



Notice of a public meeting

Decision Session - Executive Member for Culture, Leisure & Tourism

To: Councillor Ayre (Executive Member)

Date: Friday, 18 March 2016

Time: 3.30 pm

Venue: The Thornton Room - Ground Floor, West Offices
(G039)

A G E N D A

Notice to Members – Post Decision Calling In:

Members are reminded that, should they wish to call in any item* on this agenda, notice must be given to Democratic Services by **4:00 pm on Tuesday 22 March 2016.**

*With the exception of matters that have been subject of a previous call in, require Full Council approval or are urgent which are not subject to the call-in provisions. Any called in items will be considered by the Corporate and Scrutiny Management Policy and Scrutiny Committee.

Written representations in respect of items on this agenda should be submitted to Democratic Services by **5.00 pm on Wednesday 16 March 2016.**

1. **Declarations of Interest**

At this point in the meeting, the Executive Member is asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which he might have in respect of business on this agenda.

- 2. Minutes** (Pages 1 - 6)
To approve and sign the minutes of the meeting held on 29 January 2016.

- 3. Public Participation**
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 at **Thursday 17 March 2016 at 5.00pm.**

Members of the public may register to speak on :-

- an item on the agenda
- an issue within the Executive Member's remit;

Filming, Recording or Webcasting Meetings

Please note this meeting will be filmed and webcast and that includes any registered public speakers, who have given their permission. This broadcast can be viewed at <http://www.york.gov.uk/webcasts>.

Residents are welcome to photograph, film or record Councillors and Officers at all meetings open to the press and public. This includes the use of social media reporting, i.e. tweeting. Anyone wishing to film, record or take photos at any public meeting should contact the Democracy Officer (whose contact details are at the foot of this agenda) in advance of the meeting.

The Council's protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at: https://www.york.gov.uk/downloads/file/6453/protocol_for_webcasting_filming_and_recording_council_meetingspdf

- 4. Make it York Events Strategy** (Pages 7 - 16)
This report provides an update on Make it York's events programme. It sets out a direction of travel for future development of that programme and identifies areas where the Council can assist Make it York.

5. Urgent Business

Any other business which the Executive Member considers urgent under the Local Government Act 1972.

Democracy Officer:

Name- Judith Betts

Telephone No.- 01904 551078

Email-judith.betts@york.gov.uk

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

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

 (01904) 551550

City of York Council

Committee Minutes

Meeting	Decision Session - Executive Member for Culture, Leisure & Tourism
Date	29 January 2016
Present	Councillor Ayre

21. Declarations of Interest

The Executive Member was asked to declare any personal interests not included on the Register of Interests, any prejudicial or any disclosable pecuniary interests that he may have in respect of business on the agenda. None were declared.

22. Minutes

Resolved: That the minutes of the Decision Session held on 19 January 2016 be approved and signed by the Executive Member as a correct record.

23. Public Participation

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

24. York Learning Services Self-Assessment Report 2014-15

The Executive Member gave consideration to a report which presented York Learning's self assessment report (SAR) for the academic year 2014/15. The self assessment report formed part of the service's quality improvement arrangements and was presented as part of the governance arrangements for the service.

Officers stated that, having recently participated in a peer challenge process, and having reflected further on the draft self assessment form, it was proposed that some of the provisional judgement gradings be amended as follows:

- Effectiveness of leadership and management across all areas – Grade 3 (requires improvement)
- 16-18 Foundation Learning outcomes for learners – Grade 4 (inadequate)
- Apprenticeship outcomes – Grade 4 (inadequate)

Officers stated that the revised judgements reflected the new inspection regime and the outcomes that learners had achieved. Plans were in place to address and improve performance in these areas and this was already taking place. They believed that the service could demonstrate that it had the capacity to improve.

The Executive Member questioned officers on the following issues:

- Referring to paragraph 9 of the report, officers were questioned about the increase in the number of learners on full-time courses rather than part-time courses and were asked if this excluded those who may not be able to attend on a full-time basis. Officers stated that full-time attendance gave better outcomes and enabled the service to offer work experience as part of the programme. Full-time provision also enabled the service to better secure funding. A full assessment of the young person's needs was carried out when determining the most appropriate provision for them. Legislation did, however, require young people to be in full time education until they were seventeen years old. The service was still able to offer traineeships to those for whom full-time courses were not suitable.
- The Executive Member questioned officers about the significant challenge for some learners in achieving an English and Maths qualification at grade C. Officers gave details of the functional skills qualifications that were also available and the work that was taking place to redesign the curriculum to take a more project based approach.
- Referring to the reference in the report that there was some teaching where no improvements had been demonstrated, the Executive Member asked officers how this issue was being addressed. Officers outlined the procedures that were in place and stated that this issue was only in respect of one or two classes.
- Referring to 16-18 Foundation Learning, the Executive Member noted the references in the areas for

improvement to a disproportionate emphasis on the final assessment and to the fact that only 25% of learners achieved a positive progression outcome. Officers were asked how the service ensured that it recognised and supported learners' other needs as well as focussing on achievement. Officers stated that they worked closely with agencies such as Connexions and they also signposted learners to other relevant providers. Staff were very aware of the need to ensure that learners received appropriate social and emotional support to enable them to achieve well.

- In response to questions from the Executive Member, officers detailed the arrangements that were in place in respect of the tracking of learners into work.
- Officers were asked if there were barriers to accessing online resources such as Google Classroom. They stated that the IT infrastructure was in place but that more could be done to promote and develop the use of such provision.
- It was noted that Table 6 (English GCSE) contained an error in respect of the number of 19+ leavers.

The Executive Member stated that it was important to accurately reflect the service's current position and to ensure that actions were in place to address the issues that had been identified. He therefore supported the proposed amendments to the Self Assessment Report and Improvement Plan.

It was noted that regular updates on progress on the Quality Improvement Plan would be reported to the Executive Member.

Resolved: That, subject to the agreed amendments, the Self Assessment Report and Quality Improvement Plan be approved.

Reason: To strengthen the service's governance arrangements in light of Ofsted requirements.

25. New Monitoring Arrangements for Open Space Section 106 Funds

The Executive Member considered a report which sought his approval to update the way in which the Council monitored

Section 106 (s.106) agreements and how it allocated the funds received.

The Executive Member considered the options detailed in paragraphs 14 to 16 of the report.

Referring to paragraph 11 of the report, the Executive Member requested that the wording of the first bullet point be amended to provide greater clarity.

The Executive Member stated that he welcomed the proposed arrangements and was pleased to note that the information could be made publically available soon after the meeting.

- Resolved: (i) That a comprehensive list detailing all open space s.106 agreements, including any payments due, received or used be published on the Council's web site as set out in paragraph 9 of the report and that the list be updated at regular intervals.
- (ii) That the additional priorities for use of open space s.106 payments, as set out in paragraph 11 of the report, be approved subject to the wording of bullet point 1 being amended to provide greater clarity.

Reason: To improve the efficiency and transparency of use of s.106 payments.

26. Review of the Management of Rowntree Park Tennis Courts

The Executive Member considered a report which provided options for the future management of Rowntree Park tennis courts.

It was noted that, in May 2015, an agreement had been reached with the Rowntree Park Tennis Club, in partnership with *Tennis For All*, to manage the courts on a trial basis for one year. The Club was now seeking to extend this arrangement with a three-year lease on the courts.

The Executive Member considered the following options:

Option a: To grant the Rowntree Park Tennis Club a three year lease

Option b: Not to grant the club a lease and revert back to day to day management by the Council

Referring to the pay and play booking arrangements that would be in place for those wishing to use the courts but who were not members of the tennis club, the Executive Member requested that officers explore the possibility of the Rowntree Cafe collecting payments for those who did not have access to the online payment system that would be in place or providing access to this facility. It was, however, noted that because of the opening hours of the cafe, this may not always be feasible.¹

Resolved: That Rowntree Park Tennis Club be granted a three year lease to manage the tennis courts in Rowntree Park.

Reason: To ensure that the tennis courts remain sustainable and continue to provide a quality sports facility for York residents.

Action Required

1. Explore the feasibility of the cafe providing this facility

DM

Councillor Ayre – Executive Member

[The meeting started at 3.30 pm and finished at 4.15 pm].

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Decision Session - Executive Member for Culture,
Leisure and Tourism

18 March 2016

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

Make it York Events Strategy

Summary

1. This report provides an update on Make it York's events programme. It sets out a direction of travel for future development of that programme and identifies areas where the Council can assist Make it York.

Recommendations

2. The Executive Member is asked to:
 - Note Make it York's progress with its events strategy
 - Comment on areas where the Council can support the community dimensions of Make it York's programme
 - Agree one-off funding support, as set out in paragraph 19, subject to the Arts Council bid being successful.

Reason: To ensure that a future direction of travel is in place for Make it York's events programme.

Background

3. Make it York was set up in April 2015 as the city's business development and city marketing agency. In the areas of culture and events Make it York's responsibilities are to:
 - Take a lead in ensuring cultural and creative sectors are working collaboratively to improve cultural provision in the city, including shaping the strategic direction and priorities for collaborative action by the sector
 - Support increased commercial competitiveness, productivity and innovation in the sector to enable sustainable organisational and financial models
 - Nurture new cultural ideas and initiatives

- Develop an outcomes framework and a baseline measurement to enable future monitoring of performance around cultural development
 - Enable York cultural excellence to be recognised and promoted across the city through an annual awards event (or other suitable means)
 - Support and develop high quality city centre festivals, activities and events
 - Nurture new events and initiatives
 - Engage businesses and visitors in mass participation sporting events already happening or planned in the city
 - Encourage, communicate with and provide all residents with the opportunity to enjoy the tourism and cultural offer of the city
4. The intended outcomes from these activity areas are:
- More jobs and better jobs
 - A higher value visitor and cultural economy
 - Consistently positive visitor experiences
 - A supportive environment for business growth
 - A higher national and international profile

Events Strategy

5. The centre point of Make it York's events strategy remains Illuminate York. This festival has a 10 year record of success attracting around 50k visitors per annum and generating approximately £2m of economic impact into the local economy. In 2015 the quality of the artworks at Illuminating York was rated as 'Excellent', 'Good' or 'Satisfactory' by 85% of respondents. 89% indicated they would be likely to attend in future years whilst 87% said they would recommend the festival to a friend.
6. In addition to Illuminate, Make it York has continued to support the development of the BAFTA qualifying Aesthetica short film festival. The line-up this year featured over 300 short films from the global film community, spanning 11 genres such as drama, documentary, comedy, fashion, artists' film and music video, with the work representing excellence and exciting innovation in filmmaking. Also in 2015, Make it York hosted the first Great Yorkshire Fringe. This aims to become a key summer event in York's entertainment calendar, bringing the best in comedy, cabaret, theatre and music. Building on the success of 2015's festival, and with a programme of

national significance, The Great Yorkshire Fringe will grow to a 17 day festival in 2016, engaging residents and visitors, supporting local businesses and encouraging tourism for the wider area.

Future Developments

7. Future development of Illuminate will grow in part from York's participation in the *Lighting up the North* network which brings together local authorities and other agencies across the north of England involved in lighting festivals. The Arts Council is supporting the network to grow audiences, share commissions, and to improve product through the engagement of artists of international standing. The Arts Council is making available a second year of discretionary funding to enable the investigation of growth opportunities and to visit other festivals to bring back best practice.
8. What we see from participation in the *Lighting up the North* network is that Illuminate is at the lower end in terms of investment of public funding and we are at a point where it is difficult for Illuminate to develop further and to create a more sustainable basis for the future. Clearly, there will not be sustained audience interest in a festival that is repeated on the same basis year after year and it is important to be able to move the festival forwards. Whilst the Arts Council has indicated a willingness to continue to support Illuminate and its development they need to see a compelling case if they are to invest further in the festival including evidence of commitment from other investors. This calls for a more ambitious development plan.
9. Equally, whilst Illuminate has built up a strong reputation for commissioning new work which responds to the fabric of the city, there is now an opportunity to involve local communities more extensively in the process of developing the festival.
10. York's designation as a UNESCO City of Media Arts - the UK's first - provides an excellent platform to address the ambitions set out above. For two millennia York has been the meeting point for the ideas and creativity of the world. It is playing this role once more through digital innovation and media arts and it is important that York confidently tells this story to the world.
11. The motivation to apply for designation was rooted in international ambition. Conceived as a once-in-a-generation opportunity to raise the social, cultural and economic standing of York, it would benefit everybody in the city for decades to come. The bid told the story of York as a place that is culturally-rich and creatively-pioneering, a

place where technology and art is used to breath new life into its heritage, where this strength has been cultivated through a £100m investment in media arts infrastructure and by becoming one of the first UK's first Super-Connected Cities, and described how York was committed to using creativity and culture to develop the city further.

12. Since the official designation on 1 December 2014 these broad ambitions have been refined into three areas for development for the next three years to 2018: an International Digital Media Arts Festival, the Guild of Media Arts, Media Arts Award in Schools.

International Digital Festival in 2018

13. The proposed flagship initiative of York's UNESCO designation is an accessible, international, media arts *biennale*. Aiming to take place in Autumn 2018, and every two years thereafter, the inaugural festival will build on Illuminate including major light commissions alongside interactive pavilions and exhibits that utilise the beautiful backdrop of our city like never before. Its 20-day programme will be underpinned by year-long development activity with schools, communities and businesses.
14. In enabling as many people as possible to experience the transformative power of culture firsthand the aim is to build media arts into everyday life in York and to reposition the profile, ambition, excellence and impact of the UK's programming in media arts. A commitment to the next generation of talent will be at the heart of the festival as they work alongside leading artists and have the opportunity to tour amongst other UNESCO Creative Cities around the globe.
15. A recent meeting with Darren Henley Chief Executive of Arts Council England revealed strong support from Arts Council and a willingness to be involved in the planning and shaping of an International Festival in 2018, building on existing Arts Council funded festivals, principally Illuminate York.
16. Building on the city's proud tradition of social innovation, the International Digital Festival will also be the most accessible festival ever - with access all areas granted to everybody, including technical simultaneous signing, translation, and multi-platform online access.

17. There is potential for the Council to support the community dimensions of the International Festival in order to ensure that it achieves its goal of being the most accessible festival ever assisting in embedding the festival in York's communities and unlocking the value communities can bring as participants and volunteers.

Potential community activity could include on four elements of the festival in various communities, multiple commissions, e.g. of pods enabling communities to communicate with similar communities in other network cities, opportunities for schools to work with an artist of international calibre to create light-based installations in the school and its immediate community.

18. The Festival will reconnect many of York's world-class arts and creative organisers back to the city's cultural agenda, benefiting other festivals, apprenticeship schemes, networking, ongoing supply chains.
19. It is proposed that the Council contributes a one-off sum of £75k to support the development of the community dimensions of the festival. The Council's funding support will also be critical in unlocking other funding - acting as match for other city partners and leverage for potentially significant Arts Council funding. The funding of £75k will not be incurred without the Arts Council bid being successful.
20. Other partners who have pledged potential funding for the international festival include :

York St John University	£75,000
Science City York	£75,000
University of York	£75,000
Creative Europe	£75,000

Ambitious targets have also been set for sponsorship and further grant funding e.g. from trust funds. It is important for external funding bids that the local authority is seen to be involved if the vision of creating an international Festival here in York is to be realised.

Economic Impact:

21. The International Digital Festival will provide a platform for support for high value sectors - Supporting the City of Media Arts aim of doubling the size of what is one of the fastest growing areas of our regional economy. The value of York's creative, digital and media

output is £120k GVA per employee (Gross Value Added), representing 8% of York's total GVA and the sector is outgrowing the economy as a whole by five times the national average of 3.2%. Nearly 500 jobs were created in York last year

22. Visitors, businesses and residents experience greater cultural engagement and quality of life/visit - Through world-class programming on their doorstep and opportunities to participate.
23. Boosting the local economy - Boosting high-value international, business and cultural tourism. It will take place in November when hotel occupancy rates have been:
2014 - 81.5%
2013 - 83.4%
24. The target is to bring in at least an additional 20,000 bed nights (which is what Durham's Lumiere, a festival of similar size, achieves) during the first festival. This will extend the busy Christmas period supporting retail, tourism and service-based sectors. Local businesses will also benefit from the significant supply chain of a major festival and the spill-over benefits from creative and cultural innovation, ensuring a prosperous city for all.
25. The 2020 vision is for York to host the annual meeting of all UNESCO Creative Cities during the festival, attracting 200+ leading cities and their representatives to the region.
26. The festival will generate extensive media coverage as the local area is taken to global audiences (Durham Lumiere generates more than £3m worth of media coverage).
27. Two further developments under the City of Media Arts banner will feed directly into the International Digital Festival: the Guild of Media Arts and the Media Arts Award in Schools:
Guild of Media Arts:
28. York has welcomed a new Guild of Media Arts to recognise York's thriving creative community and those who support them. The Guild already has 125 members and is growing by the day.
29. The Guild of Media Arts joins the seven other ancient guilds in the city and is the first of its kind in the UK. With a mission to unlock the full benefits of UNESCO designation and to champion York's growing creative credentials, the Guild is hoping to inspire a new

generation of creative adventurers in the city and drive continued growth in the sector.

30. The first Guild meeting took place on 11 February 2016. The guild is currently recruiting nominations for Court Members, a Clerk and a Master. The Guild will steer and shape the International Digital Festival in 2018, in consultation with stakeholders and city partners.
31. Fresh ideas are also emerging from the Guild such as the creation of a Media Arts apprentice scheme.

Media Arts Award in Schools:

32. In order to ensure that the designation benefits generations to come, the Guild will turn their attention to developing a strong and coherent educational strand. A new Media Art Award will be developed in partnership with Trinity Guildhall, who manage Arts Award nationally.
33. Local agency Creative Learning Partnerships are developing plans to integrate the Media Arts Award into illuminating York in 2016 and 2017 leading to a larger project in the run up to the International Digital Festival 2018.

Options

34. The principal options open to the Executive Member are to:
 - Support the proposal set out including the funding
 - Suggest alternative means / levels of Council support

Analysis

35. What is clear is that the City of Media Arts Designation is not a starting point but a point on a journey, which has in recent years, seen festivals such as Illuminating York and Aesthetica Short Film Festival develop York's identity as a city celebrating its past and its future with high quality presentations and commissions.
36. The International Digital Festival offers an opportunity for York to develop existing festivals and events beyond their current means and limitations to ensure that local communities are involved on a much deeper and more sustained level. The International Digital Festival will also champion International exchange and support local artists and creative businesses to realise their ambitions.
37. Residents, visitors, businesses, students and stakeholders will all benefit from the development of ambitious and bold programmes of

activity and in developing the International Digital Festival a clear set of measurable objectives will be identified and embedded.

38. Illuminate will continue to be developed through 2017 and discussions will continue and decisions made around how existing Festivals can 'house' International Digital Festival Projects in 2016 and 2017, building audiences, community interest and partners.
39. Once sufficient funding is achieved, a Festival Director will be appointed to develop plans for the International Digital Festival. They will be housed within Make It York but will work to the Guild and a Festival Steering Group. The intention is for this appointment to bring someone with a wealth of experience in staging large, outdoor events; someone with ambition and the skills to bring communities on board to deliver something truly amazing.
40. Very quickly a Festival Business Plan will be developed with a view to ensuring a draft festival budget and programme is in place by the end of this year. A programme director will be appointed to deliver a programme in conjunction with the guild.
41. Another important early step will be the commissioning an evaluation study as part of the festival to quantify the return on investment and make the case for funding to external bodies outside of the city for future festivals

Consultation

42. Consultation has already been undertaken through the guild in February attended by around 80 including a workshop on what an International Digital Festival could look like.

48. There are no Property, Equalities, Human Resources, Crime and Disorder or Information Technology implications arising from this report.

Risk Management

49. In compliance with the Council's risk management strategy the main risks that have been identified associated with the proposals contained in this report are those which could lead to the inability to meet business objectives and to deliver services, leading to damage to the Council's reputation and failure to meet stakeholders' expectations. The level of risk is assessed as "Low". This is acceptable but means that regular monitoring is required of the operation of the new arrangements.

Contact Details

Author:	Chief Officer Responsible for the report:		
Charlie Croft Assistant Director (Communities, Culture and Public Realm)	Charlie Croft Assistant Director (Communities, Culture and Public Realm)		
	Report Approved	✓	Date 10 March 2016
Specialist Implications Officers: Patrick Looker - Finance Manager			
Wards Affected:			All ✓