

**At a meeting of the CULTURE AND LEISURE REVIEW COMMITTEE held in the CIVIC CENTRE on TUESDAY, 20<sup>TH</sup> JANUARY, 2009 at 5.30 p.m.**

**Present:-**

Councillor Errington in the Chair

Councillors Foster, P. Gibson, Howe, T. Martin, Mordey, Symonds and Wake.

**Also in Attendance:-**

Councillor Tate – Chairman of Policy and Co-ordination Review Committee.

**Apologies for Absence**

Apologies for absence were submitted to the Committee on behalf of Councillors Ellis, G. Hall, J.B. Scott and Wares.

**Minutes of the last Meeting**

1. RESOLVED that the minutes of the last meeting of the Committee held on 9<sup>th</sup> December, 2008 be confirmed and signed as a correct record.

**Declarations of Interest**

Item 4 – A Place to Play – A Review of Music Venues in Sunderland

Councillor T. Martin declared a personal interest as his nephew is friends with the Music Consultant proposed for employment.

Councillor T. Martin also declared a personal interest as a member of Tatum Street Catholic Club, volunteered as a possible venue for music.

Item 6 – Tourism Development and Marketing

Councillor Symonds declared a personal interest as a member of One North East – Tourist.

Councillor T. Martin declared a personal interest as he had previously been a representative on BAFTA and still received communications from that organisation.

## **A Place to Play – A Review of Music Venues in Sunderland**

The City Solicitor submitted a report (copy circulated) which provided Members with an update on the progress in relation to the policy review on music venues in Sunderland.

(For copy report – see original minutes).

As proposed at an earlier meeting, a variety of music performers had been invited to share their experiences of performing in Sunderland. Unfortunately, Sunderland University Big Band were unable to attend but hope to rearrange for a future meeting of the Committee.

Nigel Cummings, Review Co-ordinator, informed the Committee that arrangements had been made to visit a number of music venues in the region on 28<sup>th</sup> January, 2009 and 2<sup>nd</sup> February, 2009.

Mr. Cummings proposed to employ music promoter, Craig Wilson, as a Consultant over the two day period, who could answer questions of a technical nature.

2. RESOLVED that:-

- (i) the Committee agree to employ music promoter, Craig Wilson, for the visit of music venues;
- (ii) the report be received and noted.

## **Sunderland Seasonal Lifeguard Service**

The City Solicitor submitted a report (copy circulated) to provide for information to Members the Cabinet Report on Sunderland Seasonal Lifeguard Service at the request of the Chair.

The Cabinet report provided the current position and rationale behind the request to Cabinet to look at a tendering process to obtain the services of an external organisation to deliver seasonal lifeguard services at Seaburn and Roker.

(For copy report – see original minutes).

Julie Elliott, Assistant Head of Culture and Tourism, presented the report and informed the Committee that the process would only impact on seasonal staff with the permanent staff unaffected.

Members raised the following issues:-

- Would this be a joint Tender with other Councils?

Ms. Elliott advised that the process would be specific to Sunderland, but the directorate would work closely with North Tyneside and South Tyneside also.

- Will there be a lead Council in the process?

Ms. Elliott agreed to find out the information.

- Is 15 members of staff not an excessive amount for the size of the beach?

Ms. Elliott informed Members that to meet Blue Flag status, that is the number of staff required.

- Will the recruitment of staff be advertised nationally or locally?

Ms. Elliott advised that the recruitment would be advertised locally.

- Members expressed their support of local advertising, especially in the current economic climate.

Having fully considered the report and answered Members' questions, it was:-

3. RESOLVED that the report be received and noted.

### **Tourism Development and Marketing**

The Director of Community and Cultural Services submitted a report (copy circulated) to provide Members with an update on tourism development and marketing in Sunderland and through Tourism Tyne and Wear, the Area Tourism Partnership for Tyne and Wear.

(For copy report – see original minutes).

Julie Elliott, Assistant Head of Culture and Tourism, and Karen Marshall, Tourism Development Manager, co-presented the report and advised Members that plans were underway to put waymarkers down on the C2C route so cyclists know when they are almost finished, hopefully providing a more enjoyable experience.

A granite monolithic piece of artwork is also due to be erected at the finishing point.

Members raised the following issues:-

- Does the word Sunderland appear anywhere at the end of the C2C route, for when cyclists take pictures?

Ms. Marshall advised that the artwork has a hole in the middle which frames the lighthouse, but does not have the word Sunderland on it. The information board next to it will however.

- In response to a query on how much it cost to produce the Discover Card, Ms. Marshall informed Members that the card only cost £1 to make.
- Were the 3,875 cards that were taken, paid for or complimentary?

Ms. Marshall advised that all the cards had been paid for.

- Does the Discover Card expire?

Ms. Marshall advised that the card is ongoing but can be updated with certain promotions.

- Have you linked the promotion of the Discover Card with the Heritage Open Days?

Ms. Marshall advised that there is a Working Group and she would feed that suggestion back at their next meeting.

4. RESOLVED that the report be received and noted.

### **Public Library Authorities Conference 2008**

The Director of Community and Cultural Services submitted a report (copy circulated) to provide Members with an update regarding this year's Public Library Authorities (PLA) Conference.

(For copy report – see original minutes).

Julie McCann, Principal Librarian, presented the report and was on hand to answer Members' questions:-

- Could you clarify what paragraph 3.1.3 of the report relates to?

Ms. McCann advised that paragraph 3.1.3 relates to the measures taken with the changing of targets identified in the Corporate Performance Assessment on Learning and Health with libraries having Best Value Performance Indicators.

- Members raised the concerns that the alphabetical signage was unclear and that books stored on the bottom shelves were difficult to reach, especially at the City Centre Library.

Ms. McCann accepted that signage was an issue, and would feed back Members' comments.

In relation to the shelving, the issue occurs due to providing a wide range of selection. If books were not placed on the bottom shelves, this would affect the top shelves resulting in a reduction of stock.

- Members enquired if Sunderland had ever been considered as a venue for the Public Library Authorities Conference?

Jane Hall, Assistant Head of Culture and Tourism, advised that she was not aware of a bid to host the Conference in the past. As the Conference attracts around 500 people, a suitable venue would need to be located. The Directorate would liaise with colleagues in Tourism and look into the suggestion.

5. RESOLVED that the report be received and noted with consideration to be given on developing a bid to host the Public Library Authorities Conference in Sunderland.

### **Performance Report – April to September 2008 (Progress in Implementing the Local Area Agreement and New National Indicator Set)**

The Chief Executive (Designate) and Director of Community and Cultural Services submitted a joint report (copy circulated) to provide Members with a position statement in relation to the first six months of the Local Area Agreement (LAA) and implementation of the new National Indicator set during 2008/09 for Cultural Services.

(For copy report – see original minutes).

Gillian Robinson, Corporate Performance Monitoring Manager, presented the report for Members' feedback.

Members raised the following issues:-

- Can you expand on the Leisure Centre and a football investment programme mentioned in paragraph 5.12 of the report?

Julie Russell, Sport and Leisure Partnership Manager, informed the Committee that the directorate was identifying external funds for grass roots football.

Consultation is progressing with football clubs with a report to come before the Committee at a future meeting.

- Members raised concerns that there are several inconsistencies within the figures of the report.

Ms. Robinson advised that the collection of some of the figures are as basic as using a five bar gate. There are another two samples to be added on and the figures within the report are for only half of the year but the targets are for whole year.

Ms. Robinson acknowledged that the format of the survey may need to be considered for the future.

- The percentage of take up of available ICT time in libraries was rather low, are there any measures to increase this?

Ms. Robinson informed the Committee that the figures represent the average across the whole City, but there is a need to try and increase the uptake of ICT time within the smaller libraries.

6. RESOLVED that the report be received and noted with consideration to be given on the design and method by which information is presented to Members.

### **Work Programme 2008-09**

The City Solicitor submitted a report (copy circulated) to provide for Members' information the current Work Programme for the Committee's work during the 2008/09 Council year.

(For copy report – see original minutes).

7. RESOLVED that the report be received and noted for information.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) D. ERRINGTON,  
Chairman