

Social and Community Overview and Scrutiny Committee

Monday, 7th November, 2011
6.00 - 7.45 pm

Attendees	
Councillors:	Anne Regan (Chair), Chris Coleman, Rowena Hay, Diggory Seacome, Duncan Smith, Jo Teakle, Jon Walklett and Wendy Flynn
Co-optees:	James Harrison and Karl Hemming

Minutes

17. APOLOGIES

Apologies were received from Councillor Simon Wheeler.

18. DECLARATIONS OF INTEREST

19. MINUTES OF THE LAST MEETING

The minutes of the last meeting were approved and signed as a correct record.

20. PUBLIC QUESTIONS AND PETITIONS

There were no questions or petitions.

21. MATTERS REFERRED TO COMMITTEE

None.

22. CABINET MEMBER BRIEFING

The Cabinet Member Housing and Safety informed members that a second bidding round had commenced for the Positive Activities Fund which aimed to deliver positive activities for young people. £13 595 remained to be allocated. The aim would be to prioritise those bids focussed on certain geographical areas which had not been addressed in the first bidding round (for example Benhall and Oakley) and on specific areas of interest. County Community Projects (CCP) was involved in the process in terms of identifying groups which should prepare bids. The Cabinet Member urged members to encourage the community groups in their wards to submit bids.

Members commented on the time which needed to be invested in submitting a bid and then in fulfilling the project monitoring report requirements. The Council also bore a cost in terms of officer time in monitoring the use of the funding. More "user friendly" documentation was sought although it was acknowledged that the successful bids had to be accountable. In response the Cabinet member recognised the issue and explained that the council was very much reliant on volunteers to be involved. The issue of the cost of CBC officer time had been raised with the county but it had said this had to be borne by the council.

The Cabinet Member Sport and Culture referred members to the briefing note on the Leisure and Culture review which had been circulated separately from the agenda. This updated members on the latest position. He informed members that the work on the Art Gallery and Museum was on schedule and piling had started for the new structure. Members were also informed that LOCOG had now announced the location of the Olympic torch relay and it would enter Cheltenham via Shurdington and exit via the Evesham Road to the racecourse. When a question was asked whether events would be taking place en route the Cabinet Member explained that the details had yet to be announced but officers would now start to talk to partner organisations and local communities about what would be appropriate. In response to a question on whether the town would be granted funds to offset the cost of the evening event to be staged at the racecourse, the Cabinet member explained that a successful bid had been put in for the event to the Promoting Cheltenham Fund for both the torch relay and the celebration event.

23. CHELTENHAM FESTIVALS

Donna Renney, Chief Executive, Cheltenham Festivals (CF), gave her presentation which is attached to these minutes for information.

Members asked about whether the two box offices (Regent Arcade and the mobile box office) had caused confusion. The Chief Executive, CF, acknowledged that it had been difficult. She acknowledged that the Regent Arcade box office was probably surplus to requirements and in fact its location had limited footfall. In any case 65 % of bookings were taken online. When asked whether the Regent Arcade box office was overstaffed the Chief Executive explained that there were peaks and troughs so it was about getting the balance right. This was the first year of this arrangement so lessons would be learnt from this.

In terms of ticketing problems the Chief Executive explained that the issue was that prepaid tickets could only be collected at one site during the festival. This was to prevent customers wishing to purchase tickets during the festival from queueing for long periods for the print out of pre-paid tickets so they were all printed out at once. It was recognised that customers were confused about where and when their tickets would be available and it was suggested that in future customers could be given timeslots for collection.

A member asked whether the Chief Executive CF could provide a full report on the education plan of the business including the number of senior and junior schools from within Cheltenham which were involved. The Chief Executive undertook to forward the report. Cllr Smith informed the Chief Executive of the County Council's Corporate Parenting Committee and invited her to contact him about bringing its interests into the Festivals Education Plan.

In terms of Festival ticket sales the Chief Executive explained that 100 events had been sold out. Production costs had however been higher than expected with the invoice for rectifying Montpellier Gardens being quite significant and the trackway had not been taken account of costings. She highlighted however that there would be an opportunity for more sponsorship, it was a question of getting the balance right. A member requested figures on which events had been sold out.

When asked whether the Festivals had received complaints regarding noise during set up, during the event and taking down, the Chief Executive explained that these were not significant but mainly focussed on the setting up where contractors were behind schedule. This was unfortunately not at the time reported by neither the security team nor the contractors. The challenge remained that there was only a limited number of days granted by the council for CF to set up and this was always going to prove difficult.

Members congratulated Cheltenham Festivals for navigating the growth phase. It was asked what the Festival's approach was to international aspects of the Festivals. In response the Chief Executive (CF) explained that these were mainly for the science festival and it was developing consultancy contracts with Norway and Austria. It did want to develop an international presence for the music festival but currently there were no plans for the Literature Festival.

When asked about the increased income from food and beverage provision at the Literature Festival, the Chief Executive (CF) explained that this increase was limited as there was no power or water in Montpellier gardens so both generators and water had to be brought on to the site. The provision of food did not have an adverse effect on local traders and in fact there had been an upswing in trade. In terms of long term plans for the provision of electricity and water the Chief Executive (CF) explained that discussions were underway with the Council and Cabinet Member Sustainability about this. It would require a mini substation but this was likely to be too expensive so some sort of compromise would have to be reached.

When asked further about the loss of a significant sponsor of the jazz festival the Chief Executive explained that sponsorship was now going well as now there was provision in Montpellier gardens. There was a strong programme for the jazz festival and the ability to build a 1500 seater venue meant that attracting high profile artists would make it more financially viable. In terms of the offer to small children at the Literature Festival the focus would be more on Montpellier Gardens.

The Chair thanked the Chief Executive (CF) for her presentation.

24. COUNTY SAFER COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

Councillor McCloskey updated the meeting since she last reported in February 2011. Her report is attached to these minutes for information.

In response to a question from a member Councillor McCloskey undertook to find out whether the location for the new Police premises had been finalised.

25. LICENSING ACT

The Senior Licensing Officer outlined the main amendments to the Licensing Act 2003 as set out in the briefing note. They specifically concerned regulating the sale/supply of alcohol and the provision of late night refreshment.

Members welcomed the fact that the Council would become a responsible authority empowering them to refuse, remove or review licences themselves. This was a positive step forward but it was important that a robust mechanism for doing so was in place.

Members asked whether there was a policy in place with regard to how the process of representation and review by interested parties would be managed. In response the Senior Licensing Officer explained that any objection must be relevant under the four objectives of the Licensing Act but the Government was due to issue further guidance on the subject.

In response to a question the Licensing Officer explained that the Late Night Levy would apply to both on and off premise sales. 70 % of the fee would go to the police and 30 % to the council with the aim of reducing or preventing crime and disorder, in connection with the supply of alcohol. The Council would use the funding to provide taxi marshals for example. The Community Protection Manager added that the levy had been discussed with late night premises and the general view was that they would be happy to contribute in order to ensure that things were policed. He also added that the Council would put a policy in place once the bill had become law.

26. COMMITTEE WORK PLAN

The Chair informed members that the following items scheduled for the January meeting would be postponed to the February meeting :

- CBH CTLG group
- Proscenium Building/Gardens Gallery
- Art Gallery and Museum update
- Tourism Strategy

The Vice Chair reminded members that they were entitled to put forward items for the scrutiny agenda.

Councillor Smith requested that the budget proposals be put as the first item on the January agenda to give it the focussed attention it required.

When asked what the committee was seeking to achieve by discussing antisocial behaviour the Chair explained that this related to the impact of the closure of youth facilities around the town.

The work plan would be amended accordingly.

27. ANY OTHER BUSINESS THE CHAIRMAN DETERMINES TO BE URGENT AND WHICH REQUIRES A DECISION

28. DATE OF NEXT MEETING

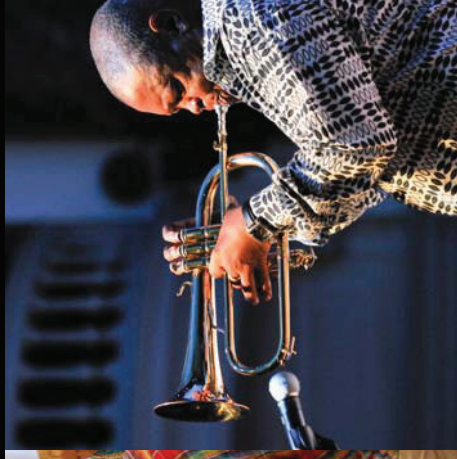
Monday 9 January 2012.

Anne Regan
Chairman

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CHELTENHAM FESTIVALS

Cheltenham Festivals in 2011 Review for Cheltenham Borough Council



Introduction

Successes and challenges of 2011

Infrastructure Grant ended in 2009

In-kind Support from CBC

Investment for the long-term

Developing National Brand

Economic Impact Study - £5.2m direct income to local economy and creation of 129 jobs

Major Changes

New Box Office and
Fundraising System
– Tessitura

Move to Montpellier for
Literature

Major Changes

The Cheltenham Festivals Box Office

System – very good – provides everything we need for membership, fundraising and box office

Costly in terms of staffing and mobile box office

Major Changes

Creating the Festival Quarter in Montpellier Gardens

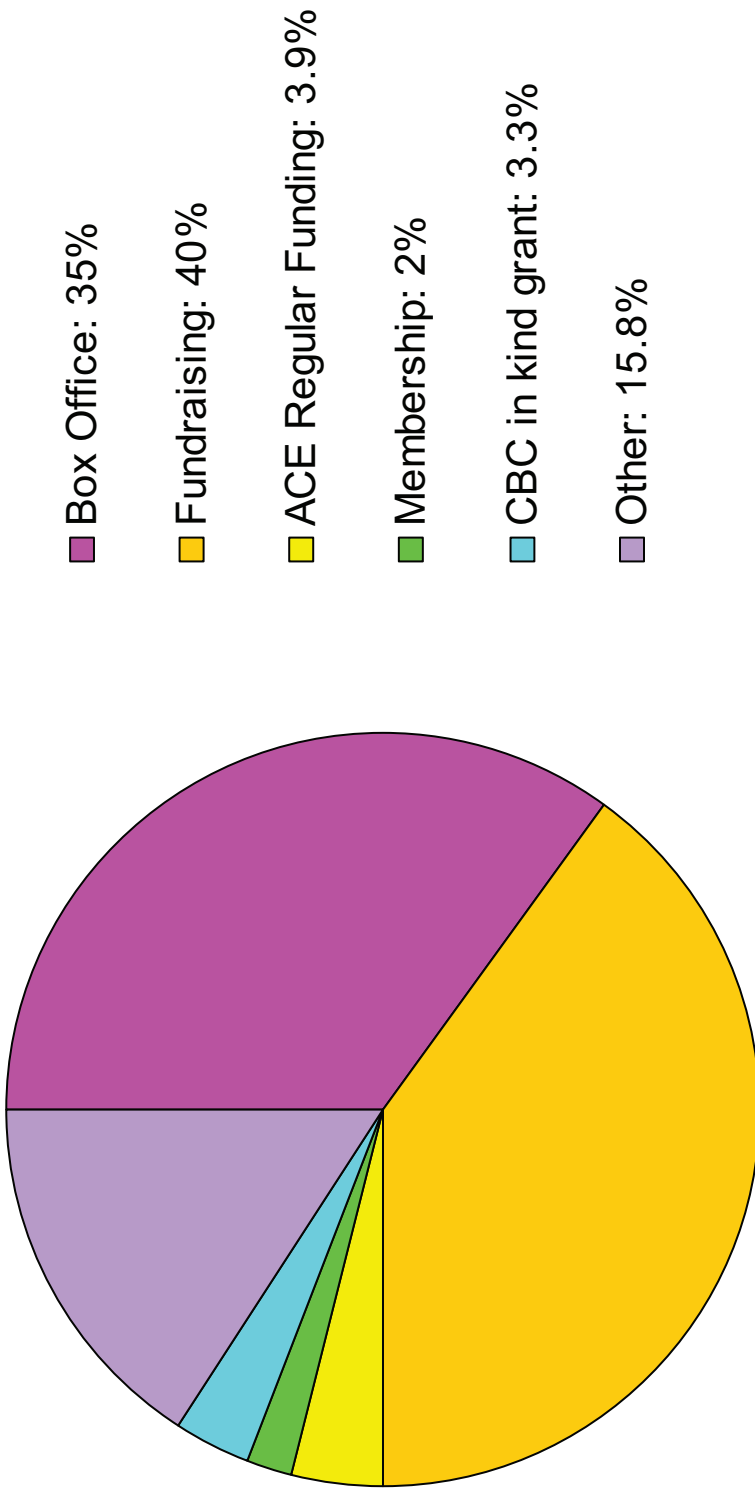


Investments

Long-term success will depend on increasing ticket sales and fundraising and so we made further investment in fundraising and marketing staff including a Legacy Officer, experienced Head of Development and Web Site Manager

Funding

Sources of income in 2011



Funding Sources of income in 2011

Breakdown of the CBC in-kind grant

Hire of Gardens	£22,500
Pennant Display	£15,000
Financial Services	£2,700
Payroll Services - 1 employee	£600
ICT Services	£72,900
Telecommunications	£18,200
Gamelan - Free Storage	£2,900
Advertising - brochure 4 adverts	£3,000
Storage Space	£3,600
Street Trading Consents	£6,100

Financial Out-turn

Deficit – we have had to borrow to
finance our working capital
requirements

Ticket sales 2011 vs. 2010

Tickets Sold	2010	2011	Difference	% Change
Jazz	14,081	15,498	1,417	+ 10%
Science	27,937	29,699	1,762	+ 6.3%
Music	18,350	17,283	-1,067	- 5.9%
Literature	113,007	122,713	9,706	+ 8.5%
Total	173,375	185,193	11,818	+ 6.8%

Ticket Income				
Jazz	£229,564	£256,411	£26,847	+ 11.7%
Science	£148,150	£168,765	£20,615	+ 13.9%
Music	£235,777	£252,033	£16,256	+ 6.7%
Literature	£878,108	£943,809	£65,701	+ 7.5%
Total	£1,491,601	£1,621,020	£129,419	+ 10.5%

Sponsorship

2011 sponsorship income and percentage growth

	2011	% Change
Jazz	£145K	-40.5%
Science	£448K	+9.5%
Music	£256K	+3.6%
Literature	£410K	+20.2%
Grants	£396K	-24.3%
Other Income	£624K	+36.2%
Patrons	99	+28.6%

N.B. 2010 included a large Sustain Grant from Arts Council

Education

Jazz

Jazz It Up!

11 bands.

10 schools.

Over 200 young musicians.

Taking place over the main weekend of the Jazz Festival, Jazz It Up! celebrates the best of Gloucestershire's lively school jazz scene, giving school bands a rare and highly-valued opportunity to showcase their talent at this world-renowned Jazz Festival as well as the chance to work with excellent music educators.

PARTICIPATING SCHOOLS

Balcarras School, Cheltenham
Cheltenham Bournside School, Cheltenham
Cheltenham College, Cheltenham
Chosen Hill School, Churchdown
Cleeve School, Cheltenham
Farmor's School, Fairford
Marling School, Stroud
Pate's Grammar School, Cheltenham
Pittville School, Cheltenham
The Cotswold School, Bourton-on-the-Water

Science

The Schools programme

16 events and 28 workshops.

4,776 tickets sold to 64 schools in

Gloucestershire and beyond.

The Town Hall was buzzing to the pitter patter of thousands of children's feet and they explored the Discover Zone exhibition and enjoyed the range of events on offer.

In addition to the main schools programme, the festival offered two days targeted at specific groups – a 'girls' day' in partnership with Cheltenham Ladies' College and the Royal Institution / L'Oréal saw 20 girls from local schools take part in various science activities supported by female mentors from local industries; and 20 pupils identified by their teachers as 'gifted and talented' were treated to a specially-tailored day at Cheltenham College, making use of their top class science teaching facilities.

Education

Music

The Bandwagon

11 sixth form students became The Bandwagon.
1,064 primary children at 4 schools were visited by the group.

The Bandwagon is an innovative approach to providing primary school children with a vibrant, exciting experience of live music. For the 6th form musicians who make up the ensemble (the Bandwagoners) it is a unique opportunity to participate in a challenging, creative, and highly rewarding performance project.

Literature

Book It! for schools

14 interactive talks
5 workshops
51 schools
4,914 pupils

Pupils from 51 schools all over Gloucestershire and beyond enjoyed a visit to the Festival to listen to an impressive line up of authors, illustrators and poets talk about their craft, their books, and their sources of inspiration.

Young Writers' Day

6 schools
30 pupils
9 teachers

Now in its fourth year the Young Writers' Day is aimed at pupils who are identified by their school as having a particular aptitude for writing, and offers them the opportunity to explore different aspects of creative writing in depth with their peers.

Strengthening Education - Strategic Plan



Produced by Cheltenham Festivals
109 Bath Road
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Cheltenham Festivals Ltd.
Charity No. 251765

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Report to Social & Community O&S - 7th November 2011

Last reported in February. Since then work has been varied and includes:

Police O&S received a report on the civil disturbances in Gloucester city in the summer. The benefits of Tri-service centre at Waterwells were very evident as informal contacts that have been built up between the services aided communication and co-operation during the unrest.

Police & Crime Panels – (Major piece of work reported on at every O&S meeting). The postponement of the election of Police Commissioners until November 2012 has given more time to consider the make-up of the Panel and its terms of reference.

The Act lays down a maximum and minimum panel membership and current thinking in Gloucestershire is that it will consist 10 councillors (4 county & 6 district) plus a minimum of 2 co-optees (not councillors). The Act is silent on how the co-optees should be selected but it is envisaged that some sort of interview procedure will be adopted. Gloucestershire has the advantage that county and police force boundaries are contiguous – some like Thames Valley and West Midlands forces have more difficulty in deciding membership of panels

The Act gives the Panel the power of veto of the police precept and the appointment of the chief constable, both of which require a two-thirds majority (originally proposed three-quarters). The panel will also consider complaints against the Police Commissioner to be judged against a Code of Conduct.

Current thinking is that, to ease transition, a shadow panel will be set up prior to November 2012

Fire & Rescue – Sick absence in the service continues to be a concern, in spite of implementation of task group recommendations. Figures did fall initially but recent increases suggest that work-related stress is a factor due to ongoing change. The task group is reconvening and will report back in the New Year. However, sickness levels compare favourably with other Fire & Rescue services.

Emergency Planning – has become part of the Fire & Rescue Service and Community Safety O&S will receive a report on result of this at next meeting on 24th November.

A report on Effectiveness of Business Continuity of County Council Services showed good progress in this area. All critical services have robust plans in place and a recent discussion exercise tested these against 3 possible scenarios including a major fire at Shire Hall on Budget Setting day.

A Life Skills Centre known as Skillzone located in Tuffley Lane will open in September 2012. It will feature 16 risk & consequence scenarios, eg: a dark alley, open water and a farmyard. The centre will be run as a business using both employed and voluntary staff.

Safer Stronger Justice Commission which is a merger of the Gloucs Safer & Stronger Community Partnership & the Criminal Justice Board is still in its early days. However the Home Office have expressed interest in the concept and met with lead O&S members to explore further. The merger has resulted in a more streamlined structure and the commission is keen to build on its relationship with the districts.

Mortuary Complex Current arrangements do not meet H&S and Human Tissue Act standards and a new complex bringing post mortem facilities, mortuary and coroners court together will be completed in December. After testing and training it will go live in April next year. Gloucestershire conducts around 1250 post mortems and 325 inquests annually.

Trading Standards A task group report to ensure an efficient & effective service in the light of the budget reductions will come to O&S on 24th November.

Finally O&S was shortlisted for the Centre of Public Scrutiny awards in the Innovation category. Sadly it didn't win but it is reassuring to know that its work has wider public recognition.