

Time commenced - 6.00 pm  
Time finished - 6.55 pm

**CULTURE AND PROSPERITY COMMISSION  
MONDAY 27 OCTOBER 2003**

Present: Councillor Repton (in the Chair)  
Councillors A Hussain, Jackson, Latham, Redfern, Travis and Troup

**27/03 Apologies for Absence**

Apologies for absence were received from Councillor J Hickson

**28/03 Late Items Introduced by the Chair**

There were no late items.

**29/03 Declarations of Interest**

Councillor Latham declared a personal and prejudicial interest in Minute No. 35/03.

**30/03 Minutes**

The minutes of the meeting held on 22 September 2003 were approved as a correct record and signed by the Chair, subject to the following amendments:

Councillor Redfern wished to have her apologies for the last meeting recorded.

**Items for Discussion**

**31/03 Service Area Budget Review**

The Commission considered a draft report on the Budget Scrutiny of the Sport and Leisure Section of Education Services. The report outlined the changes which had taken place in Derby in the provision of sport and leisure facilities. The report concluded that the facilities and equipment provided by the Council was shown to be good, or better than the private sector, but their success was hampered by the older buildings in which the facilities were housed.

The Commission considered that the Sport and Leisure Section could continue to ensure social inclusion by providing sports and leisure facilities that were accessible to, and affordable by, all residents of the city.

Councillor Latham said that schools might be able to provide facilities that were open to the public during weekends and holidays, but they could not provide swimming. She felt the Council should concentrate on providing swimming facilities, but that the pools in the city needed modernisation if they were to offer serious opportunities.

She said that the Council should try and avoid duplication the facilities provided by the private sector.

Councillor Troup suggested there was a need to put some costs to the five draft recommendations. This was agreed.

### **32/03      Call In**

There were no items.

### **33/03      Forward Plan**

There were no relevant items for discussion in the Forward Plan.

### **34/03      Responses of the Council Cabinet to any reports of the Commission**

No items.

## **Matters Referred To The Commission By Council Cabinet**

At this point Councillor Latham left the meeting.

### **35/03      Visual Arts and Media Centre - Final Development Plan**

The Commission considered a report from the Director of Development and Cultural Services, which set out the final development plan for the Visual Arts and Media Centre - VAMC - which was taken to Council Cabinet on 7 October 2003.

The Visual Arts and Media Centre would be known as "Quad" which reflected the collaboration of the four partners: Metro Cinema, Q Arts, Mace and the City Council.

The first draft of the Visual Arts and Media Centre (now Quad) development plan was drawn up in March 2003.

Work on it continued over the summer, and the deadline for submission to the Arts Council of England was 13 October 2003. This would guarantee a response in January 2004, with the opening day in April 2007.

The Development Plan was available on the Council website and was due to be put onto the Intranet as well. It was reported that there would be a revenue budget shortfall within the Development Plan of approximately £170,000 per year over the next seven years. The budget process was currently being followed, but there was no forecast beyond 10 years.

The Architectural competition involved 160 questionnaires being sent out as a result of expressions of interest for information on the project and 30 entries were finally submitted. This was a technical exercise to establish whether companies would be able to carry out the project. A shortlist of 6 would be invited to submit their entry to a panel, to be subject to public consultation, presentations and exhibitions early in 2004.

**The Commission recommended to Council Cabinet that it:**

- 1 Approved the principle for the work to be done.**
- 2 Would be important that the architectural standards and materials used were of the highest quality.**
- 3 Ensured that retention of commitment of all parties involved was made. To urge the Council Cabinet to ensure that the gap in revenue funding was met during the budget process.**

At this point Councillor A Hussain left the meeting.

### **36/03 Best Value Review Of Sport And Leisure In The Community**

The Commission considered a report from the Director of Education, which set out the terms of reference of the Best Value Review of Sport and Leisure in the Community. The terms of reference were developed by the Review Board to enable the tender process for the appointment of consultants to carry out the review to begin. Of 30 companies, 12 had been invited to tender for the contract. It was proposed that the final selection of the consultants would take place in December 2003 and the review would start in January 2004, to be completed by April 2004.

Councillor Repton stressed that though he was supportive of looking at all methods of providing good service at a good price for the people of Derby, he would object to the use of outside consultants if this lead to a diminution of services and to the closure of facilities.

The Project Board comprised of, the Assistant Director of Sports and Leisure, Councillor Paul West the Cabinet Member for Leisure and Cultural Services, a Trade Union representative, a representative from Sport England, Gordon Stirling, Andrew Beddow, and a Representative from the Finance Department.

#### **Recommendation**

**That the Council Cabinet agree the terms of reference for the Best Value Review of Sport and Leisure in the community and ensure that the review results in the continued provision of good sporting opportunities in the city and did not result in an excessive increase in the costs of those opportunities to the public.**

## 37/03      Public Art In Derby

Phil Murnaghan, Head of Environmental Sustainability, gave a presentation of Public Art in Derby, which covered a wide range of subjects. He explained that the Derby Public Art Strategy contained a definition of public art, which was:

‘Public art is the work of fine artists or craftspeople which is physically and/or visually accessible to the public outside the traditional arenas for public art.’

It was reported that Derby had a large number of public art works and that these were of good variety and quality, but that they did very little to celebrate cultural diversity.

One of the negative aspects of Derby’s public art was that the City had no monumental works and that there was not a piece of public art that was particularly associated with Derby. Phil Murnaghan said that design studies were needed to take forward the need for some monumental public art in Derby that would badge the city and make it distinctive.

### **Resolved to note the report**

## 38/03      Review of Culture in Derby – Report on the outcome of One Thousand "Face To Face" Interviews

The Commission received a report of the Chair of the Culture and Prosperity Commission, which set out the results of the questionnaire survey carried out for the Commission by Ingirum Ltd. Ingirum were set the tasks of finding out answers to the following questions:

1. What do the public define as culture?
2. What do the public think about the cultural services, which the Council currently provided, and what value do they place on these services?
3. To what extent did the public use the cultural services provided by the Council?
4. What were the barriers that were stopping people from using the Cultural Services that the Council provided?
5. What kind of cultural services would the public like the Council to provide / deliver?

In order to answer these questions Ingirum prepared a questionnaire, which was given in figure 2 of the report. This resulted in 1000 "face to face" interviews being carried out in September 2003 and the survey sample closely matched the population demographics of the city. The result of the survey enabled the Marketing Mix to be designed for each of the facilities. Figure 5 of the report showed what the

public considered to be "cultural" - the top 3 cultural activities were museum visits, local history and art gallery visits. Figure 6 showed what the public thought of cultural services that the Council provided. This showed that:

- The best rated facility for quality is Pickford House Museum and the worst was the Central Library.
- The promotion (advertising) of the Derby Museum and Art Gallery, Pickford House Museum, industrial Museum, Central Library, and local Libraries were all rated as worse than OK.
- The value of all the free to enter facilities was rated above good.
- The accessibility of all the facilities was close to good.

Figure 7 showed how often people visited the facilities:

- the most frequently visited were the Central Library
- the least frequently visited was Pickford's House
- after the libraries, Derby Museum and Art Gallery were the most frequently visited

The results showed that over 90% of all interviewees thought that the Council's cultural facilities were important or very important. But that the barriers that were stopping people using the cultural facilities included:

- many people thought that they did not have time to visit the museums, although a significant number thought that "they contained nothing new" and a large percentage did not know where Pickford's House was.
- many people thought that the programmes were a barrier to visiting the Assembly Rooms, the Playhouse and the Guildhall. Some people also thought that the cost of tickets and the Assembly Rooms and the Playhouse was a barrier.

In contrast to this very few real barriers prevented the use of the Central or local libraries.

The report showed the suggestions that people had made when asked what sort of cultural facilities the Council should provide and the data from the survey was available off a database, which could be analysed in other ways to obtain a lot more information.

## **Recommendation**

- 1. To note the report.**
- 2. To make the report available to the Development and Cultural Services Department and encourage that Department to make use of the information it contained.**
- 3. To report the findings of the questionnaire survey to Council Cabinet at its earliest opportunity.**

- 4. To extend thanks to David Romaine and Ingirum for a very successful piece of work.**

## **39/03      Any Other Business**

The visit to Sheffield County Council had been arranged for Thursday 6 November at 11am.

MINUTES END