



Minutes of the meeting of the **Overview & Scrutiny Committee** held in Committee Room 2, East Pallant House on Tuesday 15 March 2016 at 10.00 am

Members Present: Mrs C Apel (Chairman), Mrs N Graves (Vice-Chairman), Mr P Budge, Mr M Cullen, Mrs P Dignum, Mr N Galloway, Mrs E Hamilton, Mr G Hicks, Mr S Lloyd-Williams, Caroline Neville, Mr J Ransley, Mr A Shaxson and Mrs J Tassell

Members not present: Mrs P Plant and Mr H Potter

Officers present: Ms C Hakes (Novium Museum & Tourist Information Centre Manager), Miss L Higenbottam (Member Services Assistant), Mrs J Hotchkiss (Head of Commercial Services), Mr D Hyland (Community and Partnerships Support Manager), Mrs B Jackson (Careline Manager), Mrs B Jones (Principal Scrutiny Officer) and Mr P E Over (Executive Director)

58 **Chairman's announcements**

Mrs Apel welcomed members and officers.

Apologies for absence had been received from Mrs P Plant and Mr H Potter.

59 **Minutes**

Further to the meeting of 12 January 2016 members requested the contact details of the two additional Hyde staff appointed to deal with complaints. Officers agreed to circulate this information to members. (These contact details were subsequently circulated to committee members by email on 22 March 2016).

In reference to the update received on 12 January 2016 from Chichester BID Mrs Dignum asked whether discussions were taking place to support a new central nightclub. Mr Hyland explained that the Economic Development team are leading on a Chichester Vision project and will be considering any improvements to the city centre as part of the process. Representatives from the West Sussex Youth Cabinet, University of Chichester and Chichester College had been involved in the project.

Mrs Jones updated the committee on the progress of the recommendations from the previous two meetings:

- Minute 41 - The suggested changes to the Housing Strategy Review were endorsed by Cabinet on 9 February and recommended to Council on 1 March.
- Minute 55 - On 26 January Council agreed to appoint a member of Overview and Scrutiny Committee (OSC) to the Leisure Services Task and Finish Group.
- Minute 55 - An annual review of the Leisure Services will be added to the proposed OSC 2016/17 work programme.

RESOLVED

That the minutes of the OSC held on Tuesday 12 January 2016 and Tuesday 19 January 2016 are approved as a correct record.

Accordingly, Mrs Apel signed and dated the official versions of both sets of minutes.

60 Urgent Items

There were no urgent items.

61 Declarations of Interests

Mrs Dignum declared a personal interest in item six as a past volunteer and friend of The Novium museum.

62 Public Question Time

There were no public questions.

63 The Novium Museum and TIC Business Strategy Progress Review

Ms Hakes introduced the item explaining that the Committee would be shown a promotional video created to showcase the Novium Museum and highlight all the services on offer. The Committee viewed the ten minute video found here:

The Novium Museum Video

OSC last reviewed the Novium Museum in July 2014 when the vision, aims and objectives in the Novium Museum Business Development Strategy were endorsed and recommended to Cabinet. Cabinet agreed with these recommendations and withdrew charging for entry to the local collection as from 17 November 2014.

Ms Hakes announced the Novium had been shortlisted for the Museums and Heritage Awards for Excellence alongside establishments such as the Victoria and Albert Museum and the Natural History Museum. Ms Hakes had also received agreement from the astronaut Tim Peake's family to hold a Tim Peake exhibition at the Novium Museum, with funding provided by the European Space Agency.

Ms Hakes highlighted key areas of the report including parts of the new funding strategy to generate more income. Following a restructure Sales Officer and

Marketing Officer posts have been introduced with the primary focus of increasing revenue streams. In the past year the Tripadvisor rating for The Novium Museum has significantly improved with positive visitor experience feedback. The Novium Museum has also received Arts Council accreditation and Visit England Quality Assurance Standard. Ms Hakes explained that grant funding is beginning to be achieved and many local businesses are supporting the Chichester Roman Week over half term. School visits have increased and the sleepover programme has proved so popular additional casual staff have been brought in to meet demand.

Ms Hakes emphasised that the continued creation of a dynamic exhibitions programme and use of local stories would continue to develop interest in the museum and therefore generate income.

Ms Hakes praised her team for their hard work.

The Committee asked the following questions:

- What is the official name of the museum? *The Novium is the term used to include the Tourist Information Centre (TIC) which sits in the same building as the museum. The museum can be referred to as The Novium Museum.*
- Does this year's budget include income from grants? *The budget does include the grants, as per standard practice.*
- Are staff able to work across a variety of roles in the museum and the TIC? *Staff work across a range of roles including opening up and locking up. TIC staff also cash up, serve at the cafe and help with marketing. The TIC consists of a TIC Visitor Services Supervisor and two Visitor Services Assistants. The Novium Museum consists of a Manager, Collections Officer, Learning Officer, Museum Assistant, Sales Officer, Marketing Officer and a grant funded Project Officer until September.*
- Which services are chargeable? *Venue hire, learning services, deposition of archeology, sleepovers, loan boxes to schools, outreach talks and tours the shop, the service cafe, TIC accommodation booking, TIC national express booking and TIC event booking.*
- Who is the promotional film targeted at? *A wide audience. It is designed to help with funding bids, marketing, to sell learning services, to educate those who have never visited and to encourage business sponsorship. (Ms Hakes confirmed that nobody in the film was paid to take part.)*
- What is the biggest problem faced in achieving financial success? *Building depreciation, business rates and a lack of wide spread advocacy for the museum.*
- Can the displays be made more interactive for children? *Recently there have been reenactors and storytellers which have proved popular.*
- How big is the cafe and could it be moved to another part of the building to provide a greater number of seats? *The cafe is now set up on the ground floor for table service with a limited selection of cakes and a barista coffee machine expected shortly. A specially built sink was installed due to a lack of running water in this area of the building. For a fully-fledged cafe to be created a significant investment would be required. The larger Woolstaplers room is currently used for learning services.*

- With income down and costs rising how will the museum be funded if finances do not improve? *This will be discussed as part of the Options Appraisal at Cabinet in July.*
- What can be done to increase the average spend per visitor? *An expert has been advising on content in the shop and staff have been trained in upselling.*

Mrs Apel read a question from Mrs Plant. In Mrs Plant's absence Ms Hakes agreed to reply via email.

The Committee requested the following questions be clarified by Ms Hakes in the report to Cabinet:

- How does the museum generate £1.4 million for the local economy?
- How has a fourfold increase in the number of visitors been recorded?
- What are the Heritage lottery funding figures and is funding likely to be achieved in the future?
- Is the name of the museum fit for purpose?
- What level of increase is expected from donations?
- What is the net income from sleepovers?
- What is the depreciation figure for the current building?
- Has the sale of the previous building been included in the figures?

Members requested the sentence on page 108 of the report be amended to reflect free admission.

Members suggested last year's SWOT analysis be revisited. Mrs Hotchkiss stated that the SWOT analysis had been reviewed as part of the refresh of the forward plan.

Ms Hakes emphasised the free admission model had only been in place for just over a year and on average it takes three years to show improvement. Focus has been placed on the Guildhall as an income generation stream to provide a reduction in the cost of the museum to the council. The cost to rent the Guildhall for a wedding was confirmed as £1,500, using existing staff working weekends. 16 weddings have been sold to date.

Members agreed that all objectives in the strategy had been achieved and congratulated Cathy and her team on all their hard work. Members requested that next year's report be reduced in size and should place greater emphasis on the facts and figures.

RECOMMENDED TO CABINET

That if an Options Appraisal Task and Finish Group is established an OSC representative be appointed.

RESOLVED

1. That the update on the Novium Museum and Tourist Information Centre business strategy progress since the introduction of free admission in November 2014 be noted
2. That the questions raised for clarification be addressed in the Cabinet report.

64 **Community Safety Review Task and Finish Group**

Mrs Dignum introduced the item and explained that the Community Safety Task and Finish Group carried out the required Crime and Disorder Act 1998 statutory review.

Mrs Dignum explained that the Community Safety Partnership had achieved more this year despite a dramatic reduction in funding. A key achievement was to reduce crime and anti-social behaviour figures. A Country Watch scheme was established with the help of police intelligence and social media. Community Wardens have been actively advertising home safety and fire safety through Facebook. Mrs Bushby created a checklist for construction sites to audit their assets, resulting in a reduction in site burglaries.

Three key multi-agency groups have been established to cover hate crime, child exploitation and road safety. A national campaign linked to the January Holocaust Memorial Day encourages the public to report hate crime. Child exploitation awareness has increased in schools with pupils being made aware of potential dangers through talks and workshops. Following a rise in the number of killed and seriously injured as a result of older drivers an event organised to offer driving tuition had seen a positive take up.

Mrs Dignum explained that unfortunately keyworkers in the Think Family team had not been able to take on as many families this year. Antisocial behaviour in neighbourhoods where targeted support was provided has improved. Funding from West Sussex County Council will be available for neighbourhoods work until 2020.

Mrs Dignum explained some notable changes to antisocial behaviour policy and legislation including:

- Community Trigger – the call for a response to a case that has not been dealt
- Community Protection Notice – A warning of more formal action if unacceptable behaviour continues

The Task and Finish Group recommended all members be provided with information on current CSP initiatives and success stories.

The Committee commented on the brief nature of the paper. Mrs Jones explained that all papers from the Task and Finish Group were available for members to view via the Modern.gov Intranet.

Mr Ransley requested that section 5.2 priority five be moved to priority two to emphasise the importance of communication.

RESOLVED

That the key findings of the Community Safety Task and Finish Group as set out in paragraph 5.1 be endorsed.

RECOMMENDED TO THE COMMUNITY SAFETY PARTNERSHIP

1. That their 2016/17 priorities be adjusted as set out in paragraph 5.2 including moving priority five to priority two.
2. That the partnership consider methods for keeping members updated on their work on a regular basis.

65 Exclusion of the Press and Public

RESOLVED

That the public, including the press, be excluded from the meeting for the following items on the grounds that it is likely that there would be a disclosure to the public of 'exempt information' of the description specified in Paragraphs 1 (information relating to an individual) or 3 (information relating to the financial or business affairs of any particular person (including the authority holding that information)) of Part I of Schedule 12A to the Local Government Act 1972 and because, in all the circumstances of the case, the public interest in maintaining the exemption of that information outweighs the public interest in disclosing the information.

66 Chichester Careline Service Progress Update

OSC last considered Careline in 2014. The committee had noted the progress achieved against the 2013/14 Business Plan and the financial and business planning position in 2014/15.

As part of their papers the Committee had received a full business plan and detailed aims and objectives of the service.

Mr Over explained that Careline has been operating in a challenging environment. Careline provides services to a significant number of corporate and private clients and is the only publically owned monitoring centre in the County.

Members praised Mrs Jackson and her team for their hard work. Mrs Jackson thanked the Committee and explained that it was the care of her staff that meant customers received such a high level of service.

Mrs Jackson informed the Committee that she is continuing to look for gaps in the market and is currently trialing an additional service.

The Committee asked Mr Over to clarify future funding estimates.

Mr Lloyd-Williams asked Mrs Jackson whether Careline saved lives. Mrs Jackson confirmed it did.

RESOLVED

That Chichester Careline's progress against the 2015/17 Business Plan and the current financial and business planning position in 2016/17 be noted.

67 **Late Items**

The Committee returned to Part I.

Mrs Apel reminded members that the OSC workshop will take place on Tuesday 29 March 2016 at 2pm to discuss the future 2016-17 scrutiny work programme. If members are unable to make the workshop suggestions and ideas can be submitted via email to officers.

Members were also requested to return their feedback sheets to Mrs Jones.

Following the recommendation to Cabinet that a member of the OSC be appointed to sit on the corporate Leisure Task and Finish Group Mrs Apel asked for volunteers.

RESOLVED

That Mrs E Hamilton be appointed to the Leisure Task and Finish Group.

The meeting ended at 12.40 pm

CHAIRMAN

Date: