



**Notice of meeting of
Mansion House and Mayoralty Advisory Group**

To: Councillors Crisp, Sue Galloway, Galvin (Chair), Horton,
Taylor and B Watson

Mrs J Hopton, Mr P Vaughan and Hon Alderman K Wood

Date: Wednesday, 24 February 2010

Time: 4.00 pm

Venue: The Guildhall

AGENDA

1. Declarations of Interest

At this point Members are asked to declare any personal or prejudicial interest they may have in the business on this agenda.

2. Public Participation

At this point in the meeting members of the public who have registered their wish to speak regarding an item on the agenda or an issue within the Group's remit can do so. Anyone who wishes to register or requires further information is requested to contact the Democracy Officer on the contact details listed at the foot of this agenda. The deadline for registering is **Tuesday 23 February 2010 at 5:00pm.**

3. Election of Vice-Chair

To formally elect a Vice-Chair of the Group

4. Remit and Work Plan

(Pages 3 -
6)

This report sets out the Advisory Group's remit as approved by Full Council in December 2009. It also gives an outline of a proposed work plan for the Group over the coming year.

5. Development of the Mansion House - Progress Update (Pages 7 - 12)

This report sets out the development work to date that is being carried out at the Mansion House.

6. Co-option to the Advisory Group (Pages 13 - 16)

This report advises the Group of proposals to co-opt those external organisations onto the Group, with whom work is currently ongoing in relation to progressing developments with the Mansion House.

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

Democracy Officer:

Name: Catherine Clarke and Louise Cook (job-share)

Contact Details:

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(If contacting us by e-mail, please send to both democracy officers named above)

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

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

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Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

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Mansion House & Mayoralty Advisory Group

24 February 2010

Report of the Head of Civic Democratic & Legal Services

Remit and Work Plan

Summary

1. This report sets out the Advisory Group's remit as approved by Full Council in December 2009. It also gives an outline of a proposed work plan for the Group over the coming year.

Background

2. At the Council meeting in December 2009, this Advisory Group was set up to report to the Executive on matters relating to the development/use of the Mansion House and the role of the Lord Mayoralty in York, together with the use of the Guildhall.

Remit

3. The remit for the Group, as revised and agreed by Council, is set out below:

"This Advisory Group will be established on a task and finish basis, reporting and making recommendations to the Executive:

It will have the delegated authority to co-opt such external or other representation as may be appropriate to enhance its ability to fulfil the following terms of reference:

- *To produce a long term Development Plan for the Mansion House, identifying how to improve income generation and sponsorship opportunities, and to better fund its on-going maintenance;*
 - *To review the remit and functions of the Lord Mayor and Civic Party in York for the 21st century and how they can best enhance the City's standing and reputation, and bring additional benefit to the City and its residents, businesses and other organisations;*
 - *To review the current operation and use of the Mansion House/Guildhall and its repair and maintenance."*
4. On average, it is assumed that the Advisory Group will meet approximately 4 times a year, whilst its work remains unfinished. Initially, there may be a need

for the Group to meet more frequently, to enable a full understanding of the various civic and Mansion House issues to be developed and to make consequential recommendations, for instance, on a Development Plan and future actions.

Work Plan

5. In view of the work to be undertaken and that which has already started due to the current momentum, at this meeting the Advisory Group is receiving a report on progress to date to help inform a Business and Development Plan for the Mansion House to be submitted to a future meeting. In addition to looking at the development of the Mansion House and Guildhall, however, the Group will need to review the current operation of the Mayoralty, in order to address its remit regarding functions of the Civic Party.
6. The table below sets out a draft work plan for an initial four further meetings over the coming year with some suggested meeting dates:

Meeting Date	Business	Responsible Officer	Timescale
21 April 2010	<ul style="list-style-type: none"> • Draft Mansion House Business & Development Plan 	Dawn Steel/Richard Pollitt	For initial consultation before presentation of final version in October 2010
	<ul style="list-style-type: none"> • Review article in Constitution on Lord Mayoralty; 	Monitoring Officer/Dawn Steel	Any changes to be considered by Executive and recommended to Full Council – end July 2010
	<ul style="list-style-type: none"> • Define and publish roles for Lord Mayor (and Civic Party) 	Dawn Steel/Anne Platt	As above
	<ul style="list-style-type: none"> • Understanding of civic budget re-alignment 	Dawn Steel/Anne Platt	Already done – intended for Group feedback.
30 June 2010	<ul style="list-style-type: none"> • Progress update on joint Mansion House/York Archaeological Trust Events Planning and review 	Richard Pollitt/YAT	Events horizon for ongoing calendar year agreed. This update would help the Group get an early overview

	<p>commitment for the future</p> <ul style="list-style-type: none"> • Mansion House and Guildhall planned repairs, conservation maintenance programme • Refresh Annual civic calendar of events 	<p>Richard Pollitt</p> <p>Dawn Steel/Anne Platt</p>	<p>Ongoing but guidance on any future repairs/maintenance issues at this stage would help shape the programme for remaining months and assist in budget planning</p> <p>To help inform ongoing events planning, taking into account revised civic roles</p>
20 October 2010	<ul style="list-style-type: none"> • Final version Business & Development Plan • Progress update on conservation/repairs and business development 	<p>Dawn Steel/Richard Pollitt</p> <p>Richard Pollitt</p>	<p>Prior to submission to Executive in November 2010</p> <p>To ensure any incompleting works can be progressed within the financial year</p>
February 2011	<ul style="list-style-type: none"> • Mansion House and Guildhall Year end report on visitor figures and income generated 	<p>Richard Pollitt</p>	<p>To make any changes to current arrangements for consideration</p>

Consultation

- No consultation has been necessary with others on the preparation of this report. Consultation and engagement with the Advisory Group on what work it wants to do over the coming year. This report suggests a possible work plan above, to which Members of the Group will wish to add.

Options

- This Group can adopt the above work plan and make additions or alterations to it at this stage. During the course of the coming year, the Group will no doubt wish to vary and add to the work plan further.

Corporate Strategy

9. Supporting and developing the Mansion House both as a commercial and cultural activity contributes to the Council's stated aims of becoming a Thriving City, supporting successful economic activity, as well as being both a Cultural and Learning City. Reviewing the operation of the Lord Mayoralty will equally contribute the messages the Council sends regarding its cultural and inclusive city ambitions.

Implications

10. There are no known financial, legal, human resource or other implications associated with the recommendations in this report.

Risk Management

11. There are no known risks associated with the recommendations in this report. However, if the Advisory Group failed to set a work plan and implicitly some targets for achieving within that, there would be a danger of development and progress with it drifting.

Recommendations

12. Members are asked to note the Groups remit set out in paragraph 3 above and to endorse and/or amend the proposed work plan outlined in paragraph 6 above, as a basis for future work planning.

Reason: In order to ensure the Group has a framework in place for planning its work.

Contact Details

Author:

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Manager
01904 - 551030

Chief Officer Responsible for the report:

Alison Lowton
Interim Head of Civic, Democratic & Legal Services

Report Approved



Date 18 February
2010

Specialist Implications Officer(s)

Finance: N/A

Legal: Alison Lowton

Wards Affected:

All



For further information please contact the author of the report

Background Papers: None

Annexes: None



Mansion House & Mayoralty Advisory Group 24 February 2010

Report of the Head of Civic, Democratic & Legal Services

Development of the Mansion house – Progress Update

Summary

1. This report sets out the development work to date that is being carried out at the Mansion House.

Background

2. This report is to update Members on the developments at the Mansion House over recent months. The developmental work that is being carried out is broad and involves working with a number of key partners in the city. The developmental work is based on the following key principles:

- improved marketing
- generate and develop income streams
- education
- conservation
- security for the collection, staff and public
- improved community access

Consultation

3. Due to the breadth of the works being carried out, consultation, out of necessity, has been varied. Advice has been sought from the following parties:
 - the Lord Mayor
 - York Archaeological Trust
 - York Civic Trust
 - Zurich insurance
 - CYC departments
 - Designers;
 - York England. Com
 - Local York businesses

Options

4. Members can endorse and support the developmental work and can suggest other approaches.

Analysis

5. Much of the work identified in this report is ongoing and will be used to form the basis of the Mansion House Business & Development Plan for future report to this Advisory Group. It had been planned to incorporate the Guildhall in this plan (the future operation of which falls within the remit of this Group) but future plans for the Guildhall at this stage are less clear and so, for the time being, both this update report and the Business/Development Plan referred to will concentrate on the Mansion House.
6. In summary, work in relation to developing and promoting use of the Mansion House is proceeding in the following areas:

Marketing

Website and Brochures

7. A brief for a website has now been completed and sent to three designers for quotes. A website is a key marketing tool which we can use to develop and promote both the Mansion House and Mayoralty.
8. A new corporate brochure is currently being redesigned, presenting a strong new identity for the Mansion House, which will be carried through to the website.
9. A new leaflet to better advertise and promote Mansion House tours is also being designed.

York Archaeological Trust (YAT)

10. The Mansion House has developed close links with YAT who are committed to assist in the development of the Mansion House. This will be on a trial basis for one year, initially. The initiatives in which YAT are involved are as follows:
 - Educational Tours aimed at schools which include meet the Mayor for Citizenship and historical dance lessons in the Stateroom;
 - Educational visits based on dining and feasting in the Mansion House.

All the above educational provision is specifically tailored to fit in with the national curriculum.

- Events. To use the Mansion House as a venue for special events. Lectures/talks during the Viking festival, Halloween events and Lord Mayors Easter Egg Hunt

It is envisaged that other initiatives and joint working will develop. In the meantime, YAT are providing all promotion and marketing for the above initiatives free of charge on the basis that all proceeds will be profit-shared.

York Civic Trust

11. The Mansion House has continued to develop links with the York Civic Trust, particularly seeking their advice on insurance and security matters. Items continue to be loaned between the Mansion House and Fairfax House collections, as appropriate.

The possibility of joint ticketing for Fairfax House and the Mansion House for the tours is currently being explored.

Other joint avenues that are being explored with the Trust are educational and events. One successful activity last year were walking tours around the city (eg. Across all Georgian houses), which started at the Mansion House.

Tours

12. After discussions with YAT, they advised that the house be opened more frequently for tours.

From March to Christmas the Mansion House will be open Thursday, Friday, Saturday for tours at 11.00, 12.30 and 2Pm. This will allow greater public access to the Mansion House than has hither to been possible. It will also generate some more income. Again these increased tours will be marketed through the new website and specially designed leaflet and through links with YAT, the Civic Trust and other organisations. They will be supported by an increase in the number of Mansion House volunteers.

Security

13. Plans are in place to make the Guildhall yard more secure with CCTV being installed. Subject to a bid to the Council's Risk Management Fund for funding, the first stage will be installed whilst the scaffolding is currently in place to effect the external stone repairs.

Zurich have carried out a security report on the Mansion House. The alarm system is due to be upgraded as highlighted in the report. This will ensure the Mansion House regains automatic police response upon an alarm activation.

14. The above security improvements are not only essential to the wellbeing of current users, visitors, staff to the Mansion House and in the Guildhall yard area but vital in any efforts to maintain proper security systems in the event of being able to display key artefacts from the civic collection in the future.

York 800

15. In 2012 York local democracy will be 800 years old! A number of city wide events are in the early stages of planning to mark this special occasion. The lead on this is Gill Cooper Head of Arts and Culture and an initial report will be submitted shortly to the Executive on progress. The Mansion House & Guildhall Manager is also a member of this group.

As a long term legacy of the celebrations the Mansion House and the City Archives are exploring the possibility of putting forward a joint Heritage Lottery bid. The two key priority areas for the Mansion House, as part of this bid, are the restoration of the kitchens and display of the Civic Silver collection.

Income generation

16. Some of the above developments, such as the events with YAT and increased tours, will contribute towards income generation targets for the Mansion House. However, the most significant contribution to increasing income from the Mansion House will be achieved by a range of the following:

Corporate Business Hire – the latter part of the current financial year has seen an increase in the income being generated from some corporate hire, largely as a result of the revamped Lord Mayor Business Breakfasts. However, connections have been made which have already increased the number of pre-booked hires for diarised corporate events. These include:

- Chamber of Commerce Annual Business luncheon
- Lord Mayor's End of Year Annual Business Dinner
- Quarterly Yorkshire Business Dinners

Other business ventures too are in development too from regular business lunches and corporate hires to wine tastings and special events evenings.

Weddings and other ceremonies – arrangements are underway to obtain the necessary licences for weddings (and potentially other naming ceremonies etc) to be held in the Mansion House. More details on how arrangements for these will be managed in the Mansion House will emerge as the potential demand for the venue becomes clearer.

Corporate Strategy

17. The development work set out in this report accords with many ambitions set out in the Council's Corporate Strategy.

The plans to open up the House more frequently contribute to becoming a **Learning City**, giving people the knowledge they need to play a part in the life of the city. It is hoped that any future plans for the display of the civic collection or refurbishment of the kitchens will inspire residents and visitors to the Mansion House, contributing to a coordinated approach to becoming a **Cultural City**. Opening the House to educational tours for historical dance lessons enables children to exercise and thereby contribute to the **health city** ambitions as well.

The improved security measures will play a part in one of key venues in the centre of York being a **safer** and increasing opinion of the city's safety record .

If the measures planned to improve income generation are successful, the Mansion House will play its parts in York's becoming a **Thriving City**

Implications

18. There are no known human resource, financial, legal or other implications arising directly from the recommendations in this report. As work progresses and a draft Business & Development Plan is produced, all relevant financial or resource implications will be highlighted and addressed as part of that Plan.

Risk Management

19. There are no known risk management implications arising from the recommendations in this report. Indeed, the report sets out plans for addressing the current risks associated with security. Those risks were identified in a report in September last year to Audit & Governance Committee, which was fully supportive of the practical measures outlined to address the risks. Those practical steps are now being incrementally addressed as part of this Mansion House development work, subject to available funding.
20. However, there is a wider risk to address throughout the course of this work. Setting a framework in place and introducing a Business & Development Plan to address objectively the business and

developmental aims for the Mansion House is essential to its long term development and a continuing commitment to the Mansion House itself being central to the continuing history of Lord Mayoralty in York.

Recommendations

- 20. The Advisory Group is asked to support the continuing progress being made in business and development terms and endorse the approach set out to date in this report.

Reason: To ensure progress continues to be made in the right direction

Contact Details

Author:		Chief Officer Responsible for the report:			
Richard Pollitt Mansion House & Guildhall Manager Tel: 552036		Alison Lowton Interim Head of Civic Democratic & Legal Services			
Dawn Steel Democratic Services Manager Tel: 551030		Report Approved	<i>tick</i>	Date	<i>Insert Date</i>
		As above			
		Report Approved	<i>tick</i>	Date	<i>Insert Date</i>
			✓		
Specialist Implications Officer(s) None					
Wards Affected: <i>List wards or tick box to indicate all</i>					All <i>tick</i>
					Guildhall
For further information please contact the author of the report					

Background Papers:

None

Annexes

None



Mansion House & Mayoralty Advisory Group**24 February 2010**

Report of the Head of Civic Democratic & Legal Services

Co-option to the Advisory Group**Summary**

1. This report advises the Group of proposals to co-opt those external organisations onto the Group, with whom work is currently ongoing in relation to progressing developments with the Mansion House.

Background

2. At the Council meeting in December 2009, this Advisory Group to the Executive was established with the power to determine any such co-optees as it may see fit.
3. Over the years, any significant improvement or development of the Mansion House has relied upon the invaluable contributions or assistance of others. This being largely due to the expertise, knowledge and funding required to progress developments with a significant Georgian Town House. Members of this Group will be familiar with the contributions made over the past 10 years by the Civic Trust and now York Archaeological Trust (YAT)

Consultation

4. At this stage, no consultation has taken place with any particular external organisations about potential co-option onto this Group. The reason being that this is a matter, initially, for the Group to consider and then for appropriate offers to be made. However, officers are confident that both YAT and the Civic Trust would be happy to become co-optees.

Options

5. This Group has the option of co-opting suitable external organisations onto it or not. It can support the options for co-option suggested in this report, at this stage, or it could suggest alternative organisations.

Analysis

6. The progress report also on the agenda for this meeting sets out the considerable work taking place in relation to developing the Mansion House

both as an improved business operation and as a visitor attraction. That report clearly states the considerable ongoing practical support being provided by YAT through, initially, a year long relationship with the Council. It would seem highly appropriate and sensible for an appropriate representative of YAT to be co-opted onto this Group, to contribute to shaping future progress, in collaboration with Members of the Group.

7. More than ten years ago, the Civic Trust provided considerable historical, financial and conservation support in bringing together the 'refurbishment' of the Mansion House, in terms of the interior we see today. Since that time, the Trust have actively supported the Mansion House and its public opening. The Trust has continued to provide advice on security, conservation, insurance etc. Equally, therefore, it is suggested that the involvement of the Trust as a co-optee to this Group is essential to the ongoing development of the Mansion House. The Mansion House & Guildhall Manager works, in partnership today, with the Trust and Fairfax House on many ventures.
8. Officers would commend the co-option of these two organisations now at the onset of developments but, this Group may well wish to consider others, now or in the future. Such other organisations which may be worthy of consideration could be:
 - York Museums Trust;
 - Visit York;
 - York Chamber of Commerce
 - A representative of Mansion House volunteers

Corporate Strategy

9. Supporting and developing the Mansion House both as a commercial and cultural activity contributes to the Council's stated aims of becoming a Thriving City, supporting successful economic activity, as well as being both a Cultural and Learning City.

Implications

10. There are no known financial, legal, human resource or other implications associated with the recommendations in this report. The power to co-opt has been vested with the Group by Council, in setting the remit on 3 December 2009.

Risk Management

11. There are no known risks associated with the recommendations in this report. However, there is a risk to managing the development of the Mansion House if appropriate 'partners' are not actively involved in the process along the way. It is for that reason that it is considered appropriate to co-opt appropriate organisations to work with the Group in its aims.

Recommendations

12. Members are asked to co-opt representatives of both the York Archaeological Trust and the Civic Trust onto the Advisory Group with immediate effect and to consider representatives from any other Groups which may be appropriate for co-option.

Reason: In order to ensure the Group is involving appropriate Organisations.

Contact Details

Author:

Dawn Steel

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Manager

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Chief Officer Responsible for the report:

Alison Lowton

Interim Head of Civic, Democratic & Legal Services

Report Approved



Date 12 February
2010

Specialist Implications Officer(s)

Finance: N/A

Legal: Alison Lowton

Wards Affected:

All



For further information please contact the author of the report

Background Papers: None

Annexes:

None

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