

Committee Name and Date of Committee Meeting

Improving Places Select Commission – 16 March 2021

Report Title

Culture, Sport & Tourism Service Update & Forward Plan

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Paul Woodcock, Strategic Director of Regeneration and Environment

Report Author(s)

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Ward(s) Affected

Borough-Wide

Report Summary

The report updates Improving Places Select Commission on the delivery of the Culture Sport & Tourism service throughout the COVID-19 pandemic. The report details a selection of the projects that the service has delivered over the past year and finally set out key projects over the coming twelve months.

Recommendations

Members are asked to:

- Note the report and comment on any issues arising.

List of Appendices Included

Appendix 1 - Rotherham Cultural Strategy 2019-2026

Background Papers

Rotherham Library Strategy 2021 - 2026

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Culture, Sport & Tourism Service Update & Forward Plan

1. Background

1.1 In June 2019, Cabinet endorsed a new Cultural Strategy which set out the goal of: “getting more people, more active, creative and outdoors, more often.” The strategy was co-produced with people and partners from across the borough and set out seven ‘game changers’ including:

- **A Vibrant Heart** – supporting town centre recovery and regeneration
- **Vital Neighbourhoods** – revitalising our neighbourhoods
- **Adventures in Rother Valley** – developing the green and active leisure offer in the south of the borough
- **A Great Place for Wentworth and the Dearne Valley** – building on the cultural heritage of the north of the borough
- **Turning Passion into a Profession** – developing skills and talent pathways into industry
- **Amazing Events** – creating magical shared experiences to bring people together and build pride in Rotherham
- **Children’s Capital of Culture** – working with children and young people to strengthen their voice in the development and delivery of Rotherham’s cultural and leisure offer

1.2 On 23rd March 2020 the UK entered the first national lockdown as a result of COVID-19, which saw an immediate closure of culture and leisure sites across the borough. Throughout the last twelve months there have been a range of operating conditions from full and partial closures to normal service operation. During these challenging conditions the Culture Sport & Tourism service has continued to provide a range of opportunities for Rotherham’s residents to engage with its services, supporting vulnerable communities, reducing isolation and increasing participation.

1.3 This report provides an overview of services and activities provided by the Culture, Sport and Tourism Service and a forward programme of activity for the next twelve months as the borough seeks to recover from the pandemic.

2. Key Issues

2.1 The Cultural Strategy

2.1.1 The document sets out the overarching goal which is to **‘get more people active, creative and outdoors, more often’**. The research which underpins the Cultural Strategy showed areas of historic underperformance in terms of participation and engagement, specifically:

- Rotherham is 7.24% lower than the national average in terms of participation, with 27.43% of people surveyed saying they spent time doing a creative, artistic, theatrical or music activity or craft, versus 34.67% nationally.
- Rotherham is 10.78% lower than the national average in terms of engagement, 41.44% of people surveyed saying they attended a performing arts event, performance or festival involving creative, artistic, dance, theatrical or music activity, versus 52.22% nationally.
- Rotherham is 7.52% lower than the national average in terms of engagement with libraries with 27.49% of people surveyed saying they were active users of a public library service, versus 35.01% nationally.

- Rotherham is 12.02% lower than the national average in terms of engagement with museums with 34.83% of people surveyed saying they were active users of a museums or gallery service, versus 46.85% nationally.
- Rotherham is 10.5% lower than the national average in terms of physical activity (150 minutes+ per week), with 51.3% of people surveyed saying they were active users of a museums or gallery service, versus 61.8% nationally.
- Rotherham is 11.3% higher than the national average in terms of its inactive population (less than 30 minutes per week), with 37% of people surveyed saying they were active users of a museums or gallery service, versus 25.7% nationally.

2.1.2 Conversely to the research above the consultation process revealed a strong demand for cultural services from across communities:

- 82% of people saw well looked-after parks and public spaces as a priority
- 75% of people felt that having local places to go, such as museums and parks, is important
- 72% of people valued a good range of things to do for teenagers
- 67% of people thought that a bigger range of low-cost leisure activities is important

2.2 The Council's Culture, Sport & Tourism Service & COVID-19

2.2.1 The Council is the largest provider of culture and leisure services within the borough, operating a service which covers:

- 14 neighbourhood libraries and a central library at Riverside House
- 12 urban parks, three country parks and the management and care of 51 woodlands
- Five historic sites including: Catcliffe Glass Cone, Keppel's Column, Payne Mausoleum, Walker Mausoleum, and Waterloo Kiln.
- Four leisure centres: Rotherham Central, Maltby, Wath and Aston
- Two museums: Clifton Park Museum and Boston Castle Museum
- Rotherham Events including responsibility for the delivery of Rotherham Show (the borough's largest event) and the annual Christmas programme
- Herringthorpe Stadium and Athletics Track
- Rotherham Civic Theatre
- Rotherham Music Service
- Waleswood Caravan and Camp Site

2.2.2 On the 27th March 2020 the following services closed to the public with immediate effect: Libraries across all sites; Clifton Park Museum; Boston Castle; Rotherham Civic Theatre; Herringthorpe Stadium and Athletics Track; all four leisure centres; and Waleswood Caravan and Camp Site. All parks and green spaces remained in operation, Rotherham Music Service continued to deliver a service to schools and access to heritage sites remained in place. All events were cancelled, including the annual Rotherham Show. Since the initial announcement of lockdown measures and subsequent updates to guidance and regulations areas across Culture, Sport and Tourism have been adapting and responding to ensure access to cultural services, undertaking extensive work to redevelop and reimagine their core offer, and continuing to support a range of Council priorities.

2.3 Libraries & Neighbourhood Hubs

2.3.1 Following the Council's approval of Rotherham Library strategy 2021 -2016, works have been ongoing to implement the associated action plan.

- 2.3.2 Throughout the pandemic, Libraries have provided a wide range of fun online activities, rhymetimes, events, readers groups and enjoyable crafts which has achieved an amazing Facebook reach of 400,000. Libraries participated in Fun Palaces October 2020. which for the first time was adapted and facilitated online to create a 1000 tiny fun palaces as opposed to the larger face to face fun palaces. Libraries were keen to get involved in making this a real success, not allowing the pandemic to have an impact on such a great event. Fun Palaces brings together arts, science, craft, tech, digital, heritage and sports activities but above all PEOPLE to work together, create together, have FUN together, and in doing so, connect our own communities, from the grassroots up. At Rotherham Libraries we facilitated a mixture of online and takeaway activities from our communities. This included 'how to play the ukulele', 'how to create a dreamcatcher', bug hunting in the garden and a video celebration of community skills and craft making.
- 2.3.3 A total of 364 Fun Palaces took place nationally, of which 14 were in Rotherham. Six libraries were open to the public whilst fun palaces took place and they all created a display and a fun takeaway activity sheet. However, the online Fun Palaces were much more successful. Libraries posted a video every two hours across the Saturday and Sunday and engagement was very good via Facebook and Twitter. This gained a Facebook reach of 14085 and Twitter interaction of 4958.
- 2.3.4 In addition to all the exciting events taking place online, we provided an expanded range of e-books, e-magazines and e-audio which led to 791 new library members.
- 2.3.5 Following the closure of Libraries, an Order and Collect Service was introduced in August 2020 to ensure the community could still have access to their favourite books and this has continued to operate from sites not undergoing refurbishment. To date there has been a total of 44233 issues via the Order and Collect service with an additional 88603 library e-resources issued.
- 2.3.6 A telephone welfare system for known vulnerable library customers was also established in the first lockdown. The service supported the community hub in delivering over 2000 calls to clinically and extremely vulnerable customers, furthermore library staff are now offering a service to also assist with getting set up on Zoom/Skype via a call back service, this will allow those who are isolating/shielding to interact with their family members and community groups virtually.
- 2.3.7 Schemes such as the grab bag project and pop up outdoor libraries were successful in safely offering a service to adults and children in Rotherham as services closed to the public. The trial of Pop-up outdoor libraries was offered from Rosehill Park, Herringthorpe Valley Park and Clifton Park throughout August. This project provided a library presence within local communities in order to promote the importance of reading specifically targeting children of a less affluent background, and also fell timely with the summer reading challenge. The outdoor library provision played a huge part in promoting confidence and hope in Rotherham by offering some library provision which helped lift spirits and rebuild confidence across communities. It assisted with reducing isolation by encouraging residents to safely venture out again to their local park as well as encouraging the community to get outdoors and get active.
- 2.3.8 Libraries planned the pop-up sessions to include a story tube craft activity to take away with them, and there was also a box of adult paperbacks to giveaway. The most important thing was that library staff were present in the community promoting libraries and telling people about the summer reading challenge, all the online activities we are offering and how books could still be accessed via order and collect. All feedback received was very positive about our library presence and all were very grateful to receive a free book. Many comments were received about how the children were missing coming into the libraries!

- 2.3.8 Libraries have worked hard to maintain a working relationship throughout the pandemic with the Book Trust to deliver book packs to vulnerable families across Rotherham.
- 2.3.9 More recently, following a successful funding bid to the Reading Agency, a Reading Friends project has just been launched. Reading Friends is a national initiative and aims to address social isolation and loneliness by connecting people with a 'reading friend'.
- 2.3.10 Staff continue to be redeployed to roles including registrars, country parks and Lateral Flow Testing site at Riverside House.
- 2.3.11 At the start of the pandemic, the £1.4 million libraries capital investment improvement programme began which included upgrades to digital provision, refreshment and toilet facilities, signage and furnishings.
- 2.3.12 Capital refurbishments have now been completed at Brinsworth, Aston, Maltby, Mowbray Gardens, Kimberworth and Kiveton Park which all now boast a welcoming and vibrant community hub for all which is freely available and we envisage that the attractive refreshed library sites will entice new customers as well as benefitting existing . Improvements are now underway at Wickersley, Thorpe Hesley, Dinnington, Greasbrough, and are expected to be completed by April 2021. Work is also due to commence at Swinton and Wath libraries with completion dates of Summer 2021.
- 2.3.13 The project to relocate Thurcroft Library from Thurcroft Junior Academy to the Gordon Bennett Memorial Hall site has also commenced with a completion date aimed for November 2021.
- 2.3.14 Plans are currently underway to roll out the open plus pilot at both Brinsworth and Mowbray Gardens during Spring 2021. This technology will allow customers to access libraries without staff being present.
- 2.3.15 Following the opening of a new library at Brinsworth in March 2020, work is ongoing for site to become community managed, with the day to day running transferred over to Brinsworth Parish Council during Spring 2021.
- 2.3.16 Following confirmation that Rotherham has been offered 69% of the bid for Future High Street Funding and proposals in the March Council budget papers to close this gap, plans are set to progress with the project to relocate the central library to the new location as part of the Markets redevelopment.

2.4 Parks & Green Spaces



- 2.4.1 In accordance with national regulation all parks and green spaces remained open to allow for daily exercise. Throughout the Summer, Country Parks in particular saw high numbers of visitors, particularly following the relaxing of regulations in June when numbers exceeded COVID-19 safety limits and customers were turned away. Hospitality venues across parks have also seen a big increase in visitor numbers despite continuing to offer a takeaway only service. This trend in increased visits has continued throughout the Winter months with hospitality venues currently performing between 10-20% above last year's figures.
- 2.4.2 Alongside managing increased visitor numbers throughout the pandemic with maintained access to key facilities such as car parking and toilets, the service has also achieved Green Flag status for three of the borough's parks: Clifton Park, Greasbrough Park, and Ulley Country Park. Clifton Park also received a second 'Green Heritage' flag in recognition of its important historical features.
- 2.4.3 The service has also secured £49,000 as part of the Sheffield City Region administered Green Recovery Challenge Fund and a further £18,000 from Trees for Cities. The money will support repairs and development at Brookfields Park in the north of the borough, and the creation of a new woodland joining Herringthorpe Woods and Gibbing Grieve woodlands in the centre of the borough through the planting of 7,000 new trees. Further funding has been secured in partnership with colleagues in Public Health to undertake a pilot project to encourage active use and increased physical activity in urban parks using Cherry Trees Park in Maltby, Sandhill Park in Rawmarsh and Fareham Park in Ferham. The pilot project has received £20,000 funding from the LGA Shaping Places programme to pilot activities and inform a second stage bid which, if successful, could secure £300,000 of investment in active uses for urban parks over three years.

2.5 Museums, Arts & Heritage



- 2.5.1 Throughout the first lockdown the service renovated Clifton Park Museum creating seven new temporary exhibition spaces which will allow for regular programme of changing exhibitions and touring shows. The renovations also included the creation of two new community spaces within the museum, one linked to the temporary exhibition spaces and a further renovation of the historic Walker Family Kitchen to create a flexible community space for tutorials, workshops and activities. The museum reopened on the 5th September with a new exhibition featuring a specially commissioned artwork from artist Rob Young, which focused on the connections between Rotherham, Wentworth, Elsecar and Barnsley and was supported by £9,000 grant funding from the WE Great Place Programme.

- 2.5.2 Throughout this time the service secured more than £105,250 in grant funding from Historic England, Arts Council England and Art Fund enabling it to invest in improved technology, online learning programme, new furniture and equipment and a forward programme of temporary exhibitions.
- 2.5.3 The five heritage assets in the Council's care remained accessible throughout lockdown. An Historic England funded project supported a programme of engagement with communities at Catcliffe Glass Cone, Keppel's Column and Waterloo Kiln. The project aims to explore new community management models for these sites increasing engagement from local groups and residents and developing an ongoing programme of activity. As part of the Council's budget setting process in 2020/21 funding was approved for the £400,000 restoration of Keppel's Column. As part of the Council's 2021/22 budget setting process funding is proposed for the Stage 1 assessment of Waterloo Kiln which will inform a future restoration. Both of these projects have been match funded by Historic England.

2.6 Sport & Leisure

- 2.6.1 Rotherham's four leisure centres were closed between the months of March and September, however, did continue to interact with customers and provide online exercise content. The centre operator, Places Leisure, was also heavily involved in national discussions on the safe re- opening process for leisure centres across the country. All centres reopened on the 14th September with additional cleansing and safety measures in place and with reduced, bookable facilities. National guidance has meant two further periods of lockdown, but for the time centres were open attendance was encouraging and ahead of forecast.
- 2.6.2 Herringthorpe Athletics Stadium was also closed for a similar period to the leisure centres and similarly has been well used during the periods of time it was permitted to open. One- way systems, additional signage and reduced offers have meant people attended in good numbers from all customer groups- including an improvement on football bookings from the previous year.
- 2.6.3 The athletics stadium is also currently undergoing a process of capital improvement with the allocation of £254,000 of investment from the Council. Floodlighting, track surface work, upgrading the throws cage and internal building works are almost at tender phase.
- 2.6.4 Within the community, sports grants to the value of £150,000 have been administered via Sport England to help local clubs recover and a Tackling Inequalities Fund has helped the most vulnerable and BAME communities access almost £40,000 for physical activity projects via Yorkshire Sport Foundation.
- 2.6.5 In May the Rotherham 10k race was unable to take place so the organising committee arranged an online "virtual" version. This enabled people to still take part in a run of their choice and length at a time that suited them. Age UK Rotherham remained the beneficiary from fundraising and a figure exceeding £10,000 was raised. In addition, other online physical activities took place in the form of "Backyard Olympics" and a virtual walk to Tokyo.

"Thank you for organizing this great event, it has certainly helped me get back into running and I am definitely going to keep going. Looking forward to being able to do the race properly next year. Stay safe everyone" – Rotherham 10K Participant

- 2.6.6 Work has gathered pace on the eagerly anticipated Women's Euro'22 with all Legacy planning groups in place and a new part time officer in post via FA funding. The "500

days to go” launch took place on the 21st February. This work will be a major focus of the “Moving Rotherham” physical activity strategy group over the coming months.

- 2.6.7 The sport and leisure facilities in Rotherham have played an important part in the Borough’s fight against COVID-19. Herringthorpe Stadium has hosted flu vaccinations as well as a COVID-19 testing. Maltby leisure centre is also hosting a mobile testing station. Since the end of December Rotherham Leisure Complex has been a vaccination site for COVID- 19 and will remain so for the foreseeable future.

2.7 Events & Festivals



- 2.7.1 All events and festivals in 2020/21 were cancelled, however the team quickly adapted content for social media running a series of virtual events for VE Day 75th Anniversary Celebrations, Yorkshire Day and school holiday programming. In September 2020, in place of the Rotherham Show, the service launched Rotherham Together a seven-month long programme designed to support a range of communities to respond and recover from COVID-19 safely.

“A lot of the press about Rotherham had made me ashamed of my birthplace this site and this video allow me to own it again. Thank you.”

“Rotherham. I’m proud of it in so many ways. A hardworking industrial heritage destroyed, but we still have pride in what we were and strive to be again. What a wonderful tribute this video is.”

“Best thing Rotherham Council has ever done”

- *Facebook Comments for the Yorkshire Day Film ‘Our Yorkshire, Our Rotherham’*

- 2.7.2 The Rotherham Together programme was commissioned in July 2020 aiming to develop a creative programme that could respond to and support recovery from COVID-19 across Rotherham's communities. The aims of the programme were:
- Celebrate the contribution of key workers and volunteers
 - Create memorials for those who have lost their lives, both private and public
 - Support health and wellbeing, enabling people to manage their grief, extending clinical support and building on 5 Ways to Wellbeing
 - Bring communities back together safely, to reconnect and strengthen community cohesion
 - Support economic recovery, enabling people to re-engage with town centres across the borough.
- 2.7.3 The programme launched in September 2020 and will run until March 2021 and is built around three core themes of Joy, Gratitude and Hope which reference the above aims:
- 2.7.4 Consultation took place with residents and elected members in July 2020 and the programme was designed to allow a flexible and scalable response to changes in government guidance and regulation. To date five months of the programme have been delivered with each month creating a 'headline' activity or event that has significant impact but can be delivered, even under original lockdown conditions e.g., September's headline was a large-scale land art mural with mazes and trails that people explored, socially distanced at their leisure as they had been exploring parks throughout the first lockdown. Sitting behind the 'headline' is a series of scalable and flexible activities that are either online or self-led or could be easily adapted if regulations changes. Other activities have included a large-scale festive projection on the Rotherham Minster, a series of online films marking Black History Month, pop-up performances in care homes and the creation of Hope Fields, a COVID-19 memorial garden at Thrybergh Country Park.
- 2.7.5 To date the programme has reached an estimated audience in excess of 200,000 people from across Rotherham's communities and beyond.

2.8 Rotherham Civic Theatre

- 2.8.1 Rotherham Civic Theatre has not traded since March 2020 due to the restrictions applied to performing arts venues. During this time the service has hosted a number of online programmes including a monthly comedy club in partnership with 10 other venues across the country and a social media pantomime which spanned well known landmarks and venues across the borough.
- 2.8.2 In October 2020 the theatre secured £131,644 from the Arts Council England administered Culture Recovery Fund. The funding has enabled the service to retain its core staff team, invest in research & development and CPD for the team to create new delivery models with a greater focus on outreach, engagement and learning. The theatre is not expected to open until Autumn 2021 as current government regulation has not allowed for companies to rehearse and strict guidance relating to performance venues remains in place. Over the next seven months there will be a programme of refurbishment for the front of house areas in the theatre ensuring that the venue offers a high-quality welcome to residents when restrictions are lifted.

2.9 Tourism & Visitor Experience



- 2.9.1 Waleswood Caravan and Camping Park was closed from March to 4th July 2021 due to COVID-19 restrictions. It reopened in July with restricted access and heightened social distancing controls in place. Capacity was gradually increased to full opening by the end of August. New restrictions meant reclosure in November until the end of the financial year.
- 2.9.2 The site traded for four months from July to October, with booking demand and revenue extremely strong through this period. It hosted more visitors in these 4 months than in 2019-20. It also regained both its AA 5* pennant status and inclusion in the UK's top 100 sites.
- 2.9.3 Customer feedback on site facilities, location and service remains extremely high. Increased marketing and newsletters have increased engagement and reach with customers and grown repeat bookings. The site has retained 60% of revenue from disrupted and rescheduled bookings for 2021-22.
- “Excellent site – first visit but will definitely be back. Spotlessly clean, facilities block excellent. MHSP well positioned. The pitches are all level, well-spaced. Bike trails, walking distance to country park. Can’t fault it.”*
- “Lovely and friendly site. Felt really safe even being here by myself”*
- “Beautiful campsite, stunning location and fantastic facilities!! Would thoroughly recommend”*
- Facebook Reviews for Waleswood Caravan & Campsite
- 2.9.4 Final snagging works on site including replacing doors and replanting will be complete for year end, prior to reopening and some remedial works for subsidence undertaken to ensure capacity is available for peak demand.
- 2.9.5 Gulliver’s Valley opened adjacent to the site in Summer 2020. 2021 will see increased joint marketing of the sites and a new access route between them. A new route into Rother Valley Country Park is also planned from the site, enabling opportunities to develop further products and grow secondary revenue.

- 2.9.6 Indicators from Visit England, Welcome to Yorkshire and from booking enquiries are that there will be extremely strong demand in 2021/22 and the site is well set up in operational and marketing terms to capitalise on this, partner with local businesses and to introduce increased visitor volumes into the local economy.
- 2.9.7 The Visitors' Centre has remained closed for much of the pandemic and will reopen alongside government guidelines in Spring/Summer 2021. Its location and offer are not focussed on tourism and the relocation of the box office back to the theatre will diminish footfall. A review will be undertaken in 2021 to consider alternative proposals, including an online alternative and ultimately a presence at the new library complex.

2.10 Rotherham Music Service

- 2.10.1 Prior to COVID-19 Rotherham Music Service provided music education to more than 5,000 children and young people across the borough, each week. The service responded to the pandemic quickly moving its delivery to an online and distance learning provision offering live taught lessons either as a whole class group or individual tuition, alongside a programme of pre-recorded tutorials and learning materials. During the first lockdown interest from schools varied as many struggled to adapt with whole class provision down by 80% and individual instrumental teaching down by 60%. Through continued discussions with schools and parents to tailor the offer and created blended and responsive learning programmes in the current lockdown schools have been much more engaged with the service with whole class teaching down by just 20% and individual instrumental teaching reduced by 40%.
- 2.10.2 The service was also successful in securing £95,798 of Culture Recovery Funding administered by Arts Council England in October 2020. The funding will allow the service to develop new delivery models to support blended and responsive learning programmes, increase the diversity of its programming ensuring that the genres offered are reflective of our communities and introducing new technologies, alongside enabling the service to retain all staff regardless of reductions in teaching hours. A further bid to the Youth Music Fund secured £49,500 to develop an inclusion strategy for Rotherham Music Education Hub ensuring that our services are accessible to all young people in our community.

2.11 Culture Sport & Tourism: The Year Ahead



- 2.11.1 Over the next twelve months the service will continue to support communities to recover from the COVID-19 pandemic by increase access to and engagement with its services. Highlights for the next twelve months include:

- Development of master plans for Thrybergh Country Park and Rother Valley Country Park
- The creation of detailed designs for a new Environment and Education Centre at Ulley Country Park
- The completion of restoration works at Keppel's Column making the column publicly accessible for the first time in over 30 years
- Completion of the Rotherham Together programme including the launch of the Hope Fields memorial garden
- Development of a new Inclusion Strategy for Rotherham Music Education Hub
- Further renovation of galleries at Clifton Park Museum
- Refurbishment of the front of house and bar areas at Rotherham Civic Theatre
- Launch of a borough-wide tree planting programme
- A programme of refurbishment across play areas in green spaces
- In partnership with the British Library and Sheffield Council, establish a Business and IP Centre within the Central Library in order to support small business owners, entrepreneurs and inventors.
- Continuation of the programme to refurbish libraries
- Development of the new central library plans
- Delivery of the Action Plan 2020-2022 which forms part of the new Library Strategy.

2.11.2 Should national lockdown restrictions be relaxed, and services be allowed to resume the service will also deliver:

- Rotherham Show, which is likely to be a reduced scale programme in 2021 to allow for social distancing
- Reopening of Rotherham Civic Theatre with a new programme of outreach and engagement
- Two new temporary exhibitions at Clifton Park Museum
- Rotherham 10K
- Women's Euro'22 football legacy events
- A programme of face to face activities and events across the libraries network

3. Options considered and recommended proposal

3.1 Not applicable. This report is for information however members are invited to comment on its content.

4. Consultation on proposal

4.1 There are no specific proposals as the report is for information purposes. However, elements of the activities outlined in this report such as the Library Strategy and the development of the Rotherham Together included detailed consultation programmes.

5. Financial and Procurement Advice and Implications (to be written by the relevant Head of Finance and the Head of Procurement on behalf of s151 Officer)

5.1 There are no financial implications arising from this report, which is for information purposes. The body of the report includes information on external funding, which is being used to support the transformation of a range of services across Culture, Sport and Tourism.

6. Legal Advice and Implications (to be written by Legal Officer on behalf of Assistant Director Legal Services)

6.1 There are no direct Legal implications arising from this report.

7. Human Resources Advice and Implications

7.1 There are no direct HR implications arising from this report.

8. Implications for Children and Young People and Vulnerable Adults

8.1 The Culture Sport and Tourism service has a commitment to ensuring that all areas of its service are not just welcoming to children, young people and families, but in some cases directly co-produced with them. This is particularly noticeable in the work of the Museums, Arts & Heritage Service and Libraries Service. All areas of Culture Sport & Tourism are working toward the Council's commitment to becoming a child-friendly borough and realising the ambition for Rotherham to become the world's first Children's Capital of Culture in 2025.

8.2 In addition to supporting children and young people to access a high-quality cultural offer, the service has also made a commitment to supporting groups with disabilities which includes vulnerable adults. Over the next twelve months the service will review all areas of delivery and ensure that it meets with best practice in engaging with vulnerable adults and disabled groups.

9. Equalities and Human Rights Advice and Implications

9.1 The service is committed to ensuring equal access to all areas of Culture, Sport & Tourism. Each service undertakes specific Equality Impact Assessments relating to its activities and hosts regular consultation session working with a diverse range of groups with protected characteristics.

9.2 Through its work to administrate the Cultural Partnership Board the service also sets an example within the sector by inviting a range of speakers from subjects across LGBTQ+, racial inequality, gender inequality, age discrimination and disability discrimination. Through its funded programmes, particularly those funded by Arts Council England the service also works towards the Creative Case for Diversity ensuring fair pay and access to opportunity to artists and performers from all backgrounds.

9.3 Through the Rotherham Together programme and leading up to the UEFA Women's Euros in 2022, Culture, Sport & Tourism has formed a partnership with the Women of the World -WOW foundation celebrating women and girls from diverse backgrounds across Rotherham as part of its 'Women of Hope' campaign which hosted events during Black History Month and International Women's Day.



10. Implications for Partners

- 10.1 From arts, culture and leisure providers such as Grimm & Co, Wentworth Woodhouse, Places Leisure, Magna, ROAR and Gulliver's to community providers including Voluntary Action Rotherham, Rotherham Ethnic Minority Association, and Age UK Rotherham, the Culture Sport & Tourism service delivers its activities and services with support from a range of partners. Partners are specific to each area of the service or particular projects within teams.
- 10.2 Outside of formal agreements and project delivery Culture Sport and Tourism engages with its partners through a number of convened boards and partnerships including: Cultural Partnership Board, Imagine Rotherham – Cultural Education Partnership, Moving Rotherham and National Women's Euro'22 Project Group.

11. Risks and Mitigation

- 11.1 COVID-19 and continued lockdown measures: the service has responded well to a raft of changing lockdown measures, adapting events and activities to enable audiences to continue accessing services and in some cases growing audiences through social media and digital activities. Although the results to date have been very positive, audiences are started to experience digital fatigue and as a result of digital inequalities not everyone has had opportunity to access services and activities. Culture, Sport and Tourism will need to develop a range of hybrid service where digital programming continues to reach those who are vulnerable and shielding but physical delivery within restrictions offers a safe outlet for live audiences to return to a more active participation.
- 11.2 Competition for funds: over the last twelve months the service has successfully secured more than £450,000 of external project and recovery funding, however as the pandemic continues competition for funding will increase. The service has a good track record with major funders and through the successful delivery of projects like Keppel's Column and Waterloo Kiln restorations will continue to develop meaningful and ongoing relationships to secure future income.
- 11.3 Economic recovery: the service is well positioned for economic recovery with demand in areas such as hospitality and the caravan and camp site currently high when trading is possible. However, much of this demand has been generated where there has been a monopoly due to other businesses such as pubs and restaurants being closed and some services such as Rotherham Civic Theatre and Clifton Park Museum will still experience periods of closure in 2021/22 as such income generation overall may still prove challenging for the next financial year.

12 Accountable Officer(s)

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Neil Best, Head of Commercial & Visitor Experience
Chris Siddall, Acting Head of Strategic Projects & Partnerships

Approvals obtained on behalf of: -

	Named Officer	Date
Chief Executive		Click here to enter a date.
Strategic Director of Finance & Customer Services	Named officer	Click here to enter a date.

(S.151 Officer)		
Assistant Director of Legal Services (Monitoring Officer)	Named officer	Click here to enter a date.
Assistant Director of Human Resources (if appropriate)		Click here to enter a date.
Head of Human Resources (if appropriate)		Click here to enter a date.

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