

CULTURE, LEISURE & TOURISM PORTFOLIO DECISION RECORD

4 May 2010

The meeting commenced at 10.00 a.m. in the Civic Centre, Hartlepool

Present:

Councillor Victor Tumilty (Culture, Leisure & Tourism Portfolio Holder)

Officers: John Mennear, Assistant Director Community Services
Chris Wenlock, Parks and Countryside Manager
Jo Wilson, Democratic Services Officer

23. Allotment Development Strategy 2010 – 2015 – *Director of Child and Adult Services*

Type of Decision

Key – test ii applies

Purpose of Report

To seek approval for the adoption by the Council of the Allotment Development Strategy 2010 – 2015.

Issues for Consideration

The Allotment Strategy had been developed over the last eighteen months and sought to give clear guidance for the future management, administration and development of the allotment service. Considerable consultation had taken place with Members, Allotment Associations and allotment tenants including a Scrutiny process. Given the high profile and sensitivity of the service area the consultation process had been particularly thorough, culminating in a comprehensive and detailed final strategy document. The Portfolio Holder thanked officers for their hard work saying he hoped other local authorities would come to view the strategy as something worth emulating. The Assistant Director thanked the Portfolio Holder for his comments, saying the aim of the strategy had been to provide a better allotment service for everyone and prevent misuse.

Decision

That the final version of the Allotment Development Strategy 2010-

2015 be approved.

24. Hartlepool Cultural Strategy – *Director of Child and Adult Services*

Type of Decision

Non key.

Purpose of Report

To seek approval and endorsement of the revised Cultural Strategy for the Borough 2009 – 2014.

Issues for Consideration

This was a revision of the first Cultural Strategy for the Borough which was produced and published in 2003. The overall vision of the aim driving the strategy was “to create a cultural identity for Hartlepool which attracts people to Hartlepool and makes us proud to live and work here”. Six strategic aims had been identified with an underpinning aim of using provision of cultural opportunities and engagement with them as a means of contributing to the wider process of enhancing wellbeing for all.

The Portfolio Holder queried whether any of the aims were not achievable or might take longer than expected. The Assistant Director indicated that timescales for delivery had been divided into short, medium and long-term with the latter a reference to major developments or those which required a change in attitude. There might be failures but they would not be for lack of trying.

Decision

That the strategy be approved.

25. Review and Rationalisation of Tourism Signage – *Director of Child and Adult Services*

Type of Decision

Non key.

Purpose of Report

To inform the Portfolio Holder of the results of the brown tourism signage review and to outline the proposal to review the pedestrian and interpretation signage within Hartlepool.

Issues for Consideration

The review of brown tourism signage across Hartlepool was established as a result of actions arising from Scrutiny investigations into the marketing of Hartlepool and railway approaches and following recommendations made by the Hartlepool Central Area Investment Framework. An officer-working group had been established to undertake the review. The findings in relation to the review into brown signage had been completed and the results placed onto a town plan tabled at the meeting. The rationale was to show broad summaries of Hartlepool's tourism on the outskirts of the town with more detailed signage detailing individual attractions further into town. Signage to the railway station and transport interchange had also been reviewed with additional signs planned and existing signs reviewed, rationalised and re-sited where possible in an attempt to declutter the highway. Funding from the Local Transport Plan would be used to implement these recommendations with the signage relating to the Railway Station and Transport Interchange financed using the Transport Interchange budget. The total cost had been estimated at £40,000 approximately.

The second phase of the review would involve examination of pedestrian signage and signposting including tourist interpretation and information points. The possibility of Electronic Information Terminals at key tourism locations would be examined. The results of this review would be reported back to a future portfolio meeting.

The Portfolio Holder expressed his support for the review saying many people experienced difficulty in locating Hartlepool's tourist attractions, such as the Historic Quay. Anything which would help to improve this would be welcomed.

Decision

That the review and the plan to rationalise and update the brown tourism signage within Hartlepool be noted

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| 26. | Vacant Shops Project – <i>Director of Child and Adult Services</i> |
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| | Type of Decision |
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| | Non-key |
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| | Purpose of Report |
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| | To update the Portfolio Holder on the Vacant Shops Project. |
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| | Issues for Consideration |
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| | Hartlepool had benefited from a £3 million fund from the Department for Communities and Local Government to address empty shops in town centres as a result of the economic recession. Each area was given £52,631 of unringfenced revenue grant. The projects identified included an expansion of the indoor market initiative, a Multi-Use Drop-In Unit at Middleton Grange Shopping Centre and smaller scale initiatives aimed at improving the appearance of vacant shops. Included in the Multi-Use Drop-In project would be a “Ship in a Shop” interactive art feature housed within the former Jonathan James unit. Middleton Grange Shopping Centre had offered to waive costs for the duration of the project subject to the project paying utility costs. The Regeneration and Economic Development Portfolio Holder had authorised a contribution of £10,000, as a result of this significant levels of match funding had been secured from the Arts Council and the Social Care Reform Grant Fund as a contribution toward staffing and marketing costs. |
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| | Decision |
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| | That the progress of the project be noted. |
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The meeting concluded at 10:30 am

P J DEVLIN

CHIEF SOLICITOR

PUBLICATION DATE: 10th May 2010