

SCRUTINY BOARD (SUSTAINABLE ECONOMY AND CULTURE)

TUESDAY, 18TH FEBRUARY, 2014

PRESENT: Councillor M Rafique in the Chair

Councillors M Lyons, R Harington,
M Ingham, J McKenna, J Chapman,
A Castle, D Coupar, A Khan and
G Wilkinson

81 **Late Items**

There were no formal late items of business to consider. However the Chair agreed to accept the following item as supplementary information:

- Minutes of the joint meeting of the Housing and Regeneration and Sustainable Economy and Culture Scrutiny Boards held on 4 February 2014 (agenda item 6) (Minute 84 refers)

82 **Declaration of Disclosable Pecuniary Interests**

There were no disclosable pecuniary interests declared at the meeting.

83 **Apologies for Absence and Notification of Substitutes**

Apologies for absence were received from Councillor D Cohen, with Councillor G Wilkinson in attendance as a substitute, and from Councillors P Wadsworth and J Marjoram.

84 **Minutes - 21 January and 4 February 2014**

RESOLVED – That the minutes of the meeting of the Sustainable Economy and Culture Scrutiny Board held on 18 January 2014 and the joint meeting of the Housing and Regeneration and Sustainable Economy and Culture Scrutiny Boards held on 4 February 2014 be confirmed as a correct record.

85 **Scrutiny Inquiry - Cultural organisations' engagement with communities**

The Board conducted the first session of its inquiry into cultural organisations' engagement with communities. In attendance to address the Board and answer Members' queries were:

- Councillor Lucinda Yeadon, Executive Member for Leisure and Skills
- Phil Cave, Director of Engagement & Audiences, Arts Council England
- Cluny Macpherson, Chief Officer Culture and Sports
- Matthew Sims, Head of Arts and Venues
- Abby Dix-Mason, Leeds Inspired

The session commenced with a well-received presentation from Phil Cave on engagement and participation in arts and culture – patterns, influences and impact. Members also discussed a report setting out the council perspective as provider, funder and commissioner of culture in Leeds. The report included a number of case studies.

The Executive Member made the link between the scope of this inquiry and the recent debate on whether Leeds should bid to be the 2023 capital of culture, and the desire to ensure that, if the city bids, everyone should be able to benefit.

The following issues were raised in discussion:

- Ways of engaging young people other than through schools, and a query as to the availability of further information on the levels of young people's engagement outside of school
- The role of 'bridging' organisations, such as Cape UK working in Leeds, to broker partnerships between schools and arts organisations
- The buzz created by the project taking art work into schools
- The potential for those who miss out on culture as children to learn to appreciate the arts in later life
- The role of ambassadors in helping to introduce people to culture, including accompanying them to events
- Surprise at the drop off in engagement after the age of 65
- Anecdotal evidence of older people being put off the city centre at night by other aspects of the Leeds night time economy
- Inter-generational work particularly between children and grandparents and an increase in grant applications for this sort of work
- Work being piloted with the Arts Council in some local authority areas with older people's homes
- The importance of good experiences to ensure people are not put off trying again, and that this applies to the venue as well as the performance
- Audience loyalty to venues
- Historical venues such as working men's clubs and workplace bands which have largely disappeared as opportunities for cultural engagement
- The appeal or otherwise of certain types of activity across communities, highlighting dance as having a particularly wide appeal
- The potential for Leeds to become known as a 'dance city'
- The role of social media in creating momentum
- The popularity of evening events for young people in leisure centres, such as the Friday and Saturday night clubs and the half term programme in museums
- The success of the summer takeover by young people at York's theatre
- The emergence of new centres, such as the Seacroft Arts Centre, with ambitions to have an appeal beyond as well as within their local area
- The need to ensure existing opportunities are well publicised in communities across Leeds City Council
- A desire to do more to encourage greater engagement by black and minority ethnic communities, particularly through grant funding and the opportunities to link community groups with artists
- The importance and appeal of the West Indian Carnival and its 50 year anniversary coming up in 2017
- Price as a factor in limiting some people's engagement with the arts, and the ability to offer free or subsidised tickets to events

- The need to be clear about what we can afford to offer, the challenge of sustainability of events and the need to look at different business models
- The emergence of culture as important in times of recession
- The role of culture and sport as an economic driver for the city
- The role of partners
- The potential to provide cultural experiences at sports fixtures on a routine basis, building on the cultural events linked to major sporting events such as the Tour de France and the Rugby League World Cup
- The amount of money coming into Leeds from the Arts Council, and the existence of a toolkit for calculating the benefit to the economy

RESOLVED – That the issues raised by this session of the inquiry be noted.

(Councillor J McKenna joined the meeting at 10.40am during the discussion of this item.)

86 Tour de France Progress Report

The Board considered a progress report on preparations for the hosting of the Tour de France Grand Depart in July. In attendance to address the Board and answer Members' queries were:

- Councillor Lucinda Yeadon, Executive Member for Leisure and Skills
- Cluny Macpherson, Chief Officer Culture and Sport
- Ed Mylan, Chief Officer Resources and Strategy
- Nicola Lockwood, Tour de France Team
- Andrew Hall, Head of Transport Planning

Officers introduced the report and provided an update on the latest areas of progress, highlighting the following issues:

- Discussions regarding a potential parade by the cyclists on 3 July
- The launch of a Leeds cycling brand
- The launch of a dedicated section of the council's website
- The circulation of a pack to all schools and planning for a schools' mini Tour de France at Temple Newsam
- Further work being commissioned on predicted visitor numbers
- An initial letter had been issued to residents and businesses along the route
- Communications with major city centre businesses
- Traffic management, local access plans and emergency provision for the day of the race
- Road improvements to be undertaken across all the districts involved in the lead up to the race
- Public transport and park and ride plans
- Cycling and cycle parking provision for the event and afterwards

The following issues were raised in discussion:

- Members asked that consideration be given to the potential to make a number of tickets for the Arena event available as rewards through schools or Children's Services, although it was noted that there would be a cost to the council for this.
- The potential for Temple Newsam to be used as a campsite with park and ride facilities, for families coming into the city for the Tour de France. It was agreed to explore this further and report back.
- The inclusion of information and guidance on the website for businesses including, for example, private providers wishing to offer camping facilities.
- Members asked that the possibility of further community spectator hubs with big screens in areas of city that are not on the route be explored and reported back to the Board.
- The need for more dissemination of information about activities and opportunities related to the Tour de France both to councillors and more generally. It was agreed to arrange circulation of information about the council webpage and 100 days cultural festival to all members; to set up a further Members' seminar; and also to give more thought to the dissemination of information about aspects of the programme that are not being led by the council.
- Members expressed pride in hosting the Tour de France and a desire to help their local residents to become excited about the opportunities it provides.
- The planned programme of business engagement events
- Members welcomed the Leeds cycling logo and the opportunities to promote Leeds, as well as Yorkshire.
- A suggestion that poetry should be explored as a potential theme
- Confirmation of capital programme provision for road works and arrangements with utility companies to avoid disruption
- Potential future signing of the route for cyclists, bearing in mind that much of the Leeds part of the route is on busy main roads
- Links to the Leeds Connect cycleway as part of the legacy

RESOLVED – To receive a further progress report at the Board's meeting on 15 April 2014, and to receive a report on the legacy in the new municipal year.

(Councillors A Castle and J Chapman left the meeting at 12.10pm and Councillor R Harington left the meeting at 12.15pm during the discussion of this item.)

87 Work Schedule

The Board received a report of the Head of Scrutiny and Member Development which set out the latest version of the Board's work schedule.

RESOLVED

- a) That the work schedule be agreed, subject to the addition of a further progress report on the Tour de France on 15 April 2014.

- b) That the minutes of the Executive Board meeting on 22 January 2014 be noted.

88 Date and Time of Next Meeting

Tuesday 18 March 2014 at 10.00am (a pre-meeting will start at 9.30am for Board members.)

(The meeting finished at 12.40pm)