

Meeting: Culture and Leisure Sub-Committee

Date: 27 March 2018

Title: Delivering an effective cultural offer

Author: Steve Bishop

Tel: 0191 643 7410

Service: Environment, Housing and Leisure

Wards affected: All

1 Purpose of Report

To present the Culture and Leisure Sub-Committee with feedback on Cabinet's response to the recommendations of Overview, Scrutiny and Policy Development Committee regarding the findings of the Cultural Development Plan Sub Group review, undertaken on behalf of this Sub-Committee.

2 Recommendations

The Culture and Leisure Sub-Committee is recommended:

1. To note Cabinet's response to the recommendations of Overview, Scrutiny and Policy Development Committee regarding the findings of the review undertaken by the Cultural Development Plan Sub Group;
2. To receive a further report once the agreed surveys and industry analysis as indicated below have been undertaken; and
3. To include, as part of the Culture and Leisure Sub Committee's Work Programme 2018-19, to monitor progress with this approach and any impact upon the events programme and delivery, in accordance with the wishes of Cabinet indicated below.

3 Details

At its meeting on 4 December 2017 Overview, Scrutiny and Policy Development Committee agreed the following recommendations for referral to Cabinet, which had been approved by the Culture and Leisure Sub-Committee at its meeting on 28 November 2017. This followed the conclusions of the Cultural Development Plan Sub Group's review into delivering an effective cultural offer. The Sub Group made the following 3 recommendations:-

- a) In order to sustain events delivery and support tourism into North Tyneside the circa £100k currently provided through the Service Improvement Fund should be consolidated as part of the core events budget;

- b) In North Tyneside a survey of the arts and tourism sectors should be undertaken in order to gain more detailed information on ways in which added value can be increased and support can be more targeted.
- c) The Sub Group to analyse the outcomes of the industry surveys alongside a range of market intelligence gathered throughout the year including events and visitor surveys. The findings will generate future recommendations for action.

Cabinet considered the above recommendations at its meeting on 11 December 2017 and provided a response within the statutory timescale on the 12 February 2018.

Cabinet agreed to accept recommendations b) and c) above but not recommendation a) indicating that:-

“The service will be asked to consider further how to maximise the opportunities to secure income to support events e.g. through sponsorship and to look further to contain costs within the budget envelope that has been sustained as part of the Cabinet’s latest Financial Plan and Budget process 2018-20.”

Details of the decisions taken by the Cabinet, Overview, Scrutiny and Policy Development Committee and Culture and Leisure Sub-Committee can be found at:

Culture and Leisure Sub-Committee-28 November 2017

<https://my.northtyneside.gov.uk/sites/default/files/meeting/minutes/2017-11-28%20Culture%20and%20Leisure%20sub%20committee%20Minutes.pdf>

Overview, Scrutiny and Policy Development Committee-4 December 2017

<https://my.northtyneside.gov.uk/sites/default/files/meeting/minutes/4%20December%20Minute%202017%20-%20Final.pdf>

Cabinet–11 December 2017

<https://my.northtyneside.gov.uk/sites/default/files/meeting/minutes/2017-12-11%20-%20%20Cabinet%20Minutes%20-%20v3.pdf>

Cabinet-12 February 2018

<https://my.northtyneside.gov.uk/sites/default/files/meeting/minutes/2018-02-12%20-%20%20Cabinet%20Minutes.pdf>

4 Conclusions

In accordance with the wishes of Cabinet the service is actively seeking opportunities to secure income through sponsorship and contain costs within the existing budget envelope. The Committee will be kept informed of progress with this approach and any impact upon the events programme and delivery.