

**Notice of meeting of
Decision Session - Cabinet Member for Leisure, Culture & Social
Inclusion**

To: Councillor Crisp (Cabinet Member)

Date: Tuesday, 8 May 2012

Time: 4.00 pm

Venue: The Guildhall, York

AGENDA

Notice to Members-Calling In

Members are reminded that, should they wish to call in any item on this agenda, notice must be given to Democracy Support Group by;

10.00 am on Friday 4 May 2012, if an item is called in before a decision is taken, or

4.00 pm on Thursday 10 May 2012 two days after the meeting, if an item is called in after a decision has been taken.

Items called in will be considered by the Scrutiny Management Committee.

Written representations in respect of items on this agenda should be submitted to Democratic Services by **Friday 4 May 2012 at 5.00 pm**.

- 1. Declarations of Interest** (Pages 1 - 2)
At this point, the Cabinet Member is asked to declare any personal or prejudicial interest they may have in the business on the agenda.
- 2. Minutes** (Pages 3 - 4)
To approve and sign the minutes of the meeting held on **10 April 2012**.

3. Public Participation-Decision Session

At this point in the meeting, members of the public who have registered their wish to speak at the meeting can do so. The deadline for registering is **Friday 4 May 2012 at 5.00 pm**.

Members of the public may register to speak on :-

- an item on the agenda
- an issue within the Cabinet Member's remit;
- an item that has been published on the Information Log since the last session.

Information reports are listed at the end of the agenda.

4. Visit York Service Level Agreement 2012- (Pages 5 - 18) 15

This report is brought to the Cabinet Member to seek approval for a three year service level agreement to the 31st March 2015 with Visit York for the delivery of services detailed in the service level agreement at Annex A.

5. Any other business which the Chair considers urgent under the Local Government Act 1972

No items have appeared on the Information Log since the last meeting.

Democracy Officer:

Name- Judith Betts

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For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting

- Registering to speak
- Written Representations
- Business of the meeting
- Any special arrangements
- Copies of reports

Cabinet Member Decision Session: Leisure, Culture and Social Inclusion

Agenda Item 1: Declarations of Interest

The Cabinet Member, Councillor Crisp, declared a personal interest as a retired member of UNISON.

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City of York Council

Committee Minutes

MEETING	DECISION SESSION - CABINET MEMBER FOR LEISURE, CULTURE & SOCIAL INCLUSION
DATE	10 APRIL 2012
PRESENT	COUNCILLOR CRISP (CABINET MEMBER)

40. DECLARATIONS OF INTEREST

The Cabinet Member was asked to declare any personal or prejudicial interests that she might have in the business on the agenda. None were declared.

41. MINUTES

RESOLVED: That the minutes of the Decision Session held on 13 March 2012 be signed by the Cabinet Member as a correct record.

42. PUBLIC PARTICIPATION

It was reported that there had been no registrations to speak at the meeting under the Council's Public Participation Scheme.

43. YORK THEATRE ROYAL SERVICE LEVEL AGREEMENT

The Cabinet Member considered a report that sought approval for a six year service level agreement to the 31 March 2018 with the York Theatre Royal for the delivery of services detailed in the service level agreement at Annex A of the report.

The Cabinet Member stated that she was pleased to approve Option 1 of the report.

RESOLVED: That Option 1 in the report, i.e. to offer the York Theatre Royal a six year service level agreement as set out in paragraphs 4 to 6 of the report for the provision of services as detailed in Annex A of the report, be approved.

REASON: To meet the ambitions of the Council Plan to promote a city of world class culture.

Councillor Crisp – Cabinet Member

[The meeting started at 4.00 pm and finished at 4.05 pm].



**Decision Session - Cabinet Member for
Leisure, Culture and Social Inclusion**

8th May 2012

Report of the Assistant Director (Communities, Culture & Public Realm)

Visit York Service Level Agreement 2012/15

Summary

1. This report is brought to the Cabinet Member to seek approval for a three year service level agreement to the 31st March 2015 with Visit York for the delivery of services detailed in the service level agreement at Annex A.

Background

2. Visit York has previously received their Annual Service Level agreements through the directorate of City Strategy. Following the Council organisational review this responsibility now sits within the Communities and Neighbourhoods directorate. The proposed agreement at Annex A has been produced following extensive discussions between the two directorates.
3. During the past year there have been significant changes within the regional and national tourism agencies. The abolition of Regional Development Agencies has resulted in a restructuring of Welcome to Yorkshire's services at a regional level. In line with changes at the DCMS, Visit Britain also has a new focus. Visit York will be taking the opportunity over the next 12 months to consider their role in supporting the visitor and job economy in the city.

Funding

4. Budget Council in February this year set the funding level for Visit York at a standstill level, £272k, for 2012/13 subject to agreement on service level provision. Within this three year agreement the future level of funding the specific service content may be renegotiated in line with the review being undertaken by Visit York Board and Chief Executive. The intention is for the City of York

Council to maintain funding value at current levels subject to satisfactory performance and agreement of key services rendered.

5. In return for financial support Visit York are asked to provide the services outlined in Annex A. The conditions set in the service level agreement build on those contained in the preceding agreements. Where new priorities have been added we discussed these fully with Council officers in City Strategy and have indicated our requirements to the Visit York senior management and Board. In summary these are to:
 - Work with the Council to jointly set the strategic direction for the development of tourism in York
 - Support the delivery of a world class cultural and heritage visitor offer
 - Increase the earnings from Tourism in the city by 5% per annum
 - Increase the number of jobs created in the Tourism sector by 2% per annum
 - Market York as a destination to the leisure and business visitor
6. These priorities reflect the expressed concerns of the Cabinet Member, the priorities within the City Plan and the draft Economic Strategy. In support of these requirements there are a series of grant conditions which are provided in Annex A.

Consultation

7. The Chief Executive and Board of Directors of Visit York have been briefed on the process and draft copies of the agreement have been made available for them to comment. The Chief Executive of Visit York has met with officers of the council from both directorates to discuss the service level agreement.

Options

8. The options available to the Cabinet Member are:
 - Option 1: Agree to the proposals set out in Paragraphs 4 to 6.
 - Option 2: To offer a different level of funding to that proposed in Paragraph 4.
 - Option 3: Suggest further and/or alternative requirements to those set out in Paragraph 6 and Annex A.

Analysis

9. Option 1 is recommended because this continues to provide support for Visit York, which is a vital component of our economic and cultural sectors in the city. Option 2 is not recommended as this may create greater financial uncertainty for the organisation during a period which already contains significant financial uncertainty. Option 3 is possible but would need further discussion with the organisation to check their capacity and ability to provide more or different services.

Council Plan

10. The actions set out in the report contribute to the following corporate priorities as set out in the Council Plan 2011-15:
 - Creating Economic Growth – by supporting the growth and development of the tourism and cultural sectors in York.
 - Building stronger communities - by encouraging and involving residents and users in the cultural life of the city. And, by supporting the voluntary sector and creating volunteering opportunities.

Implications

11. **Financial** – The funding level was set by Budget Council in February this year. It will provide financial stability for Visit York during a period of review and reorganisation.
12. **Equalities** – The context for this is the requirement of Visit York to deliver on the public sector duty, as outlined in the Equalities Act 2010, on behalf of the Council.
13. There are no Human Resources, Legal, Property, Crime and Disorder, or Information Technology implications arising from this report.

Risk Management

14. Failure to continue support Visit York could result in a blow to the support structure for tourism in York. Recent regional economic statistics sets the contribution of tourism to the local economy at over £443M annually with over 7M annual visitors supporting 23,000 jobs locally.
15. Through the service level agreement we have established the mechanism of quarterly meetings between the Chief Executive and

the lead officer to identify early any risks or deviations from targets outlined. The Council also has 3 Councillors on the Board of Directors of Visit York and the lead officer attends board meetings in a non voting role.

Recommendation

16. The Cabinet Member is asked to approve Option 1, to offer the Visit York a three year service level agreement as set out in Paragraphs 4 to 6 for the provision of services as detailed in Annex A.

Reason: To meet the ambitions of the Council Plan to promote a city of world class culture and secure the contribution of Tourism to the city economy.

Contact Details

Author:	Chief Officer Responsible for the report:		
Gill Cooper Head of Arts, Heritage and Culture Tel No. 01904 554671	Charlie Croft Assistant Director (Communities, Culture and Public Realm) Tel No. 01904 553371		
	Report Approved	✓	Date 26.4.2012
Specialist Implications Officer(s): N/A			
Wards Affected:			All ✓
For further information please contact the author of the report			

Background Papers:

Annex A Proposed Service Level Agreement CYC / Visit York 2012/13

Annex A



SERVICE LEVEL AGREEMENT 2012 - 2015

This is a three year service level agreement (SLA) is between The City of York Council and Visit York Ltd. It will cover the period 1st April 2012 and end on 31st March 2015.

This is an updated Service Level Agreement (SLA) between the Council and Visit York Ltd. It is designed to highlight key issues that the Council will wish to see addressed by the Board of the company, in return for a continuing agreement of financial and staffing support. The targets contained within this SLA will be subject to quarterly performance monitoring and formal review annually.

The Council is fully committed to supporting the city's collective ambition for a successful, thriving visitor economy. The Council wishes to enhance York's reputation and substance as an exemplar of good practice in relation to tourism and seeks to promote York as a "world class" city.

Through this service level agreement we will be seeking to create the environment for the continued development of tourism in York and the surrounding area. We want to ensure that tourism remains an effective and successful contributor to the York economy.

This agreement outlines Visit York's role in leading on seeking investment to develop the quality of the York product, supporting the delivery of a world class culture and heritage attractions, and in the marketing of York as a destination to the leisure and business visitor, including domestic and overseas markets. The overall ambition contained within the service level agreement is for Visit York to achieve a target of 5% per annum growth in tourism earnings across the city.

PARTNERSHIP OUTLINE

Aims

1. To jointly, with the Council, set the strategic direction for the development of tourism in York
2. To maintain and develop the tourism offer of the city of York for the citizens of York and the region, for businesses and for visitors to the city.
3. To ensure that tourism remains an effective and successful contributor to the York economy and to making York a vital, vibrant and world class city.
4. To encourage and facilitate transformational enhancements to York's visitor attractions, festivals and events, improvements to accommodation and hospitality provision within the city and influencing inward investment.
5. To work together to secure public and private sector investment to develop the quality of the York offer, including championing investment in the public realm.
6. To pursue a sustainable, green tourism agenda for the city and its businesses
7. To continue to develop the tourism infrastructure of York and to raise the quality of the facilities provided for all visitors.
8. To contribute to York's economy by attracting visitors to the city, play an active role in the City of Festivals initiative, and to strengthen the evening economy of the city.
9. To provide an ambassadorial function for Tourism in the city, working together to influence national, regional and local strategies, pursue opportunities for external funding, and working with regional and sub-regional agencies.
10. To work in active partnership with business, education, cultural organisations, and other strategic service providers to extend both the range and reach of the Visit York's work.

PARTNERSHIP DELIVERY 2012 -2015

In order to achieve the aims listed above Visit York will:

- Lead on seeking investment to develop the quality of the York visitor offer supporting York's tourism businesses, events and festivals and visitor attractions
- Lead on the transformational change in the Tourism sector, benchmarking York against other world class destinations and horizon scanning for future tourism trends and initiatives
- Market York as a destination to the leisure and business visitor including domestic and overseas markets, coordinating marketing plans with CYC where appropriate
- Provide the leadership to ensure that York achieves the target of 5% per annum growth in tourism earnings and allow York to become an exemplar of good practice
- Lead and/or contribute to relevant activity as set out in the internationalisation strategy for the city – specifically, to lead the development of the business tourism offer, to help attract international and national business conferences to the city, and to contribute to the development of the city's brand and marketing messages
- Produce a balanced budget and business plan for the running of the services. This plan to be agreed annually with the Council
- Operate an accessible Visitor Information Centre for the benefit of visitors, businesses, residents and the city in order to deliver information services to York's visitors and make best use of destination management systems
- Develop and deliver specific marketing activity that increases the tourism economy of city of York (*leisure tourism by 5% and business tourism by 5% achieving 6 major national and/or international conferences in the city*) and the surrounding region through destination marketing, product development and Visitor Information Centre services
- Enhance the marketing, packaging and offer of signature events, evening activities and festivals
- Invest in the tourism product including developing cultural events and initiatives, in particular agreed support to the five major festivals, Illuminating York, Festival of Food and Drink, Viking Festival, Festival of Early Music and the Mystery Plays
- Provide the tourism contribution to Strategic Partnerships bodies, including York @ Large and the Economic Development Forum

- Seek external funding for specific projects, through regional or other bodies, that will secure the long-term future of York as a premier visitor destination
- Continue to grow and develop the private sector engagement with Visit York partnership, contributing to the city's business engagement activities through account management of 10 strategic businesses in the sector, increasing the level of support and to secure significant investment from other sources
- Facilitate and encourage the take up of employer-focused business support, skills development and training activities, working with the industry and partners on the promotion of careers in the tourism industry
- Provide a forum to ensure the engagement and communication with all stakeholders, businesses and service providers to support the tourism economy
- Celebrate the achievements of the tourism sector through an annual awards programme
- Undertake research and evaluation of the tourism offer in the city
- Take account of the interests of residents in the development of tourism, including continuing to run the Residents First Festival Weekend
- Provide input, comment and intelligence so that the Council can respond to regional and national tourism policy
- Provide specialist advice on tourism to the Council and act as the voice for the tourism sector in York

In order to achieve the aims listed above the City of York Council will:

- Provide grant support, as detailed below, payable in 4 instalments starting when the agreement is signed by both parties
- Ensure that Visit York is involved in consultation with, or on behalf of the Council, on matters of direct relevance to the tourism sector in the city
- Provide support, assistance and advice, through the person of the Lead Officer in the first instance
- Facilitate effective working relationships with all council departments and ensure access to potential partnership and stakeholder groups
- Second up to two existing posts related to the work of Visit York, their duties to be agreed as part of a separate secondment agreement

- Provide 3 representatives to serve on the Board of Visit York Ltd.
- Provide a senior officer of the Council (the Lead Officer) to attend Board meetings to advise and support the Company in a non-voting capacity.
- Provide a reasonable level of information, advice and support to the organisation in connection with this agreement.

The organisation should contact the authorised signatory of the Council in the first instance to discuss what support may be available

OPERATION OF ACTIVITIES AND PERFORMANCE INDICATORS

Visit York will provide information to the Lead Officer so that the Council can monitor the activity/service provided by the organisation using the following performance indicators:

Type of measure	Indicator	Evidence
Quality measures:	<ul style="list-style-type: none"> • To achieve a 1% increase per annum in visitor satisfaction • Presentation of 6 monthly report to Cabinet Member • To achieve 90% of members reporting a high level of satisfaction with services • To increase the number of visits to the city by groups of people with protected characteristics as defined by the Single Equalities Act 2010 	<p><i>VY Research</i></p> <p><i>CYC report by Lead officer</i></p> <p><i>VY research</i></p> <p><i>VY research</i></p>
Objective outputs measures:	<ul style="list-style-type: none"> • To annually increase visitor spend by at least 5% of the current target • To increase the number of jobs created in the tourism sector of the local economy of York by at least 2% of the current total • To increase the use of the Visitor Information Centre service by at least 5% of total current 	<p><i>Regional / Visit Britain Statistics</i></p> <p><i>Employment survey</i></p> <p><i>Maintenance of records by Visit York</i></p>

	visits <ul style="list-style-type: none"> • To increase private sector membership of Visit York by at least 5% of current members • To achieve an increase of at least 5% on the investment value of publicity generated through marketing and promotional activities • To account manage 10 strategically important businesses (to be agreed with CYC) as part of the city's business engagement network 	<i>Maintenance of records by Visit York</i> <i>Info from VY on agreed basis</i> <i>Input to a client management system with quarterly de-briefs with the CYC business engagement manager</i>
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Base Level of all the indicators noted above to be agreed prior to first payment.

Visit York will provide the following information:

Annually

Budget and business plan
 Health and Safety Policy and report on incidents
 Equalities and Diversity Policy and Action Plan
 Insurance Certificate
 Audited accounts
 Annual operational review report
 Summary of membership

Bi Annually

Report to the Cabinet Member for Culture, Leisure and Social Inclusion
 Press pack and evaluation for each marketing campaign
 An analysis of financial actual figures against budget
 Copy of any promotional materials

The Lead Officer and the senior management of the Visit York will meet at least four times each year to monitor and review the agreement.

PARTNERSHIP REQUIREMENTS

Visit York Ltd. will undertake to:

1. Operate Visit York Ltd and the Visitor Information Centre in accordance with the recognised industry safety and public service standards, and, where relevant, a quality assurance programme.
2. Operate an effective access and equal opportunities policies, which will give full consideration to the access needs of people with disabilities, different cultures and gender, and ensure that the tourism offer reflects their needs and integrates them fully.
3. Ensure that the funds allocated are used specifically for the provision of the agreed services and by the named organisation only.
4. Maintain appropriate insurance to cover public liability and employment liability.
5. Inform the Council of any changes to its Constitution, Management Committee or contact representative as soon as practicably possible.
6. Inform the Council of any changes to its charging policy, staffing arrangements or delivery of the service or activity as soon as practicably possible.
7. Notify the Lead Officer, or their representative, if unable to sustain the services as specified and return such part of any unspent support, allocated pro rata, as the City of York Council may determine.
8. Make provision for the inspection of the accounts by Council officers at any reasonable time, if requested, within 14 days.
9. Consult with the Lead Officer, or their representative, over any changes to partnership priorities.

10. Consult with the Lead Officer, or their representative, over staffing matters and recruitment of senior staff.
11. Keep and supply a copy of all minutes of all board meetings to the Lead Officer, or their representative.
12. Share assets where appropriate with CYC officers – particularly relevant databases and systems, as well as marketing messages and material.

In the event of Visit York committing a serious breach of its obligations under this agreement, the Council will be entitled to terminate this agreement by notice and reclaim on a pro rata basis such sum as represents all funding from the date of the breach. Any subsequent entitlement to funding will cease immediately.

In the event that the Members of the Company shall seek in a General Meeting to amend the Memorandum and Articles of Association of the Company without the consent of the Council such consent not to be unreasonably withheld and/or to remove a Director or Directors nominated by the Council without due cause, the Council will be at liberty to discontinue its support of the Company from the date of such General Meeting.

The terms of the agreement may be varied or the agreement terminated by mutual consent of the Organisation and the Council.

The Council's financial contribution in each financial year is subject to the budget-setting process, and funding will be in accordance with financial regulations.

The City Council's financial contribution for 2012/ 13 will be £272,310.

GENERAL CONDITIONS

1. The agreement will last for 3 years and end on 31st March 2015.
2. The level of funding agreed for 2013/14 and 2014/15 and the specific service content will be renegotiated over this period in line with the review being undertaken by Visit York Board and Chief Executive. The intention is for the City of York Council to maintain funding value at current levels subject to satisfactory performance and agreement of key services rendered.
3. This agreement can be terminated by Visit York or City of York council by giving 3 months notice prior to each annual monitoring review.

SIGNED ON BEHALF OF VISIT YORK

	PRINT NAME	
CHAIR		
CHIEF EXECUTIVE		
DATE		

SIGNED ON BEHALF OF THE CITY OF YORK COUNCIL

	PRINT NAME	
LEAD OFFICER		
ASSISTANT DIRECTOR		
DATE		