

ECONOMY & CULTURE SCRUTINY COMMITTEE

6 JUNE 2019

Present: Councillor Howells(Chairperson)
Councillors Henshaw, Gordon, Parkhill, Robson, Sattar and Stubbs

1 : APPOINTMENT OF CHAIR & COMMITTEE MEMBERSHIP

The Council at its meeting held on 23 May 2019 appointed Councillor Nigel Howells as Chair and the following Members to this Committee:

Councillor Gordon, Henshaw, Gavin Hill- John, Parkhill, Robson, Abdul Sattar, Simmons, and Stubbs

2 : TERMS OF REFERENCE

To scrutinise, measure and actively promote improvement in the Council's performance in the provision of services and compliance with Council policies, aims and objectives in the area of economic regeneration.

- Cardiff City Region City Deal
- Inward Investment and the marketing of Cardiff
- Economic Strategy & Employment
- European Funding & Investment
- Small to Medium Enterprise Support
- Cardiff Harbour Authority
- Lifelong Learning
- Leisure Centres
- Sports Development
- Parks & Green Spaces
- Libraries, Arts & Culture
- Civic Buildings
- Events & Tourism
- Strategic Projects
- Innovation & Technology Centres
- Local Training & Enterprise

To assess the impact of partnerships with and resources and services provided by external organisations including the Welsh Government, joint local government services, Welsh Government Sponsored Public Bodies and quasi-departmental non-governmental bodies on the effectiveness of Council service delivery.

To report to an appropriate Cabinet or Council meeting on its findings and to make recommendations on measures which may enhance Council performance or service delivery in this area.

3 : APOLOGIES FOR ABSENCE

Apologies were received from Councillor Gavin Hill-John.

4 : DECLARATIONS OF INTEREST

None received.

5 : MINUTES

The minutes of the meeting held on 9th May 2019 were approved as a correct record and signed by the Chairperson.

6 : CARDIFF SPORTS

Members were advised that this item builds on previous scrutinies of the Joint Venture with Cardiff Metropolitan University to deliver sports services, including the Local Sport Plan 2018/19. It also gives Members the opportunity to hear about some of the factors affecting the landscape for sport in Cardiff and to hear about initial work exploring how best to respond to these changes.

The Chairperson welcomed Cllr Bradbury, Cabinet Member for Culture & Leisure, Jon Maidment, Operational Manager Parks, Leisure & Sport, Laura Williams, Head of Sport Cardiff, Ben O'Connell, Director of Sport, Cardiff Metropolitan University & Tom Overton, Sport Wales.

The Chairperson invited the Cabinet Member to make a statement in which he said that there was a good partnership in delivering the community sport programme despite concerns initially that this approach had been needed due to financial pressures. Cardiff Met as a partner was delivering on the ground to communities, participation numbers were good, there were good stories for all ages and hard to reach areas to tell. He added that if people are involved in sport at an early age the discipline helps in terms of employment and training in later life.

Members were provided with a presentation after which the Chairperson invited questions and comments;

Members referred to the 47% of pupils taking part in sports more than 3 times a week and asked if this was 47% of all pupils in Cardiff or 47% of the responses. It was clarified that it was 47% of the responses. Members considered it would be useful to see the numbers of the survey returns.

Members asked if those who responded to the survey were likely to be keen and participate in more sport anyway. Officers agreed it was important to emphasize to schools the importance of completing the survey more widely, there are differing factors as to why some don't complete it; some complete it but not fully and the 22 schools that responded fully are those who engage regularly. In total 9k pupils in Cardiff responded, approximately 40% of school age children in Cardiff. It was added that it is population level survey and the statistics are significant, in Cardiff the figure is generated by the number of pupils who have completed it; Sport Wales generates the data. The challenge is that 30% of young people of school age are not doing any sport, depending on where they live, background etc., so this is challenge for all, including talking to the schools service to incentivise schools.

Members noted the 4% difference between boys and girls and asked if this was significant. Members were advised that the difference has decreased by 3% because there had been an officer to specifically focus on women and girls activities; the difference varied between schools and some schools had very little difference.

Members noted the success of the pilot in Trelai Primary School with Family Engagement and asked if this would be rolled out. Members were advised that the intention was to roll this out, there would be a focus on family engagement and there would be a partnership with Street Games on family engagement too. The Cabinet Member added that it was very important that parents engage with the children and the school, this could be a challenge in deprived areas and there was a noticeable gap between the North and South of the City, so there was support by Sport Cardiff in terms of equipment etc. for the Southern Arc.

Members considered the statistics to be good and noted that some community facilities are having great success in engaging children with sport, such as St Albans Rugby Club which has seen increase and participation and doesn't charge children to play rugby. Members added that such facilities struggle to access grant funding and asked if this type of thing is mapped. The Cabinet Member stated that Community Chest is still available and there are grant support groups which are run regularly, dates of these could be shared with Members. Officers added that they are looking at case studies, what difference community chest makes etc. The importance of community facilities is valued and it was considered that wraparound support for them should be provided. The Cabinet Member added his thanks to the grassroots volunteers that enable participation in sports across Cardiff.

Members were provided with a presentation on the Challenges that were faced and initial ideas about the principles to use to restructure Sport Cardiff in light of changes to funding. Sport Wales commented that partnerships in Cardiff are well developed and that there is an opportunity to build on and amplify these. The Chairperson invited questions and comments from Members;

Members noted the principle of focusing resource in the Southern Arc of the city and asked about the other pockets of deprivation right across the City. Members were advised that it would still be possible to respond to these areas, especially as they would now work as one team across the city rather than teams in each area.

Members asked what measures are in place to see what isn't working well and were advised that they measure the process; they evaluate the process of the project from the start, right through from marketing it, through the 6/10 week block and then look at the feedback received at the end, using this knowledge going forward.

Members noted the many benefits, health and others, in participating in sports and physical activity, and asked how people with less access could be encouraged to take part in free activities such as Parkrun. Members were advised that officers work with partners to bring the partners and communities together for access, sustainability and funding and resource to set up activities.

Members were concerned that many activities are volunteer led and asked what support was available to upskill people to take part and help as volunteers especially in the East of the City. Members were advised that the need for volunteers and

training was recognised and new developments were being looked at. There was a need to engage with refugees and asylum seekers, and through family engagement and provide taster opportunities. The Cabinet Member added that peer to peer support was key and there were also Charitable Trusts, information on grant opportunities, and Support from Communities such as use of halls etc.

Walking as a sport was recognised and a discussion took place about the advocacy of this as well as linking it in to travel schools and schools.

Members sought clarification that the guiding principles would be used when allocating funding through Community Chest. Members were advised that was correct, the plan won't come in until September/October but the Community Chest discussion was around the guiding principles. The Cabinet Member added that more resources are needed to cement the relationship between sport and health. Members were advised of the Healthy and Active Fund and collaboration work with partners on schemes for over 50's. It was noted that there was more work to be done and that GP's could do more signposting too but that going forward the Person Centred Approach would be the focus.

RESOLVED: that the views of the Committee would be discussed during the way forward section of the meeting and a letter sent to the Cabinet Member in due course.

7 : ECONOMIC DEVELOPMENT DIRECTORATE DELIVERY PLAN & QUARTER 4/END OF YEAR PERFORMANCE

Members were advised that this item enabled them to explore how the Directorate is supporting delivery of the Council's key priorities and wellbeing objectives, the key challenges facing the Directorate, whether the Delivery Plan is fit for purpose, and the arrangements for monitoring implementation. It also enabled Members to look at Quarter 4 performance, as the results are included in the Plan.

Members were reminded that they have responsibility for scrutinising all the areas in this Directorate apart from: Strategic Asset Management, Property Services and Capital Projects team, which fall under the remit of Policy Review and Performance Scrutiny Committee.

The Chairperson welcomed Cllr Bradbury, Cabinet Member for Culture & Leisure, Jon Maidment, Operational Manager Parks, Leisure & Sport and Neil Hanratty, Director of Economic Development.

Members were provided with a presentation after which the Chairperson invited questions and comments;

Members noted that the Cardiff Story was listed as a Commercial venue and sought clarification on this. Officers advised that it is not a commercial venue but as it falls under Venues/Cultural it falls in the same category – it was considered this category should be renamed Council Building.

Members asked what was driving the Canal Quarter Plans and were advised that it was driven by the decision to locate the indoor arena in the Bay which provided a

significant regeneration opportunity in the area where the Motorpoint Arena currently stands. The Canals are hidden under the pavements in Churchill Way, and the plans have taken on more significance since the discussion around Guildford Crescent.

Members noted that savings targets were ambitious and asked how confident officers were they could be achieved and what impact this would have on the directorate. Officers stated that the figures included a high level of saving from the contract with GLL re the leisure centres. The most challenge would be the New Theatre solution, but plans were going well and officers were confident that they would get a solution to retain and maintain the theatre.

Members made a plea in relation to Climate Change Emergency that when reports are prepared, this is taken into account.

Members noted that getting people to stay longer when they visit is key and asked what was being done to encourage this. Members noted that the Events inquiry found that Cardiff isn't being marketed as well as it could be and that there was very little mention of marketing in the delivery plan. Officers stated that there was an interesting discrepancy with Bristol who get more than 1 day per person longer stay than Cardiff. There were key anchors to attract visitors such as the arena, infrastructure was important too. The Newport ICC would provide good opportunities for Cardiff and its hotels. Shopping was a key attraction for Cardiff, but marketing budgets were extremely limited, best use was made of social media, press and websites.

Members asked how the Directorate works with Transport. Officers advised that they are involved in transport discussions in some schemes such as linking the Bay and the City Centre, traffic management on Major Events for Park and Ride. It was added that Welsh Government have identified a site for park and ride along the A470.

Members noted the average visitor number as 1.7 days and asked if there was a KPI for this. Officers advised that the Directorate Delivery Plan has a Directorate KPI on this. The new Tourism Strategy also had this as a core target. Officers offered to write to Members to give them more information on this.

Members asked for more information on the links with the new Newport ICC. Officers advised that there would be partnerships with the Council/For Cardiff/ICC in relation to promoting the ICC internationally and a sales team to attract events etc.

Members noted the increase of 26,000 people in employment and asked if there was any more information around this. Officers explained that this was predominantly growth in population, unemployment had been fairly steady in Cardiff in the last few years.

Members noted the huge success of the Lido in Pontypridd and considered that there could be better marketing of the International Pool and that there was a huge opportunity for open swimming in the Bay. Officers stated that there was an aqua park currently being set up with slides, pontoons, diving boards etc. at Alexandra Head, which would open from late June until the end of September. They would use a predictive water quality model and have a licence for one year. Open swimming is

available in the Cardiff White water Centre but this could be marketed more effectively. There are currently 2 other projects under discussion, the Graving Docks to provide a family Lido type experience in that area – this was at the early stages; a major environmentally friendly swimming/spa experience at Alexandra Head was being worked through, there had been some hurdles with Welsh Government as it is their land.

Members noted that Committee had received the indicators listed as part of the Economic Development Strategy but only 1 was listed in the Delivery Plan. Officers stated they would be included going forward.

Members noted that there were not many challenges listed in the Challenges/Opportunities section. Officers explained that the budget is the biggest challenge and the lack of staff resource, followed by income generation. The service is based predominantly on income coming back in to sustain the service. The service relies on a healthy economy and visitors, sometimes it was necessary to invest in the products you are selling such as St David's Hall. There was also the uncertainty of Brexit to consider as well as demographic pressures. The Cabinet Member added that the challenges had been the same for a number of years, it is a discretionary directorate and visitor numbers would always be a challenge. Staff had done well to drive up income and to meet the pressure that comes from previous success.

RESOLVED: that the views of the Committee would be discussed during the way forward section of the meeting and a letter sent to the Cabinet Member in due course.

8 : CORRESPONDENCE UPDATE

Noted.

9 : WORK PROGRAMMING

Members discussed the meeting dates for November and March, the current meeting dates are two weeks before Cabinet meetings so it was considered that the Scrutiny meetings should move forward by a week.

Members noted that there was no date set for the Budget Scrutiny in February as yet but this would be confirmed as soon as possible. Members noted there is no meeting scheduled in April 2020, as Cabinet is very early in the month; Members decided to wait to see if a meeting would be needed and to call one if this was the case.

Members discussed the approach to scheduling the work programme for the forthcoming year and considered that they would take the same approach as last year and meet in a forum setting before the formal committee meeting in July.

The Chair stated that going forward he would like to see that reports have considered Climate Emergency and Tackling Inequality as a matter of course and show evidence of this. He requested that the Scrutiny Officer email Cabinet Members and Senior Management Team to inform them of this so that they can be prepared ahead of scrutinies.

10 : URGENT ITEMS (IF ANY)

None received.

11 : DATE OF NEXT MEETING

Thursday 4th July 2019 at 4.30pm.

The meeting terminated at 6.50 pm

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