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## CORRESPONDENCE FOLLOWING THE COMMITTEE MEETING

**Committee** ECONOMY & CULTURE SCRUTINY COMMITTEE

**Date and Time of Meeting** THURSDAY, 8 DECEMBER 2016, 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](mailto:scrutinyviewpoints@cardiff.gov.uk)

10 **Correspondence following committee meeting** (*Pages 1 - 14*)

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Fy Nghyf / My Ref: NRS/RM/PBr/08.12.16

Dyddiad / Date: 11 January 2017



Councillor Peter Bradbury  
Cabinet Member: Community Development, Co-operatives & Social Enterprise  
City of Cardiff Council  
County Hall  
Cardiff  
CF10 4UW

Dear Councillor Bradbury

### **ECONOMY AND CULTURE SCRUTINY COMMITTEE – 8 DECEMBER 2016**

Thank you for attending the December meeting of the Economy and Culture Scrutiny Committee, where we considered Quarter 2 Performance of the Communities, Housing and Customer Services Directorate. I will be grateful if you could also pass on the thanks of the Committee to Jane Thomas for her presentation and for addressing the questions that arose during the meeting. The Committee had a few comments and observations, which are set out below.

#### **Quarter 2 Performance 2016/17: Monitoring Performance of Services Reporting through Committee Terms of Reference**

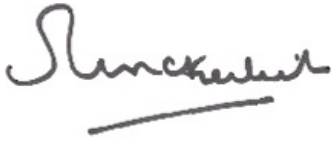
During the meeting Members questioned progress made on the Community Hubs development programme, and were pleased to be informed that the timetable for Hubs has been achieved apart from a small delay at Llandaff North. Members welcomed the examples of promotional activities for Hubs given at the meeting, such as launch events and footnotes on benefit letters directing people to their nearest Hub. We congratulate you and officers involved on the proactive approach being taken to raising awareness of Hubs and the services they provide.

With regard to the Leisure Partnership with GLL, Members request that a comprehensive update is brought to the Committee as soon as possible. Members are keen to review the agreements that have been put in place with GLL. We are particularly interested to:

- Understand what has happened to Leisure staff formerly in the employment of Cardiff Council
- Review arrangements for the ongoing monitoring of Leisure Services, and the role of Scrutiny in this
- Receive information on plans for Channel View Leisure Centre, which remains operated by Cardiff Council.

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

Regards,

A handwritten signature in black ink, appearing to read 'Rod McKerlich', with a horizontal line underneath it.

**Councillor Rod McKerlich**  
**Chairperson, Economy and Culture Scrutiny Committee**

cc Sarah McGill – Director, Communities Housing and Customer Services  
Cabinet Support Office  
Members of the Economy and Culture Scrutiny Committee.

Fy Nghyf / My Ref: NRS/RM/EC/08.12.16

Dyddiad / Date: 17 January 2016



Councillor Elizabeth Clark  
Chairperson: Democratic Services Committee  
City of Cardiff Council  
County Hall  
Cardiff  
CF10 4UW

Dear Councillor Clark

### **ECONOMY AND CULTURE SCRUTINY COMMITTEE – 8 DECEMBER 2016**

At the December meeting of the Economy and Culture Scrutiny Committee Members considered an item on Quarter 2 Performance of the Communities, Housing and Customer Services Directorate. The presentation received prompted discussion around social media, how the Council responds to the public and how Members use it to approach case work. While this work falls outside the formal remit of this Committee's Terms of Reference, we feel it is appropriate for us to write to you with the following points given the work and remit of the Democratic Services Committee.

It is clear to this Committee that social media provides a good tool for engagement with the public, but feel that Councillors need to understand more fully its limitations and the risks associated with discussing potentially sensitive or confidential information. We recommend that a comprehensive social media induction is given to all Councillors following the elections in May 2017, and that processes are clearly set out for Members who are approached with ward issues via social media. We recognise that courses have been available in previous years, but feel training could be more comprehensive and more frequent reminders on protocol provided to Members.

I would be grateful if you would consider the above comments, and look forward to receiving any feedback you may have.

Regards,

A handwritten signature in black ink, appearing to read 'Rod McKerlich', with a horizontal line underneath.

**Councillor Rod McKerlich**  
**Chairperson, Economy and Culture Scrutiny Committee**

cc Davina Fiore: Director, Governance and Legal Services  
Gill Nurton: Committee & Members Services Manager  
Members of the Economy and Culture Scrutiny Committee  
Chair – Policy Review and Performance Scrutiny Committee

Fy Nghyf / My Ref: NRS/RM/DD/08.12.16

Dyddiad / Date: 17 January 2016



Councillor Daniel De'Ath  
Cabinet Member: Skills, Safety, Engagement & Democracy  
City of Cardiff Council  
County Hall  
Cardiff  
CF10 4UW

Dear Councillor De'Ath

### **ECONOMY AND CULTURE SCRUTINY COMMITTEE – 8 DECEMBER 2016**

Thank you for attending the December meeting of the Economy and Culture Scrutiny Committee, where we considered items on Into Work Services and Volunteering, and Quarter 2 Performance of the Communities, Housing and Customer Services Directorate. I will be grateful if you could also pass on the thanks of the Committee to Jane Thomas and Helen Evans for their presentation, and for addressing the questions that arose during the meeting.

#### **Into Work Services and Volunteering**

Members of the Committee were pleased to hear about the great work being done and the results achieved through the Into Work Advice Services and Volunteering Scheme. There are clear tangible benefits that these services are delivering for the people of Cardiff, and we wish to offer our congratulations to all those involved in delivering these services across the city.

During the meeting it was recognised that there is a problem in Cardiff with regard to the provision of ESOL (English for Speakers of Other Languages) courses. Members were informed that supply of this service is not keeping pace with increasing demand. The Committee would be interested in considering this topic in more depth at a future scrutiny meeting and request that arrangements are made with the Principal Scrutiny Officer to find an appropriate time to schedule this.

The Committee welcomed the presentation given at the meeting and recognise the need to showcase all the good work done by the Council in this area. We do, however, feel that it is important to consider the upcoming challenges the service will face, rather than solely focus on positives. This is a point we have noticed in a number of recent presentations to the Committee from a range of Directorates and is not intended as a criticism of the officers involved in this item. We feel that publicly discussing challenges is not something to be shied away from, and identifying them can prompt discussion and ideas from Scrutiny Members, facilitating more productive

meeting outcomes. Please could you ensure that challenges facing the service are included when next we consider this area of the Council's work?

**Quarter 2 Performance - Communities, Housing and Customer Services Directorate**

The presentation given during the meeting prompted discussion around social media, how the Council responds to the public and how Members use it to approach casework. We will write to Chair of the Democratic Services Committee with our observations regarding Member induction and training.

Members of the Committee also wish to stress that there should be a protocol in place for the manner in which the Council engages with the public in response to comments and complaints posted on social media. We understand that the Policy Review and Performance Committee has recently written to Cllr Hinchey requesting a progress report on this topic, and we trust that this will be acted upon.

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

Regards,

A handwritten signature in black ink, appearing to read 'Rod McKerlich', with a horizontal line underneath it.

**Councillor Rod McKerlich**  
**Chairperson, Economy and Culture Scrutiny Committee**

cc Sarah McGill, Director: Communities, Housing and Customer Services  
Cabinet Support Office  
Members of the Economy and Culture Scrutiny Committee  
Chair – Policy Review and Performance Scrutiny Committee



Fy Nghyf / My Ref: NRS/CW/BD/08.12.16

Dyddiad / Date: 11 January 2017

Councillor Bob Derbyshire  
Cabinet Member for the Environment  
City of Cardiff Council  
County Hall  
Cardiff  
CF10 4UW



Dear Councillor Derbyshire

## **ECONOMY AND CULTURE SCRUTINY COMMITTEE – 8 DECEMBER 2016**

### **Parc Cefn Onn Project**

Thank you for attending the December meeting of the Economy and Culture Scrutiny Committee, where we considered an item on the Parc Cefn Onn Project. I will be grateful if you could also pass on the thanks of the Committee to Jon Maidment and Rosie James for their presentation and for addressing the questions that arose during the meeting. The Committee had a small number of comments and observations which are set out below.

Members of the Committee wish to offer congratulations for this project, which has placed a focus creating an accessible sensory experience at Parc Cefn Onn. Members also offer their congratulations on securing a substantial amount of external funding through the Heritage Lottery Fund to undertake this project.

At the outset of the item, Members were informed that the work at Parc Cefn Onn isn't a standalone project but rather part of the Parks Partnership Programme, an overarching programme to improve Cardiff's Historic Parks agreed in 2004. Members request further information on the plans, aspirations and a timeline for the remaining four parks identified within the Programme, which will give us reassurance that there is resourced commitment and plan to improve these parks, rather than a vague ambition to look at them eventually.

Members of the Committee agree with comments made during the meeting that this park is an area of natural beauty that many residents of the city may not be fully aware of, and there is limited awareness for tourists and visitors to Cardiff. Upon completion of the works at Parc Cefn Onn, we would recommend that efforts are made to increase the exposure the park receives in promotional materials for Cardiff, visibly placing the park on the radar of visitors to the city.

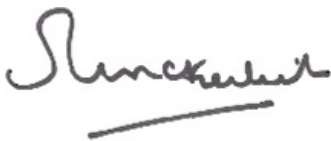
As outlined within the presentation, Members understand that the vision for Parc Cefn Onn is to develop an accessible, sensory, outdoor experience that can be appreciated by everyone in a way that is appropriate and uplifting to all who visit the park. We feel that it is important that robust evaluation is undertaken of the groups and individuals that access to the park upon completion of the Project, allowing its effectiveness to be considered and to capture whether the reach of the park has widened to new individuals and groups. Discussion took place at the meeting regarding young people and school groups accessing the park. Members also feel it would be useful to capture which schools are visiting, and tracking whether the work in this park has an impact for schools in lower socio economic areas of Cardiff.

The Committee was pleased to hear that the Council employs staff with expertise in 'forest schools' and that this approach is being used at Cefn Onn Park. We do, however, feel the Council will be missing a good opportunity if it neglects to build links with Cardiff Metropolitan University Outdoor Learning Centre. The University has been very forthcoming in engaging with schools and communities surrounding its Cyncoed Campus, and we feel opportunities could be explored for the Parks service to work in partnership with the University in this area.

A final point discussed at the meeting was with regard to dogs mess and facilities for dog owners. We were pleased to be informed that this issue is being considered, with a code of conduct being developed with the Parc Cefn Onn Friends Group, and areas being designated for dogs to be kept on leads.

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

Regards,

A handwritten signature in black ink, appearing to read 'Rod McKerlich', with a horizontal line underneath it.

**Councillor Rod McKerlich**  
**Chairperson, Economy and Culture Scrutiny Committee**

cc Andrew Gregory, Director – City Operations  
Jon Maidment, Operational Manager – Parks and Sport  
Cabinet Support Office  
Members of the Economy and Culture Scrutiny Committee.

Fy Nghyf / My Ref: NRS/RM/PB/08.12.16

Dyddiad / Date: 11 January 2017



Councillor Phil Bale  
Leader, City of Cardiff Council  
County Hall  
Cardiff  
CF10 4UW

Dear Councillor Bale

## **ECONOMY AND CULTURE SCRUTINY COMMITTEE – 8 DECEMBER 2016**

### **Cardiff Tourism Strategy 2015-2020**

Thank you for attending the December meeting of the Economy and Culture Scrutiny Committee, where we considered an item on the Cardiff Tourism Strategy. I will be grateful if you could also pass on the thanks of the Committee to Heledd Williams and Terry Stevens for their presentation and addressing the questions that arose during the meeting. The Committee had a few comments and observations which are set out below.

During our questioning, Members asked what was the most important thing to tackle in order to take Cardiff forward. The answer given by Professor Stevens was that further clarity is needed on what Cardiff's offer is, what Cardiff stands for and how it will be promoted to tourists. Members of the Committee are keen to know your view, and indeed the view of the administration, on the future direction to be taken in terms of tourism and the marketing of Cardiff. Please could we be provided with a statement confirming this to us.

Members of the Committee welcome your comments that Cardiff's Tourism Framework needs to be ambitious, and that there is a place for managed risks to be taken. The Committee is keen to stress, however, that presentations to Scrutiny should be transparent and topical, commenting on where mistakes have been made and the lessons learnt or actions taken to resolve them. As scrutiny meetings move to become more publically accessible through webcasting, we feel it is a mistake to ignore the topical issues that have made recent news headlines and that members of the public would appreciate hearing discussed – in this case Cardiff's Christmas Tree.

This point also manifested itself in relation to the views of the Royal Hotel manager, who had written to me as Chair of the Committee. His concerns surrounding the transport interchange and impact of hoteliers is a topical issue, and one that has been receiving coverage in the local press in recent weeks. We feel such issues

should be raised and time taken in this public arena to demonstrate how the Council is responding to the concerns of businesses and taking a proactive approach to provide support.

The Committee is conscious that Cardiff has had years of success in attracting big events to the city, and as a result some hotels can experience a 'feast and famine' cycle of bookings. At the meeting it was mentioned that analysis of hotel occupancy is undertaken throughout the year, with a view to ensure Cardiff moves away from this 'feast and famine' and has sustainable, year round growth in visitor numbers to the city each year. Members request that, when this item is next brought to the Committee, we are provided with analysis of hotel occupancy and visitor numbers that strip out the major events, allowing us to see and understand the underlying trend in visitor numbers to Cardiff.

Members of the Committee recognise that ambitious targets have been set within the Tourism Strategy and Action Plan, and are pleased to note that targets continue to be met, with progress being made to boost Cardiff as a tourist destination. It is a credit to the officers involved that such results are being achieved on relatively limited resources, working effectively in partnership with a range of stakeholders across the city.

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

Regards,

A handwritten signature in black ink, appearing to read 'Rod McKerlich', with a horizontal line underneath it.

**Councillor Rod McKerlich**  
**Chairperson, Economy and Culture Scrutiny Committee**

cc Economic Development Officers  
Members of the Economy and Culture Scrutiny Committee  
Cabinet Support Office  
Professor Terry Stevens

**SWYDDFA'R ARWEINYDD  
OFFICE OF THE LEADER**

**Phil Bale**  
Arweinydd Cyngor Dinas Caerdydd  
Leader of the City of Cardiff Council



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Fy Nghyf / My Ref: CM36710

Eich Cyf / Your Ref:

Date: 27 Jan 2017

Dyddiad / Date:  
Cllr Rod Mckerlich  
C/O Member Services  
County Hall  
Atlantic Wharf  
Butetown  
Cardiff  
CF10 4UW

Annwyl / Dear Councillor Mckerlich,

Thank you for your letter following the presentation to the Economy and Culture Scrutiny Committee as held on 8th December 2016 relating to the Cardiff Tourism Strategy and Action Plan 2015-2020.

Critical to the future direction of tourism and marketing in Cardiff is how the public and private sector work together in the city to both determine a clear articulation of the Cardiff offer. It is important that this is developed with all key stakeholders and experts, and should not just be something led by the Council. Doing this provides both buy-in and sustainability of approach. To that end I can confirm that public and private operators within the capital are currently exploring ways of working collaboratively and sharing of marketing resources to strengthen the overall destination message and actual offer. This will include working with the newly formed Cardiff Business Improvement District.

We are also more than happy to discuss any issues relating to tourism in the city and the impact of decisions made across the Council. It is important to note that whilst officers from the Tourism team will be in contact with business relating to issues such as accessibility and planning for Christmas, more detailed information would require the presence of officers from other teams in the Directorate and across the Council. I also am more than happy to ask officers to provide responses to Scrutiny separately too on issues that we are unable to cover in specific meetings.

I am advised by Officers that issues raised by the Chair relating to hotel occupancy and rates can be discussed confidentially in a separate briefing to interested

members as this data is commercially sensitive.

We agree that some of our targets are ambitious yet feel the drive and momentum is required to drive the agenda as a city wide collaboration between the private and public operators in the city. Indeed the team is working very hard to deliver and engage on every level to keep delivering, achieving results on a relatively limited resource by working effectively on these partnerships with a range of stakeholders across the city.

Yn gywir,  
Yours sincerely,

A handwritten signature in black ink, appearing to read 'Phil Bale', with a stylized flourish at the end.

**CYNGHORYDD / COUNCILLOR PHIL BALE  
ARWEINYDD, CYNGOR DINAS CAERDYDD  
LEADER, THE CITY OF CARDIFF COUNCIL**

**SWYDDFA CYMORTH Y CABINET  
CABINET SUPPORT OFFICE**

Fy Nghyf / My Ref: CM36724  
Dyddiad / Date: 19th January 2017

Councillor Rod Mckerlich  
Cardiff County Council  
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Annwyl/Dear Rod

**Economy And Culture Scrutiny Committee - 8 December 2016  
Parc Cefn Onn Project**

Thank you for your letter dated 11 January 2017, I have passed on your thanks to Jon Maidment and Rosie James for the presentation made.

In terms of the Parks Partnership Programme I anticipate a report being submitted to Cabinet in the Spring, setting out the forward plan for funding bids.

I concur with your remarks regarding exposure, indeed Parc Cefn Onn has the potential to appeal, on a regional basis and it is vitally important that the Council capitalises on legacy benefits linked to the Heritage Lottery funding.

I note your observations regarding the suggestion of partnership working with the Cardiff Metropolitan University Outdoor Learning Centre, we will explore ways in which this can benefit both Cefn Onn and other projects that provide opportunities for Environmental Education.

I trust the above information is of assistance, however should you require any further information, please do not hesitate to contact me.

Yn gywir  
Yours sincerely

**Y Cynghorydd / Councillor Bob Derbyshire  
Aelod Cabinet Dros Yr Amgylchedd  
Cabinet Member for Environment**

**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  
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*Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg a Saesneg a byddwn yn sicrhau ein bod yn cyfathrebu â chi yn eich dewis iaith boed yn Gymraeg, yn Saesneg neu'n ddwyieithog dim ond i chi roi gwybod i ni pa un sydd well gennych. Ni fydd gohebu yn Gymraeg yn creu unrhyw oedi.*

*The Council welcomes correspondence in English and Welsh and we will ensure that we communicate with you in the language of your choice, whether that's English, Welsh or bilingual as long as you let us know which you prefer. Corresponding in Welsh will not lead to any delay.*

make the difference | gwnewch wahaniaeth

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