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Dyddiad / Date: 23 April 2015



Councillor Peter Bradbury
Cabinet Member: Community Development, Co-operatives & Social Enterprise
City of Cardiff Council
County Hall
Cardiff
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Dear Councillor Bradbury

ECONOMY AND CULTURE SCRUTINY COMMITTEE – 2 APRIL 2015

Thank you for attending the April meeting of the Economy and Culture Scrutiny Committee, where we considered items on Cardiff Contemporary Festival and Cardiff International Sports Stadium. I will be grateful if you could also pass on the thanks of the Committee to Chris Hespe and Ruth Cayford for their presentation and for addressing the questions raised during the meeting. The Committee had a few comments and observations following the meeting, which are set out below.

Cardiff Contemporary Festival 2014

Firstly, the Committee wishes 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. We welcome the enthusiasm and commitment she demonstrated to this project.

It was clear to the Members of the Committee that Cardiff Contemporary Festival 2014 was a success, giving worldwide exposure to the city of Cardiff, working with numerous partner organisations to deliver the event and bringing contemporary art to the public realm. Members are, however, concerned that no Economic Impact Assessment has been undertaken to demonstrate and evidence the benefits the 2014 Festival will have had for the Cardiff economy. Members have no doubt that this project will have attracted people to the city, new jobs were created, and there will have been a multiplier effect as additional money is spent in the local economy, however this needs to be evidenced in order to fully evaluate the success of the Festival. Clearly it isn't possible to retrospectively evaluate the 2014 Festival, but the Committee would urge you to ensure a comprehensive Economic Impact Assessment is undertaken for the next Cardiff Contemporary Festival in 2016.

At the meeting, Members were informed that Cardiff Contemporary Festival has been delivered on a far smaller budget than other comparative contemporary art festivals held in other cities across the UK. Officers commented that the figures to substantiate this could be provided to the Committee, and we would like to reiterate our request to receive this information. Members were pleased to hear that the event had secured match funding from the Arts Council of Wales, and that the month long festival had been delivered on a modest budget. We feel the Council should be building upon the success of the 2014 Festival and now actively looking for additional sources of funding or sponsorship for future years. We recommend that the funding sources, business models and governance structures of other UK Contemporary Arts Festivals such as Liverpool Biennial and Glasgow International are explored in order to inform the approach taken for Cardiff.

Members were particularly pleased to hear that Cardiff Contemporary Festival aims to make art accessible to all people in the city, and in particular that young people from Communities First areas were engaged through workshops and other activities. It is our expectation that this kind of inclusive approach would not be lost as the aspirations for future festivals grows, and we would hope that the levels of outreach and engagement activities would similarly expand.

At the meeting you commented that there are no plans for funding to be withdrawn from this project, and that the Council has an exciting opportunity to support a vibrant arts community through the Cardiff Contemporary Arts Festival. We are glad that you demonstrate such commitment and support for this festival and the arts scene in Cardiff, and look forward to the next Cardiff Contemporary in 2016.

Cardiff International Sports Stadium

While the opportunity for the Committee to scrutinise the proposal to remove the Cardiff International Sports Stadium from the Council's wider procurement process for leisure facilities and lease the Stadium and grounds to Cardiff and Vale College came after the decision was approved by Cabinet, we understand the circumstances in this case and appreciate the need to act quickly. A range of witnesses were given the opportunity to address the Committee during this item, and it was clear to us that 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.

You will be aware that the Committee has previously expressed concerns regarding the length of time that the process for leisure facility asset transfers from Council ownership have taken. We are encouraged to see the speed with which this arrangement for Cardiff International Sports Stadium has been completed and hope this marks a turning point for the time taken to complete future asset transfers. We are however mindful that in this case the Council is working with established

organisations in the shape of Cardiff and Vale College and the House of Sport, rather than community groups or volunteers who may require additional support to provide a robust business case.

Discussion took place at the meeting regarding the quality of track surface that will be installed when the replacement of the existing surface is required, with slight concern raised that it could become a recreational standard surface rather than international competition standard. Assurances were given that the Council has budgeted for Grade A track replacement, and that the organisations taking over the stadium have a track record of installing the highest quality surfaces. We would however like to note on record our expectancy for Grade A surface to be installed when the time comes to replace the current running track.

The Committee was pleased to hear external endorsement of the staff currently employed at Cardiff International Sports Stadium, who clearly have knowledge and expertise with regard to track and field sports. We are encouraged that TUPE arrangements will apply as the facility changes hands, and hope that the expertise can be retained at the facility in order to assist and support organisations such as Cardiff Amateur Athletics Club (CAAC).

Finally, the Committee was also pleased to be informed that organisations such as CAAC will have a role in drawing up the Service Level Agreement for Cardiff International Sports Stadium, and we request that we are kept updated as and when this is finalised.

To re-cap for ease, the Committee asks that the following points are addressed:

- 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.

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

I would be grateful if you would consider the above comments, observations and recommendations, and look forward to receiving your feedback.

Regards,



Councillor Craig Williams
Chairperson Economy and Culture Scrutiny Committee

cc Chris Hespe – Director, Sport, Leisure and Culture
Ruth Cayford – Visual Arts Manager
Mark Roberts – Cardiff and Vale College
Steve Borley – House of Sport
Matt Newman – Welsh Athletics
John Lister – Cardiff Amateur Athletics Club
Cheryl Cornelius and Jo Watkins, Cabinet Support Office
Members of the Economy and Culture Scrutiny Committee