

CABINET MEMBER FOR CULTURE, LEISURE AND SPORT

RECORD OF DECISIONS taken by the Cabinet Member for Culture, Leisure and Sport, Councillor Steve Pitt, at the meeting held on Friday, 5 October 2018 at 10.00 am at the The Executive Meeting Room - Third Floor, The Guildhall

Present

Councillor Steve Pitt (in the chair)
Councillor Frank Jonas BEM

22. Apologies for absence (AI 1)

Apologies for absence were received from Councillor Stephen Morgan.

23. Declarations of Members' Interests (AI 2)

There were no declarations of interest.

24. Journeys Festival Service Level Agreement (AI 3)

(TAKE IN REPORT)

The report was introduced by Claire Looney, Partnership and Commissioning Manager.

Councillor Pitt advised that Councillor Morgan had sent in some written questions. In response to these the Partnership and Commissioning Manager advised the following:

- The current level of officer time to support the writing and implementation of the proposed new Service Level Agreement is estimated to be a day's time. They would then anticipate approximately a further day for the monitoring of the SLA during the remainder of the financial year.
- This project will contribute towards the following elements of the Departmental Business Plan:

1. A city where all residents and visitors have opportunities to enhance their health and wellbeing, to be involved in building healthy and happy local communities

- Enhance and broaden participation in cultural opportunities and the cultural offer of the city
- Ensure the City's cultural programmes promote inclusiveness and celebrate cultural diversity

- 2. To be a city where all residents have access to high quality formal and informal learning and skills opportunities to improve their quality of life**
 - To create spaces for inspirational community experiences
 - To use the richness of cultural experiences to learn, achieve and inspire
- 6. An innovative service that engages in the challenges of developing quality, affordable and sustainable services that effectively meet the needs of residents and visitors**
 - Effectively manage and provide value for money in our contracts and SLAs

Councillor Morgan also said he very much welcomed this development and proposed arrangement via a service level agreement.

DECISION That officers be authorised to enter into negotiations with ArtReach in regards to the delivery of the Journeys Festival International and Journey's events for the financial year 2018-19 and that any further service level agreements are considered as part of the annual report on such agreements going forward with any financial implications being met from existing budgets.

25. Mischief Makers: The Summer Reading Challenge 2018 (AI 4)

(TAKE IN REPORT)

The report was introduced by David Percival, Outreach and School Library Services Manager. He advised that 1,691 children had completed the challenge this year which is the highest ever number. 57% of the participants were girls so there was some more work to be done around getting boys engaged. 55 volunteers assisted with the event this year. The school participation figures would be shared with members once available.

Councillor Pitt thanked all officers and volunteers for the huge amount of work in organising this year's exciting and engaging event. He had been pleased to attend the certificate giving event. With regard to the numbers of boys and girls completing the challenge, Councillor Pitt added that he had noted that many of the boys who completed the challenge had a sister who completed the challenge. Councillor Pitt added that the results for North End were outstanding and noted that officers were going to look at the reasons behind this. Some extra effort and resources were needed to drive up the numbers in other areas of the city for next year.

Councillor Jonas echoed the comments of Councillor Pitt and felt it was important the Council does everything possible to encourage more children to read.

Councillor Pitt advised that Councillor Morgan had made some written comments as follows:

- It was a pleasure to attend the certificate giving event and see such a diverse range of local families attend and get so much enjoyment from the programme.
- He also thanked the staff and volunteers who made the event a success.

Councillor Morgan also commented that the certificate event this year clashed with the Fratton Big Local. The Library and Archives Services Manager said that she had already been in touch with Fratton Big Local and officers were aware of the clash. They are very grateful for the use of Southsea Castle for the event and officers are pleased to be offered a date when the Castle is not running one of their own events. Unfortunately this limits their ability to ensure it does not clash with other events taking place in the city. Officers will be communicating when they expect to be running the event next year.

DECISIONS:

- (1) That in order to increase and widen participation in lunch clubs, play schemes and other activities aimed at children in non-library settings during the summer holidays, the Library and Archive Service will seek engagement with Public Health colleagues, with a view to much more targeted intervention in 2019.**
- (2) That the Library and Archive Service develop a strategy that will address significant numbers of children who sign up for the Summer Reading Challenge but do not complete it.**
- (3) The Factors that have made North End Library the most successful branch in terms of participation will be identified and then replicated throughout the Library and Archive Service in 2019.**

26. Review of first six months of operation of D-Day Story (information only) (AI 5)

(TAKE IN INFORMATION REPORT)

The report was introduced by James Batney, Manager of the D-Day Story.

Councillor Pitt said there were some fantastic reviews of the museum on Trip Advisor and at the recent Overlord Embroidery Trust meeting the trustees had been very impressed with the new museum. He added that with regard to the flags that used to be outside the front of the building, they were looking at having some temporary flag poles present on Southsea Common for events and he would keep members up to date.

Councillor Jonas said the update report was excellent and very encouraging to hear.

Councillor Pitt read out the written comments from Councillor Morgan who said it was excellent to see such an overwhelming response in the first few months of reopening. In response to a question from Councillor Morgan

regarding marketing the museum to increase footfall from further afield the Museum and Visitor Services Manager advised:

- Jane Singh (Visitor Services and Development Manager) is a key member of the new Destination Steering Group and will ensure D-Day Story is included in any promotion possible. D-Day is also at the top of her agenda when attending various tourism fairs and marketing events, domestic and international.
- A new London Underground campaign will be in place for two weeks this month to cover half-terms. This is a joint venture between PCC, National Museum of the Royal Navy (NMRN), Mary Rose, Gunwharf Quays and the Tower and this collaboration with partners also includes Portsmouth's attendance at the World Travel Market in November. Both of these will feature D-Day strongly.
- The Council are working with the NMRN and there is a specific campaign aimed at the Nordics market. The NMRN are attending the Visit Britain North America marketing event and will also promote The D-Day Story.
- Officers are currently looking at more joint tickets with NMRN and D-Day and this is something that will further develop with LCT.

Councillor Pitt added that he Council has worked with the Naval Base Property Trust and a large banner on the D-Day Story was displayed at Portsmouth Dockyard. Councillor Pitt added that he had attended the first meeting of the Destination Marketing Group which had been a very effective meeting and felt that there is real optimism about this group going forward.

The Cabinet Member noted the information report.

27. Digital Services (Information only) (AI 6)

(TAKE IN INFORMATION REPORT)

The report was introduced by Mark Zumpe, Information and Stock Librarian. He explained that the project is ongoing and they have seen a 35% increase in digital usage over the last 18 months which is well over target. Feedback from the public has been very positive. The future challenge will be to keep up with demand particularly with e-books as usage has increased.

Councillor Steve Pitt added that there are now Marvel comics available as part of the digital offer.

The Cabinet Member thanked officers for all their work on this.

The Cabinet Member noted the report.

The meeting concluded at 10.22 am.

Councillor Steve Pitt
Cabinet Member for Culture, Leisure and Sport