



County Hall
Cardiff
CF10 4UW
Tel: (029) 2087 2000

Neuadd y Sir
Caerdydd
CF10 4UW
Ffôn: (029) 2087 2000

CORRESPONDENCE FOLLOWING THE COMMITTEE MEETING

Committee ECONOMY & CULTURE SCRUTINY COMMITTEE

Date and Time of Meeting THURSDAY, 6 JUNE 2019, 4.30 PM

Please find below correspondence send by the Committee Chair following the meeting, together with any responses received.

For any further details, please contact scrutinyviewpoints@cardiff.gov.uk

14 **Correspondence Following Committee Meeting** (Pages 3 - 10)

This page is intentionally left blank

My Ref: T: Scrutiny/Correspondence/Cllr NH

Date: 10 June 2019



County Hall
Cardiff,
CF10 4UW
Tel: (029) 2087 2087

Neuadd y Sir
Caerdydd,
CF10 4UW
Ffôn: (029) 2087 2088

Councillor Peter Bradbury
Cabinet Member, Culture & Leisure
Cardiff Council
County Hall
Cardiff
CF10 4UW

Dear Councillor Bradbury,

Sport in Cardiff

Thank you for attending Economy & Culture Scrutiny Committee on 6 June 2019, along with Jon Maidment, Laura Williams (Sport Cardiff), Ben O'Connell (Cardiff Metropolitan University) and Tom Overton (Sport Wales) to discuss the above. I have sent a separate letter regarding the Economic Development Directorate Delivery Plan item.

With regard to the performance of Sport Cardiff in 2018-19, Members wish to pass on how impressed they are with its work to tackle social isolation, boost wellbeing and increase physical activity. It was reassuring to hear Sport Wales state that Sport Cardiff is doing a good job and we appreciate the qualitative information shared with Committee. We join with you in wishing to thank Sport Cardiff, partners and grassroots volunteers for all their work.

Members would like to receive quantitative information on the number of participants by gender, ethnicity and disability in 2018/19. We note previous comments that the number of overall engagements will have fallen following efforts made to increase the quality of engagements rather than maintain quantity.

With regard to the annual survey of schools, Members support the view expressed at the meeting that it would be beneficial to increase the number of primary and secondary schools that return the survey. In order to do this, Members recommend that sports officers work with central education services to ensure the wider benefits of survey completion are communicated to schools and, critically, school governors, including councillors; we can use our role to remind and encourage schools to participate.

Moving on to the future direction for Sport Cardiff, Members note the changing emphasis for Sport Wales, flowing from reducing resources and the requirements of the Wellbeing of Future Generations Act, and that Sport Cardiff will need to refocus

and restructure accordingly. Members wish to thank Sport Cardiff for early sight of the guiding principles shaping this and note that, whilst resources will be focused predominantly on the southern arc of Cardiff, there will still be resources available to respond to needs identified as of similar magnitude in other areas of Cardiff. We also note that the guiding principles will be used to refocus funding and that information will be shared with Councillors regarding surgeries to help with community chest applications. Members note that the performance measures used will change, to reflect the change in focus and to reflect lessons learnt to date on which types of measures are useful e.g. on-going project evaluation and outcomes measures.

As part of the refocusing of Sport Cardiff, Members heard that there are opportunities to amplify the benefits of the links with Cardiff Metropolitan University; we are interested in hearing more on this. Members also note the intention to: rollout the family engagement programme; utilise resources available via the C21st school programme; and refocus the workforce, via upskilling and peer-to-peer support.

Members are very interested to hear more about the detailed proposals for restructure and service delivery. On 4 July 2019, we are due to discuss our work programme for this municipal year and I am sure scrutiny of this topic will be discussed.

Thanks again to you and all who attended with you for this very informative and interesting scrutiny. This letter requires a response, please, regarding the following:

- quantitative information on the number of participants by gender, ethnicity and disability in 2018-19;
- recommendation that sports officers work with central education services to ensure the wider benefits of survey completion are communicated to schools and, critically, school governors, including councillors; and
- further information on how the links between Sport Cardiff and Cardiff Metropolitan University can be amplified.

Yours sincerely,



COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
Neil Hanratty Jon Maidment
Laura Williams – Sport Cardiff
Ben O’Connell – Cardiff Metropolitan University
Tom Overton – Sport Wales
Clair James Cabinet Support Office



Date: 10 June 2019

Councillor Peter Bradbury
Cabinet Member, Culture & Leisure
Cardiff Council
County Hall
Cardiff
CF10 4UW

Dear Councillor Bradbury,

Economic Development Directorate Delivery Plan & Quarter 4 performance

Thank you for attending Economy & Culture Scrutiny Committee on 6 June 2019, along with Neil Hanratty and Jon Maidment, to discuss the above. I have sent a separate letter regarding the Cardiff Sport item.

Overall, Members are content with the Delivery Plan and believe that it is fit for purpose. We have concerns at the volume of tasks to be delivered and whether this volume is achievable with reducing resources; however, we can see that the Plan follows the Capital Ambition and Corporate Plan priorities.

At the meeting, we highlighted that the Plan does not include a list of challenges and were reassured to hear the Director of Economic Development explain that challenges have been identified and that he considered the following to be the main challenges for 2019/20:

- Level of Agreed Savings – whilst £1.8 million is from the GLL Leisure Centre contract, there remains £1.35 million savings to be found
- Level of required external income – this is reliant on the economy remaining healthy and could be boosted were monies available to invest in council venues, such as St David's Hall
- Demographic pressures – resulting from growth in Cardiff.

Members also note the point you made that previous success in service delivery leads to pressure to continue to perform at the same standard or to exceed this standard and that this is challenging to maintain.

To this list, Members would add that the need to address the climate emergency that we are facing is key, as agreed at Full Council in March 2019. I am emailing all Cabinet Members and Directors to inform them that, when scrutinising proposals, this Committee will look to see whether the climate emergency and the need to tackle

inequalities in Cardiff have been adequately considered and addressed; these twin themes will run throughout all our scrutinies this year.

Members took the opportunity to reflect on the Directorate's performance in 2018/19 for its reported measures and are pleased to note that the Directorate achieved or exceeded most targets. We note that, whilst the number of visits to leisure centres increased in 2018/19 compared to 2017/18, the number fell below the target set largely due to improvement works at some leisure centres meaning that some facilities were partially closed for several weeks. At the meeting we raised the point that the wording for the performance indicator '*Attendance at Commercial Venues*' (ED020) warrants amendment to '*Attendance at Council Venues*' as it includes attendances at venues that are non-commercial, such as the Cardiff Story museum. Therefore, we recommend that this amendment be made.

Members are concerned with performance regarding visitors staying in Cardiff. We note that the number of visitors staying has increased in 2018/19 compared to 2017/18. However, the length of time visitors stay needs to increase, in order to maximise the economic benefit for Cardiff and the region. Members note that Section 4 of the Delivery Plan includes a list of opportunities to attract more visitors that stay longer, including '*Establish a new Tourism Strategy*'; however, the Section 8 actions do not include this or some of the other opportunities listed. Also, it is concerning to Members that the Delivery Plan does not include a performance measure that captures the length of stay of visitors.

Members wish to accept the Director of Economic Development's offer to provide a written overview of performance in this area over the last few years. Members would also like this to include: more details of work to increase length of stay; the performance level that the Directorate is aiming to achieve; and how this compares to other core cities, such as Bristol. Members are due to discuss their work programme for 2019/20 at a forum meeting on 4 July and ask that this briefing be provided by 1 July 2019, in order that we have time to read and reflect on it ahead of prioritising our work for the year ahead.

Overall, and linked to the above point, Members note the absence in the Delivery Plan of work linked to marketing Cardiff. This is of concern to us, given that we have heard from external bodies that Cardiff needs to market itself more effectively to keep and gain market share. We note the Director of Economic Development's comments that, with a reduced budget in recent years, the Council's efforts have focused on marketing to businesses, such as via MIPIM, and on using digital and social media channels effectively. However, we are concerned that other opportunities are not being fully exploited. As part of our '*Events in Cardiff*' Inquiry, Members heard that Cardiff is not fully exploiting its location to ICCW, whereas Bristol Council and businesses are having frequent meetings with ICCW to promote their hotels and venues and explore what else they can offer.

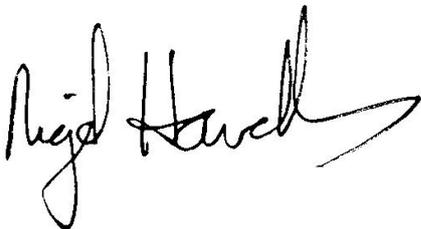
Another area we discussed was swimming in Cardiff Bay. Members are pleased to note ongoing work to promote this, alongside water safety campaigns and rigorous water quality checks, including an inflatable Aqua Park, open water swimming at the White Water Rafting Centre and discussions re possible uses of both Graving Docks and Alexandria Head.

At our meeting, Members also discussed cross-departmental working on transport projects; we note that Economic Development are taking the lead on initial transport discussions for the City Centre and Cardiff Bay. Some Members raised the need to maintain momentum once schemes pass to transport colleagues. In addition, during our way forward discussions, a Member raised the recent decision regarding the M4 relief road; we would be interested to receive your views on the impact of this for Cardiff.

Thank you again for your attendance for this item. This letter requires a response please, regarding the following points:

- Recommendation that 'Attendances at Commercial Venues' be amended to 'Attendances at Council Venues'
- Provision of a written briefing on length of visitors stay, by 1 July 2019
- Views on the impact on Cardiff of the M4 relief road decision.

Yours sincerely,



COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
Cllr Russell Goodway
Neil Hanratty Jon Maidment Jon Day
Clair James Cabinet Support Office

This page is intentionally left blank

**SWYDDFA CYMORTH Y CABINET
CABINET SUPPORT OFFICE**

Fy Nghyf / My Ref: CM41726

Dyddiad / Date: 26th June 2019

Councillor Nigel Howells
C/O Member Services
County Hall
Atlantic Wharf
Butetown
Cardiff
CF10 4UW



Neuadd y Sir
Caerdydd,
CF10 4UW
Ffôn: (029) 2087 2088
www.caerdydd.gov.uk
County Hall
Cardiff,
CF10 4UW
Tel: (029) 2087 2087
www.cardiff.gov.uk

Annwyl/Dear Nigel

Scrutiny - Cardiff Sport

Thank you for including this very important agenda item at your Scrutiny panel. I believe it was important to bring this forward in order for the panel members to get an early insight into the proposals for new ways of delivering sport and physical activity in the City through our Joint Venture with Cardiff Metropolitan University/Sport Cardiff.

The debate was intuitive and challenging and well received by Sport Cardiff and I. I hope that at year end we will be able to demonstrate much greater impact on habitual change towards Sport particularly for underrepresented groups and areas of the Southern Arc of the City.

I note the further information requested by Scrutiny and will forward the end of year report and monitoring figures for 18/19 which is currently being produced at the end of the month. In addition, we have subsequently met with the Director of Education to gain his support for improving the response rates to our School Sport Survey.

In terms of amplifying the good work of Sport Cardiff and the student opportunities, there is a proposal for Sport Cardiff to manage and deliver the full Met academy and Dragon Camp programme and will have an agenda item at the quarterly Senior Management Meeting chaired by the VC.

Thank you again for the opportunity to bring this item forward and I look forward to reporting back on the outcomes in due course.

ATEBWCH I / PLEASE REPLY TO :

Swyddfa Cymorth Y Cabinet / Cabinet Support Office, Ystafell / Room 518, Neuadd y Sir / County Hall
Glanfa'r Iwerydd / Atlantic Wharf , Caerdydd/Cardiff, CF10 4UW
Ffon / Tel: (029) 2087 2501

GWEITHIO DROS GAERDYDD, GWEITHIO DROSOCH CHI

Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg neu'n ddwyieithog. Byddwn yn cyfathrebu â chi yn ôl eich dewis, dim ond i chi roi gwybod i ni pa un sydd well gennych. Ni fydd gohebu yn Gymraeg yn arwain at oedi.

WORKING FOR CARDIFF, WORKING FOR YOU

The Council welcomes correspondence in Welsh, English or bilingually. We will ensure that we communicate with you in the language of your choice, as long as you let us know which you prefer. Corresponding in Welsh will not lead to delay.



I trust the above information is of assistance, however should you require any further information, please contact Steve Morris, Sport Development Manager, Parks, Sport & Harbour Authority on Cardiff 2233 0235.

Yn gywir
Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter Bradbury', with a long horizontal flourish extending to the right.

Y Cynghorydd / Councillor Councillor Peter Bradbury
Aelod Cabinet Dros Ddiwylliant a Hamdden
Cabinet Member for Culture & Leisure