whether to enter or not.

Option	Benefits	Risks	Budget Saving
(a) Leave horticultural show as it is.	This is what visitors expect to see when they visit the Show.	The on-going uncertainty of whether we receive enough entries to fill the marquees would continue.	0
Or (b) Stop horticultural show altogether.	This would be a clean saving and would remove any uncertainty about specialist staff availability going forward bearing in mind the current financial climate.	Could undermine credibility of show – Rotherham Show grew out of the original horticultural show in Clifton Park. There is likely to be negative feedback from both visitors and participants. Could lose specialist staff expertise if decide to reinstate in the future. Would lose one of main areas of show where the public have the opportunity to participate.	£11,000
Or (c) Revise horticultural show schedule to	As well as retaining popular categories we could involve the public in choosing a specialist category which varies from	Possible negative feedback from visitors and participants should be tempered somewhat by retaining the popular classes.	£5,000

reduce number of classes to most popular categories, thereby reducing show to one marquee only.	year to year (e.g. photography, jam making, etc.). Members of the public will still have opportunity to participate.		
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2. One Town One Community (Council) Marquee

This is the largest marquee on the showground and the cost this year to the Show budget was approximately £14,000 for provision of marquee, tables, chairs, generator, floor, backboards and lighting. The single biggest cost out of this was for joiners who transported and laid/erected the wooden floor, carpet tiles and backboards – approximately £9,700.

Option	Benefits	Risks	Budget Saving
Continue with this marquee but without wooden flooring.	Would reduce set up times for this marquee. Would set example to other Council services with regard to responsible budget management.	Backboards could still be used but the ground may not be totally level, although the marquee is sited on some of the most level ground in the Park. The co-ordinating group who organise the content of this marquee may have to think of different ways of displaying information. It should not affect the public's enjoyment/interest in this marquee as the majority of other marquees on the showground do not have wooden flooring.	£9,000

3. Show Programme

The Programme has vastly improved over the years and now provides a comprehensive guide to the show. It does not, however, attract advertising to offset the cost of production due to the fact that it only has a shelf life of 2 days, which is not an attractive proposition to advertisers.

Option	Benefits	Risks	Budget Saving
Reduce show programme by 4 pages and change the type of paper used.	We could continue to provide a programme of events for the weekend.	We currently allow 2 pages for general Council information. This opportunity would be lost if the programme was reduced by 4 pages and alternative ways of communicating this type of information would need to be identified.	£1,000

4. Limit number of Charity Stands

One of the biggest income earners for the Rotherham Show is the selling of space for trade and charity stands. Registered charities are entitled to a reduced rate of hire, e.g. 2010 prices - £204.00 for professional traders and £83.00 for registered charities. In 2010 there were 61 professional trade spaces sold and 31 for registered charities.

Option	Benefits	Risks	Budget Saving
Limit the number of registered charity stands to 15, with a proviso that these be offered to Rotherham charities first.	This would provide for a more attractive shopping experience for the visitor. We do receive a number of verbal complaints/comments about the amount of tombola stands at the Show.	As there are more Rotherham charities than the proposed 15 sites available there is likely to be negative feedback from local charities regarding this. However, these could be let on a rotation basis so that if a charity did not get a space one year they would have priority the following year.	£2,000 (by increasing income from trade stands)

5. Sponsorship

Events Officers have tried for a number of years to secure sponsorship for the Show. However, this has only usually been successful through sponsorship in kind. Although officers will continue to seek sponsorship it would be risky to identify any saving from this in case it is not achievable.

Option	Benefits	Risks	Budget Saving
Seek sponsorship for the Show	A financial contribution would ease pressure on Council's budgets	Sponsorship is difficult to achieve, especially in the current financial climate	0

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Culture, Lifestyle, Sport and Tourism
2.	Date:	30th November 2010
3.	Title:	Proposed closure to the public of Rotherham Arts Centre Studio Theatre provision, Art Gallery and Regimental Museum
4.	Directorate:	Environment and Development Services

5. Summary

In order to facilitate the relocation of services from the Central Library and Arts Centre to Riverside House and other locations, it is proposed to cease programming performances at Rotherham Arts Centre Studio Theatre from 21st April, 2011 and to cease programming and close Rotherham Art Gallery after the final programmed exhibition in June, 2011.

6. Recommendations

It is recommended that no further bookings are taken for performance work at the studio theatre from 21st April, 2011.

It is recommended that no further exhibitions be programmed at Rotherham Art Gallery after the end of June, 2011.

7. Proposals and Details

Front line and support services within the Central Library and Arts Centre will be relocated during 2012. Prior to this all the thousands of items in collections and archives will need to be assessed and prepared for moving, along with all other materials in the building. There are limited spaces available of sufficient size and which can be secured to enable this work to take place. It is proposed to close both the Studio Theatre and Art Gallery to facilitate this programme.

The closure of the Studio Theatre is to enable staff in the Archives and Local Studies Service to create a temporary work room and storage area to catalogue all 'unknown items' before the entire collection is transferred to the new ancillary home for the collection.

To cater for current 'non performance' uses, it has been agreed that the current studio theatre will be split into two sections allowing the Arts Centre to retain income from half of the current studio theatre as a meeting room space and allowing the retention of key customers for a further year until the closure of the building.

The closure of Rotherham Art Gallery is to enable staff within the Museums Galleries and Heritage Service to begin to pack the Service's stored collections and the collections displayed at the York and Lancaster Regimental Museum.

The smaller exhibition spaces (Corridor Wall and Craft Case) will remain available to exhibitors at Rotherham Arts Centre. Clifton Park Museum Café will also be used as a space for exhibitors to display flat art during the period of Art Gallery closure.

8. Finance

The closure of the Studio Theatre will create additional financial pressures for the Theatres Service which as yet has not been fully assessed. However, every effort will be made to relocate performances to the Civic Theatre where appropriate – work on this is already underway. The Service will also assess options for retaining room bookings (i.e. non-performance) in the reduced size Studio Theatre.

The additional financial pressures will impact on 2011/12 budget. A further report will be presented to the Cabinet Member once the extent of the budget pressures and options to contain them have been assessed.

9. Risks and Uncertainties

Risk to the safety and care of collections and archives if sufficient attention is not given to cataloguing, preparing, conserving and packing items.

Risk to the Accredited status of the York and Lancaster Regimental Museum and Rotherham Art Gallery. The Museums, Galleries & Heritage Service is currently working informally with the Museums, Libraries and Archives Council to minimise the

risk of loss of Accredited Status. Once the future location of these services is determined we will begin formal negotiations.

Financial risk from loss of custom to the gallery and theatre will be minimised by relocating performances and exhibitions to alternative locations e.g. by working with local partners, colleagues in other services and working to offset against service efficiencies.

Reputational risk and reduced visitor figures - It is hoped by using ancillary spaces and by maximising programming opportunities visitor figures to Theatres will not be significantly affected though some reduction in reported usage is inevitable. It is hoped this will be rectified in 2012-13 with the opening of Riverside House and possible other performance options.

10. Policy and Performance Agenda Implications

The move of these services to Riverside House supports corporate plans and priorities, particularly with regard to the economic regeneration and development of the Town Centre as a vibrant place to visit. It will support the aim:

- Achieve Rotherham Town Renaissance by enhancing the role and function of the Town Centre and ensuring that it acts as a hub for social, economic and cultural activity for the wider area.

Whilst the withdrawal of services could impact negatively on attendance and customer satisfaction this work is essential to ensure a timely, considered move from the Arts Centre.

11. Background Papers and Consultation

Not applicable

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Culture, Lifestyle, Sport and Tourism
2.	Date:	30 November 2010
3.	Title:	Transfer of Bar Park, Thorpe Hesley
4.	Programme Area:	Environment and Development Services

5. Summary

The report seeks a member decision on whether to proceed with the acquisition/transfer of Bar Park, Thorpe Hesley from Sheffield City Council (SCC) to Rotherham MBC (RMBC).

6. Recommendations

- **That Cabinet Member confirms the Council's interest in acquiring Bar Park from Sheffield City Council;**
- **That Asset Management Department to be instructed to commence negotiations with Sheffield City Council, seeking the transfer of the freehold of Bar Park, Thorpe Hesley to Rotherham MBC**
- **Officers to assess options for managing the additional maintenance of the site when transferred, including reducing standards at other sites**

7. Proposals and Details

Details of the proposed transfer of Bar Park from SCC to RMBC were given in a previous report to Cabinet Member for Cultural Services and Sport on 1st June 2010. It was explained that further progress depended on funds being identified to pay the associated legal and surveyors fees, and that an earmarked balance request had been included in the overall 2009/10 EDS Outturn Report to cover this cost.

Cabinet has now agreed to this request, meaning that funds are available to cover fees. SCC has written to confirm that they are still willing to proceed with the transfer on previously stated terms, subject to formal approval by their Cabinet.

SCC has also advised that it will not contribute to the future cost of maintaining the park, however they have confirmed that they are paying for selected urgent works in advance of any transfer, including the removal of an unsafe tree close to the children's play area. RMBC would be unable to pay for the routine maintenance of Bar Park without making savings elsewhere. In view of this, urgent work would need to be undertaken to adjust grounds maintenance schedules, including reductions in frequency of visits to both this and other sites.

The Council's current financial situation means it is unlikely that necessary capital to pay for one-off repairs would be available. SCC has provided figures showing a low level of use of the single football pitch and changing pavilion at the park in recent years. It is proposed to examine the viability of continuing to provide such facilities if the site is transferred, and to offer alternative sites in the vicinity if appropriate, this would potentially help to offset ongoing maintenance costs on the site.

The Green Space Strategy assessed the site as a 'Low Quality/Low Value Local Green Space'. The low quality score reflects the lack of investment over recent years, and the low value score comes from the fact that it is not a large site and relatively few people live within five minutes walk of it. However, it is the only green space serving the west side of Thorpe Hesley, and is therefore needed to ensure that people living in the vicinity can access a green space within five minutes walking distance, as recommended in the Green Space Strategy.

8. Finance

Professional Costs

As previously reported, these are estimated to be around £7,500. SCC has recently restated its offer to recharge RMBC for just 50% of their professional costs, subject to negotiations not becoming protracted. Financial provision has been made for this in the 2010/11 financial year.

One-off improvements

Full details of estimated costs for essential repairs and upgrading to Bar Park were given in the report of 1st June 2010. The estimated total cost is £91,341. No RMBC capital funding has been identified to cover any of these costs and the current financial situation means that it is unlikely that funding will become available in the near future. An alternative approach would be to defer non-essential upgrades, and to close the pavilion to avoid the need for essential repairs. It is estimated that there

would be cost of around £3,000 to secure the building and to cut of services; there is no specific budget provision for this work, and it would represent a pressure on the service's premises fund.

Routine maintenance

The current estimated annual cost for routine maintenance of the park including buildings and adjoining woodland is £9,591. As there is no additional revenue budget available to cover these costs they would need to be met by achieving savings from service budgets, for example, by scaling back maintenance standards on this and other sites,. Furthermore, it is probable that the revenue budget will reduce in future years, and this will create further difficulties in seeking to maintain the site in a reasonable condition.

9. Risks and Uncertainties

Officers at SCC have indicated their support for the transfer of Bar Park to Rotherham. However, this will not be confirmed until a final decision is taken by elected members there.

As explained above, it is currently very unlikely that the Council would be able to manage the costs of taking on responsibility for Bar Park without it impacting on management of other sites. This situation is likely to become even more difficult because of expected reductions in service budgets.

The uncertainty about both the level of revenue funding and the lack of capital funding to undertake one-off repairs could lead to further deterioration of assets, complaints and increased public liability risks. Any reduction in the provision of services at the park, for example the closure of the pavilion, is likely to lead to complaints that the Council is under-investing in the facility compared to Sheffield City Council.

10. Policy and Performance Agenda Implications

Through this matter the Council has been seeking an outcome where the local people can be actively involved in the improvement of the environment and facilities serving their community, thus supporting the Corporate Themes 'Rotherham Proud' and 'Rotherham Safe'. In doing so, the Council must have due regard for the achievement of value for money.

11. Background Papers and Consultation

Report to Cabinet Member for Cultural Services and Sport, 1st June 2010.

Financial Services have been consulted on this matter.

Contact Name : Phil Gill, Green Spaces Manager, (8)22430