

# (Informal Joint) Cabinet



Forest Heath  
District Council

<b>Title of Report:</b>	<b>Report of the Extraordinary Overview and Scrutiny Committee: 16 April 2018</b>	
<b>Report No:</b>	<b>CAB/FH/18/030</b>	
<b>Report to and date:</b>	<b>FHDC/SEBC (Informal Joint) Cabinets</b>	22 May 2018
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<b>Purpose of report:</b>	On 16 April 2018, the Overview and Scrutiny Committee held an Extraordinary Committee meeting at Palace House, The Mews, Newmarket to consider the following item:  (1) National Heritage Centre, Newmarket	
<b>Recommendation:</b>	<b>The Cabinet is requested to <u>NOTE</u> the contents of Report CAB/FH/18/030, being the report of the Extraordinary Overview and Scrutiny Committee.</b>	
<b>Key Decision:</b>  <i>(Check the appropriate box and delete all those that <b>do not</b> apply.)</i>	<i>Is this a Key Decision and, if so, under which definition?</i> Yes, it is a Key Decision - <input type="checkbox"/> No, it is not a Key Decision - <input checked="" type="checkbox"/> Report for information only.	
<b>Consultation:</b>	<ul style="list-style-type: none"> <li>See Reports listed under background papers below</li> </ul>	
<b>Alternative option(s):</b>	<ul style="list-style-type: none"> <li>See Reports listed under background papers below</li> </ul>	

<b>Implications:</b>			
Are there any <b>financial</b> implications? <i>If yes, please give details</i>		Yes <input type="checkbox"/> No <input type="checkbox"/> • See Reports listed under background papers below	
Are there any <b>staffing</b> implications? <i>If yes, please give details</i>		Yes <input type="checkbox"/> No <input type="checkbox"/> • See Reports listed under background papers below	
Are there any <b>ICT</b> implications? <i>If yes, please give details</i>		Yes <input type="checkbox"/> No <input type="checkbox"/> • See Reports listed under background papers below	
Are there any <b>legal and/or policy</b> implications? <i>If yes, please give details</i>		Yes <input type="checkbox"/> No <input type="checkbox"/> • See Reports listed under background papers below	
Are there any <b>equality</b> implications? <i>If yes, please give details</i>		Yes <input type="checkbox"/> No <input type="checkbox"/> • See Reports listed under background papers below	
<b>Risk/opportunity assessment:</b>		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
<b>Risk area</b>	<b>Inherent level of risk</b> (before controls)	<b>Controls</b>	<b>Residual risk</b> (after controls)
See Reports listed under background papers below			
<b>Wards affected:</b>		All Wards, but Newmarket in particular	
<b>Background papers:</b>		Please see background papers, which are listed at the end of the report.	
<b>Documents attached:</b>		None	

## **1. Key issues and reasons for recommendation**

### **1.1 National Heritage Centre, Newmarket (Report No: OAS/FH/18/009)**

1.1.1 The Committee received Report No: OAS/FH/18/009, which provided information on the background to the scrutiny exercise to review the Home of Horseracing Project, now referred to as the National Heritage Centre for Horseracing and Sporting Art, which proposed two objectives for this review:

1. To carry out a routine post implementation scrutiny review of the Council's involvement in the Home of Horseracing Project, a year after its official opening; and
2. To review the National Heritage Centre's future plans and how the Council can assist in their delivery as a partner.

1.1.2 It was proposed that this piece of scrutiny be carried out over two sessions. The first higher priority session being carried out at this meeting, and involving external partners would look at:

- a) Whether the Council's involvement in the project had resulted in the desired objectives?
- b) What role the Council could have in supporting the National Heritage Centre's future plans for growing visitor numbers, in the context of the wider Newmarket Vision?

Once the capital project was formally closed down, a second, internally focused scrutiny session would be held to look at any learning that could be applied to future Council projects.

1.1.3 At this session the review started at 5pm with Scrutiny members being given a tour of the facility and at 6pm the formal Scrutiny Committee commenced with a presentation from the National Heritage Centre and discussions took place between the Committee and partners to explore the following main issues:

1. How had the capital project achieved the original objectives set for it by the partnership?
2. How had the National Heritage Centre performed in its first 18 months against its original business plan?
3. What does the National Heritage Centre's new business plan say?
4. Where does this fit into the Newmarket Vision and the Council's strategic plan?
5. How would the Council be involved in taking this forward, and what specific assistance does the National Heritage Centre need?

1.1.4 The Chairman of the Committee thanked Chris Garibaldi (Director of the National Horseracing Centre for Horseracing and Sporting Art) and Peter

Jensen (Chairman of the Home of Horseracing Trust) for giving the Committee the opportunity to visit the National Heritage Centre and for the opportunity to scrutinise the project.

- 1.1.5 The Committee received a detailed presentation from Chris Garibaldi which included information on the context of the project; project partners; where the capital came from to fund the project; work carried out by the three existing charities; key achievements (including being shortlisted for the 2017 Art Fund Museum of the Year within a few months of opening, and winning Suffolk Museum of the year 2017); visitor numbers; admission tickets; repeat visitors; where visitors came from; gift aid collected on tickets; visitor spend and what it was worth to the local economy; special exhibitions; National Portfolio Organisation status from the Arts Council; fund raising initiatives; the importance of volunteers in running the site and with over 9,000 hours gifted; engagement with the local community; the learning offer and the focus of the new business plan.
- 1.1.6 Members considered the information provided on the tour and the presentation in detail and asked a number of questions of Messrs Garibaldi and Jensen to which comprehensive responses were provided. These included opening times, booking arrangements and support for visitors.
- 1.1.7 The Committee asked Messrs Garibaldi and Jensen what more the Council could do to help the Centre further? In response three areas were raised where they felt the Council might be able to provide assistance:

- 1) Palace Street: There were concerns about safety issues in Palace Street. It would be a huge advantage to the Centre if Palace Street was pedestrianised or closed to through traffic when the Centre was open, say between 10am and 5pm. The Centre was also keen to understand liability if accidents occurred.

In response the Chairman of the Committee agreed that there needed to be some form of dialogue on traffic calming, perhaps rising bollards. He also stated that the Council might be able to help with pre-planning advice / consultation with Suffolk County Council.

The Committee was advised that Suffolk County Council was carrying out a road study in the area and the Centre would be a key consideration in the work on the town centre as part of the Newmarket Vision.

- 2) Improved signage in terms of a sign over Palace Street marketing the entrance / directing people to the Centre.
- 3) General marketing support within West Suffolk and specifically road signage outside of Newmarket on the major arterial roads, and within the town particularly to car parks. Currently there are three signs along the A14/A11 which are old, advertising the old museum (Home of Horseracing), and to replace them would cost the Centre around £50,000 per sign.

In response the Chairman suggested that the Council might be able to help negotiate with Suffolk County Council/Highways England regarding the replacement of the signs with the new branding.

1.1.8 Councillor Andy Drummond, Cabinet Member for Leisure and Culture and Mr Jensen informed the Committee that the original idea for the Centre, and setting up the Home of Horseracing Trust, arose after Forest Heath District Council's compulsory purchase of Palace House in the 190's, and therefore the Council had itself played a key part in the project from start to finish, including the vision of developing a world class museum. Alex Wilson, Director at Forest Heath District Council stated that the project had been an excellent partnership and the fund raising achievements of the Trust had been phenomenal.

1.1.9 It was then **RESOLVED** That:

- 1) The Committee **noted** the Council's involvement in the original objectives set by the partnership had been met.
- 2) The Committee would look at how best to progress the areas of assistance requested by the National Heritage Centre and recorded in the minutes.

## **2. Background Papers**

2.1.1 Report No: [OAS/FH/18/009](#) and [Appendix A](#) to the Extraordinary Overview and Scrutiny Committee: National Heritage Centre, Newmarket