



OVERVIEW AND SCRUTINY COMMITTEE

MEETING : Monday, 30th November 2015

PRESENT : Cllrs. Lugg (Chair), Hampson (Vice-Chair), H. Norman (Spokesperson), Haigh, Gravells, Lewis, S. Witts, Dee, Field, Beeley, Hansdot, Pearsall, Toleman and Etheridge

Others in Attendance

Councillor Paul James (Cabinet Member for Regeneration and Economy)

Councillor Jim Porter (Cabinet Member for Environment)

Councillor Lise Noakes (Cabinet Member for Culture and Leisure)

Jason Smith, Marketing Gloucester (Chief Executive)

Ross Cook, Corporate Director

Anthony Hodge, Head of Regeneration and Economic Development

Lloyd Griffiths, Head of Neighbourhood Services

Atika Tarajiya, Democratic Services Officer

APOLOGIES : Cllrs. Randle

63. DECLARATIONS OF INTEREST

There were no declarations of interest.

64. MINUTES

The minutes of the meeting held on 9 November 2015 were confirmed as a correct record and signed by the Chair.

65. PUBLIC QUESTION TIME (15 MINUTES)

There were no questions from members of the public.

66. PETITIONS AND DEPUTATIONS (15 MINUTES)

There were no petitions or deputations.

67. MARKETING GLOUCESTER PERFORMANCE MONITORING

The Chair welcomed Councillor Lise Noakes (Cabinet Member for Culture and Leisure), Councillor Paul James (Cabinet Member for Regeneration and Economy)

OVERVIEW AND SCRUTINY COMMITTEE
30.11.15

and Mr Jason Smith (Chief Executive of Marketing Gloucester Limited) to the meeting.

Members were presented with a report which set out how Gloucester City Council currently monitors the performance and effectiveness of Marketing Gloucester.

Councillor Noakes advised the Committee that changes to performance reporting would be implemented in 2016 noting that the MGL Board regularly considered performance monitoring at their meetings in addition to being audited by an external company. She reported that quarterly performance monitoring meetings had been scheduled for the forthcoming year and these would coincide with the MGL Board meetings. She concluded by explaining that a three year festival and events programme would be presented to Cabinet in January 2016 with detailed proposals for each year outlined, commenting that this would remain exempt until approved by the MGL Board.

Jason Smith summarised the key achievements outlined within the report and invited comments from Members

The Committee discussed the following matters:-

1. In response to a Member querying whether MGL were involved in the production of City Life, Jason Smith explained that MGL worked closely on planning and delivering projects advertised within the pamphlet.
2. A Member queried whether the administration were considering reducing the funding allocated to MGL in light of the challenging economic climate and considerable cuts to other public sector services. Councillor Noakes reported that budget proposals would not be finalised until the settlement figure from Central Government had been received. She commented that a wider programme of events was envisioned which would positively impact on the local economy and confirmed that discussions regarding the budget were ongoing.
3. A Member queried how MGL were able to quantitatively measure the success of each individual event. Jason Smith explained that Gross Value Added (GVA) was utilised to measure the economic success of an event acknowledging that the success of community events were more difficult to quantify. He advised that footfall was measured by specialised cameras placed in strategic locations across the City Centre in addition to polls of local businesses conducted after an event.
4. A Member expressed concern that the congestion and traffic resulting from large number of visitors to events held at Gloucester Quays dissuaded local people from attending. Jason Smith reported that research on the Tall Ships Festival actually demonstrated that 80% of visitors were local residents, recognising that there were issues regarding congestion and traffic management at Gloucester Quays events, managed independently by the Peel Group.
5. A Member reflected that MGL had improved on past performance to become financially stable not requiring any surplus support and had helped to

OVERVIEW AND SCRUTINY COMMITTEE
30.11.15

significantly expose the City's cultural offer. Jason Smith reported that MGL staff had developed a financial model to ensure that events would be financially viable in terms of operational costs and affordability for residents.

6. In response to a Member's concern that Civic events were not being given the same priority as other cultural events, Jason Smith advised that this was a new aspect of the service that had only been recently transferred to MGL acknowledging that there had been a few issues that initially needed resolving. He commented that there had not been a thorough handover and staff at MGL were being tasked with additional responsibilities than those of City Council Officers previously managing the service. He welcomed constructive criticism from Members on improvements to the service.
7. A Member highlighted that MGL did not advertise all the cultural services the City Council offered, noting that the Guildhall and Museums had a very limited budget to promote their events. Jason Smith advised that MGL promoted these events through social media commenting that each of these sites employed their own Officers to help promote and advertise. He welcomed the opportunity to work collaboratively if requested, noting that the newly refurbished City of Gloucester website would be an additional way to increase exposure.
8. A Member queried where the funding for the Rugby World Cup (RWC15) commemorative bench had been sourced from and whether the City Council would be required to contribute towards the cost. Jason Smith reported that the concept had been to fund the costs through crowdfunding recognising that this had been slower than originally anticipated. He confirmed that the City Council would not be required to make any contribution.

RESOLVED:

That the report be noted.

68. GROWING GLOUCESTER'S VISITOR ECONOMY

Councillor Noakes explained that the Growing Gloucester's Economy report had been deferred and would be presented to Cabinet on the 13th January 2017.

Overview and Scrutiny Committee requested that an update on Growing Gloucester's Visitor Economy be presented to the Committee on the 11th January 2016.

RESOLVED:

That a report be presented to Overview and Scrutiny Committee on the 11th January 2016.

69. UPDATE ON TOURIST INFORMATION CENTRE RELOCATION

Members were presented with an update which set out the current proposals for the relocation of the Tourist Information Centre (TIC).

OVERVIEW AND SCRUTINY COMMITTEE
30.11.15

Councillor Paul James reported that the lease on 28 Southgate Street had now expired however the City Council were under no pressure to relocate. He advised the Committee that the proposals to relocate to 26 Westgate Street had been complicated by a change in ownership however the new owner had re-affirmed their commitment to the plans. He explained that the current proposals were to co-locate with the Gloucester Antiques Centre noting that identified building works would be kept within agreed budgets and invited comments from Members.

Members discussed the following matters:

1. A Member queried what facilities would be available at the Visitor Information Point as part of the new Bus Station Proposals. Councillor James explained that this had not yet been confirmed but would be reflective of modern technology.
2. A Member queried whether there were plans to undertake a cost comparison survey of 26 Westgate Street as this had last been completed approximately seven years ago. Councillor James advised that the City Council were committed to the current proposals in order to bring a Grade 1 listed building back into use.
3. A Member queried whether building work had been undertaken to install toilets and a lift and expressed their concern that these adaptations were unfeasible in the proposed building. Councillor James reported that Conservation Officers were currently working through concerns to allow this work to be undertaken.

RESOLVED:

That the update be noted.

70. EXCLUSION OF PRESS AND PUBLIC

RESOLVED - That the press and public are excluded from the meeting during the following item of business on the grounds that it is likely, in view of the nature of business to be transacted or the nature of the proceedings, that if members of the press and public are present during consideration of this item there will be disclosure to them of exempt information as defined in Schedule 12A of the Local Government Act 1972 as amended”.

Agenda Item No.	Description of Exempt Information
10	Paragraph 3: information relating to the financial or business affairs of any particular person (including the Authority holding that information).

71. AMEY BUDGET SAVINGS

The Chair welcomed Councillor Jim Porter, (Cabinet Member for Environment) to the meeting.

OVERVIEW AND SCRUTINY COMMITTEE
30.11.15

Councillor Porter reported that a workshop session attended by senior City Council Officers and senior managers from Amey had resulted in positive progress with a further meeting scheduled in the forthcoming year to consider any cost saving proposals. He then invited comments from Members.

Members discussed the following:

1. In response to a Member's query how the savings target of £300,000 target had been calculated, Councillor Porter commented that the original savings target had not been deemed to be achievable and revised accordingly.

RESOLVED:

That the update be noted.

72. FORWARD PLAN

Members considered the latest version of the Cabinet Forward Plan.

RESOLVED – That the Cabinet Forward Plan be noted.

73. OVERVIEW AND SCRUTINY COMMITTEE WORK PROGRAMME

The Committee considered the latest version of its work programme and amended it in line with suggestions made by Members.

RESOLVED – That the work programme, as amended, be noted.

74. DATE OF NEXT MEETING

Monday 11 January 2016 at 18.30 hours.

Time of commencement: 6.30 pm

Time of conclusion: 7.56 pm

Chair