

ECONOMY & CULTURE SCRUTINY COMMITTEE

2 APRIL 2015

Present: County Councillor Craig Williams(Chairperson)
County Councillors Dilwar Ali, Howells, Stubbs, Weaver and
Darren Williams

70 : APOLOGIES FOR ABSENCE

The Committee noted that apologies had been received from Councillors Ralph Cook and Javed

71 : DECLARATIONS OF INTEREST

There were no interests declared in accordance with the Member's Code of Conduct.

72 : MINUTES

The minutes of the meetings held on 5 February 2015 and 5 March 2015 were approved as a correct record and signed by the Chairperson.

73 : CARDIFF CONTEMPORARY FESTIVAL 2014 - REPORT

The Chair welcomed Councillor Peter Bradbury, Cabinet Member Community Development, Co-Operatives and Social Enterprise, Chris Hespe, Director Sport, Leisure and Culture and Ruth Cayford, Visual Arts Manager to the meeting.

Councillor Bradbury referred to the large amount of work undertaken by Ruth Cayford in the organisation of the Cardiff Contemporary Festival which took place in October/November 2014. It was a huge success.

Ruth Cayford provided Members with a copy of the Cardiff Contemporary Festival 2014 Report which contained a provided a comprehensive overview of the arts festival, including statistics and estimates on the number of visitors engaging with the festival, the number of artists involved, information on each residency and commission and information on the partnerships with both arts and business organisations that helped deliver the festival.

That report also outlined the ongoing aims of Cardiff Contemporary.

The Chairperson thanked Ruth Cayford for her presentation and thereafter invited questions and comments from Members.

- Members asked for information in relation to the funding of Cardiff Contemporary. Officers advised that funding in the sum of £100,000 had been granted on application and Cardiff Council had contributed £50,000. Councillor Bradbury advised that there were no plans at present to withdrawn

Council funding and that the Arts Council of Wales were matching the funding provided by the Council.

- Whilst Officers were mindful of the economic situation there was evidence to suggest that Visual Arts helps to enhance regeneration investment in the City profile.
- There were discussions about Artes Mundi and what support could be provided by the Council. Officers advised that the idea of a cultural consortium is being canvassed, it is important to bring the Art World's knowledge into City Centre design and further to utilise their knowledge in obtaining investment and supporting young businesses.
- Members asked for the expenditure figures for the event. Officers advised that the spending was approximately £200,000. The secondary spend averaged £20 per person per day coming into the City.
- Members felt that it was important that the financial benefits were provided in detail. Councillor Bradbury advised that the economic benefits are not clear at this time. Further time will be needed before that information becomes available.
- Members queried the involvement of organisations such as Communities First. Officers advised that Communities First were involved in running a number of the work shops, and young people were specifically involved in a number of the photo workshops. All partners felt the need to make it a fair demographic festival.
- The budgets for the festivals at Liverpool, and Glasgow were discussed. While Glasgow has a very similar collaborative approach to Cardiff, their budget is far higher, in excess of £1m. Officers indicated that they could provide budget figures to the Committee. Councillor Bradbury stressed the importance of not comparing the success of the festival in Cardiff to those in Liverpool and Glasgow at the present time.

The Chairperson thanked the Cabinet Member and Officers for attending the meeting, giving their presentations/views and for answering Members questions.

AGREED – That the Chairperson, on behalf of the Committee, writes to the Cabinet Member thanking him for his attendance and that of the Officers and to convey the following observations of the Committee when discussing the way forward.

- The Committee wished to express its thanks and congratulations to Ruth Cayford for her role in leading on the Cardiff Contemporary Festival and delivering this fantastic arts event for the city. Her enthusiasm and the commitment she demonstrated to the project is welcomed.
- The Committee recommends that an Economic Impact Assessment is undertaken to evaluate the benefits of future festivals;

- The Committee recommends that the Council actively explores additional sources of funding for future festivals and reviews the arrangements in place for other contemporary art festivals in the UK;
- The Committee requests comparative information on the budget for Cardiff Contemporary and other contemporary art festivals in the UK.

74 : CARDIFF INTERNATIONAL SPORTS STADIUM

The Chairperson welcomed Councillor Peter Bradbury - Cabinet Member Community Development, Co-operatives and Social Enterprise, Chris Hespe – Director Sport, Leisure and Culture, Mark Roberts - Deputy Principal, Cardiff and Vale College, Steve Borley – House of sport, Matt Newman – Chief Executive Welsh Athletics, John Lister and Bernard Plain – Cardiff Amateur Athletics Club.

Councillor Bradbury made a statement in which he outlined the basis of the proposal from Cardiff and Vale College. Members were advised that the proposal includes the House of Sport taking a sub-lease on the sports facilities from the College, and the Council paying the capital cost of replacing the track at an estimated cost of circa £500,000 as a one of payment in three or four years' time. That would be to recreational standard and any upgrade of the track to elite level would have to be secured by the College from external sources.

Sub-leases would also be assigned to Welsh Athletics and Cardiff Athletics Club as core tenants of the buildings and grounds.

It is anticipated that the College will take over the operation of the facility from the end of June 2015 and that staff are being protected by the TUPE regulations.

Chris Hespe confirmed that there had been no pre-decision scrutiny of the proposals prior to Cabinet making a decision and that the Scrutiny Chairperson had been kept informed. There has been efficient and effective ongoing dialogue between the Council, Cardiff and Vale College and other affected parties in developing this proposal and business case.

Mark Roberts and Steve Borley provided the Committee with a brief overview of their future plans. It was clear that something needed to be done to change the utilisation of the stadium. They considered that the joint venture would address the funding deficit. Members were advised that the Cardiff and Vale College will transfer their sports department to the stadium building. The interior is to be refurbished. House of Sport are to fund the installation of a new pitch which will generate additional income. A wider range of sports will also be provided, including basketball, netball and also disabled sports. Going forward will be given to adding a sports/science block with a view to encouraging University participation.

Mark Newman outlined his views on the decision and stressed that it was important that the facility was retained for the community, education and as a performance arena for Wales.

John Lister and Bernard Plain from Cardiff Amateur Athletics Club provided their view of the decision. They circulated written observations to Members but one of their major concerns is that the proposed replacement of the track surface only to recreational standard would prejudice the stadium's position as the National Athletic Stadium of Wales. It is currently certified by UK Athletics as Grade A and they feel that there should be an obligation to maintain that standard.

Concern was also expressed regarding the staff currently employed at the Stadium. Members were advised that the current staff have a great deal of knowledge and expertise in track and field sports and therefore it was considered essential that their services be retained.

The Chairperson welcomed questions and comments from Members:

- Members queried the type of 'replacement' track. Officers indicated that a working group has now been convened, a number of tracks have been considered and with an outlay of £5.5 million the best possible track will be purchased. Further, as it is a joint venture, other partners will also ensure that the right selection of track is made bearing in mind the amount of work which had to be redone after the previous replacement.
- Members queried whether the Council would play any role in the arbitration of any potential difficulties and whether Active Cards will be in operation. Officers indicated that the Service Level Agreement will cover a range of matters including the committee membership. The Council will have a seat and will the House of Sport, Welsh Athletics and the Sports Council for Wales. Officers confirmed that discussions are ongoing in relation to the use of Active Cards.

The Chairperson thanked the Cabinet Members, Officers and witnesses for attending the meeting, giving their presentations/views and for answering Members questions.

AGREED – That the Chairperson, on behalf of the Committee, writes to the Cabinet Member thanking him for his attendance and that of the Officers and witnesses and to convey the following observations of the Committee when discussing the way forward

- The Committee notes its expectancy for a Grade A track surface to be installed at Cardiff International Sports Stadium; and
- The Committee requests it is kept updated on the Service Level Agreements with regard to Cardiff International Sports Stadium.

75 : CARDIFF TOURISM STRATEGY AND ACTION PLAN: 2015 - 2020

The Chairperson welcomed the Leader, Councillor Bale, Ken Poole – Head of Economic Development and Heledd Williams – Head of Tourism.

Councillor Bale made a statement in which he indicated to the Committee that tourism was vital to the City. The Tourism Strategy aimed to set out how the City can double the income from overnight tourism by 2020.

Heledd Williams updated Members on the new website – visitcardiff.com for which there has been overwhelming support. The site is updated on a regular basis and is both tablet and mobile friendly.

The Cardiff Visitor Card was due to be launched on 3 April 2015. An extensive number of businesses have now signed up and are prepared to offer a wide range of promotional discounts. The card will be sold for £4.00 and the income from card sales will be retained and used to continue the marketing of the project.

Officers referred to the Action Plan circulated previously to Members. It was noted that the Action Plan was still in its early stages, however progress was being made.

The Chairpersons welcomed questions and comments from Members:

- Members commented that it appeared that a number of the 'Actions' in the Plan were predicated on the Business Improvement District (BID) as opposed to other revenue sources. Concerns were raised that the aspirations of the Strategy could be hindered by a lack of resources. Officers advised that whilst the BID was important the actions were not wholly dependent upon it. The Cabinet Member confirmed that there has to be a proactive approach to generating income, for example ERASMUS and the Cardiff Visitors Card funding. Consultants have been appointed and hopefully more progress will have been made in the next 6 months.
- Members queried the use of the domain name for the website - visitcardiff.com. It was explained that at the present time it was not a new site, but one which was being updated. Members felt that '.wales' should be used if at all possible. Officers confirmed that it is something which will be considered.
- Members expressed concerned about the closure of the Tourist Information Centre (TIC) in The Hayes. Officers confirmed that it is believed that the younger tourists are more likely to use the 'App' than physically go to a Tourist Information Centre. This has been helped by the introduction of the new Wi-Fi system.

There is a TIC at Cardiff Bay however, interactive screens remain at present in The Hayes. There is also a dedicated phone line to the Cardiff Bay TIC. Staff from the Cardiff Story Museum have been briefed. A number of alternative permanent information points are being explored, for example, in the new Cardiff Bus Station and at St Davids 2.

- Members requested further information as to how the Cardiff Visitor Card is to be promoted as the Tourism Strategy seems to contain very little information in relation the marketing of the card. Members felt that it should be in the 5 year plan. The Committee considered that that collaboration with other cards and Visit Cardiff was important.
- Members queried the establishment of a Leadership Academy and the time scale for that. Officers advised that research into the synergy with the

academy launched at Belfast was being undertaken and there had already been investment.

The Chairperson thanked the Cabinet Member and Officers for attending the meeting, giving their presentations/views and for answering Members questions.

AGREED – That the Chairperson, on behalf of the Committee, writes to the Cabinet Member thanking him for his attendance and that of the Officers and to convey the following observations of the Committee when discussing the way forward:

- The Committee requests a one page briefing note on the promotional plans for the Cardiff Visitor Card;
- The Committee hopes that the use of a '.wales' domain name will be given due consideration going forwards;
- Members look forward to a future update on progress in achieving the actions and projects outline in the Tourism Strategy and Action Plan, and in particular to monitoring the success in increasing the number of overnight visitors and monitoring the impact the changes for the Tourist Information Centre have brought.

76 : SCRUTINY IMPROVEMENT PROJECT

The Chairperson welcomed Councillor De'Ath, Cabinet Member for Safety, Engagement and Democracy and Marie Rosenthal, County Clerk and Monitoring Officer to the meeting.

Councillor De'Ath provided a statement in which he updated the Committee with progress made in delivering the Council's Improving Scrutiny Project. He advised that there had been meetings between the 5 Scrutiny Chairs and Ed Hammond from the CfPS (Centre for Public Scrutiny). There are to be project member workshops arranged, culminating in a scrutiny conference.

The County Clerk and Monitoring Officer advised that this was part of a national programme and Cardiff will be one of the Case Studies. The WLGA Peer Review had been impressed with Cardiff's Scrutiny Function. Whilst an initial time table had been set for the Project Plan, revisions have had to be made to that and it is anticipated that the report will not be agreed and go to Cabinet until late Autumn.

The Chairperson thanks the Cabinet Member and Officer for attending.

AGREED – That time Scrutiny Improvement Report be noted, and in particular the timescales referred to therein.

77 : CORRESPONDENCE - INFORMATION REPORT

The Committee received copies of correspondence sent and received in relation to matters previously scrutinised by this Committee.

AGREED – That the correspondence report and attached documentation be noted.

78 : TASK AND FINISH DISCUSSIONS - PRESERVING THE HERITAGE BUILDINGS IN CARDIFF BAY

As part of their 2014/2015 Work Programme the Committee agreed to establish a Task and Finish inquiry into Preserving the Heritage Buildings in Cardiff Bay.

The Chairperson requested expressions of interest from Members.

It was suggested that Nerys Lloyd Pearce, Chair of Cardiff Civic Society be approached with a view to being co-opted onto the Task and Finish inquiry Group, with the first meeting to take place in May 2015.

AGREED – That Councillors Craig Williams, Dilwar Ali, Weaver and Howells be part of the task and finish enquiry group.

79 : DATE OF NEXT MEETING

Members were advised that the next meeting was scheduled for Thursday 14 May.