

AGENDA MANAGEMENT SHEET

<i>Name of Meeting</i>	Brooke Overview and Scrutiny Committee
<i>Date of Meeting</i>	6 April 2017
<i>Report Title</i>	Review of The World Rugby Hall of Fame
<i>Ward Relevance</i>	All
<i>Contact Officer</i>	Veronika Beckova, Democratic Services Officer, Tel: 01788 533 591
<i>Summary</i>	Members are asked to agree the draft one-page strategy for the review of The World Rugby Hall of Fame.
<i>Financial Implications</i>	There are no financial implications arising from this report.
<i>Risk Management Implications</i>	There are no risk management implications arising from this report.
<i>Environmental Implications</i>	There are no environmental implications arising from this report.
<i>Legal Implications</i>	There are no legal implications arising from this report.
<i>Equality and Diversity</i>	No new or existing policy or procedure has been recommended.

Public Report to the Brooke Overview and Scrutiny Committee

6 April 2017

Review of The World Rugby Hall of Fame

Summary

Members are asked to agree the draft one-page strategy for the review of The World Rugby Hall of Fame.

1. BACKGROUND

The World Rugby Hall of Fame was proposed as a scrutiny review topic by Cabinet on 6 February 2017.

The report stated that:

'In order to ensure effective ongoing member engagement with the attraction it is proposed to report to an Overview and Scrutiny Committee to assess implementation of the attraction, initial performance and make any recommendations to Cabinet on future development of the attraction (including the potential for a Membership package dependent on the charging option that is selected).'

Regardless of which of the charging options is selected by members it is considered that there is a clear role for Overview and Scrutiny in the ongoing operation of the Hall of Fame. The imperative for this decision is clear thought it is clearly difficult making fully informed decisions on the operation of the attraction based on the limited period of operation to date. It is therefore recommended that Overview and Scrutiny maintain a watching brief of the attraction throughout the 2017/18 financial year in order that decisions on charging can be fully reviewed and reconsidered in advance of April 2018.'

2. THE ONE-PAGE STRATEGY

A draft one page strategy is appended for consideration and approval by the committee.

3. GROUP

The following members have offered to serve on the group:

Mrs Crane
Claire Edwards
Gillias
Miss Lawrence
Lewis

The first meeting of the group will be held on Tuesday 18 April at 5.30pm.

Name of Meeting: Brooke Overview and Scrutiny Committee
Date of Meeting: 6 April 2017
Subject Matter: Review of The World Rugby Hall of Fame

LIST OF BACKGROUND PAPERS

There are no background papers.

REVIEW OF THE WORLD RUGBY HALL OF FAME

DRAFT ONE-PAGE STRATEGY

What is the broad topic area?

The World Rugby Hall of Fame

What is the specific topic area?

For many years it has been an aspiration of the Council to build on the town's status as the Birthplace of the Game by attracting more visitors to the town. In May 2016, the Council agreed the procurement of a four-year license from World Rugby to host the World Rugby Hall of Fame visitor attraction on the 1st floor of the Art Gallery and Museum building in the town centre. The attraction formally opened on schedule on 18 November 2016.

"World Rugby" (formally the International Rugby Board) is the governing body of the game of Rugby Union. The attraction is the first physical embodiment of the Hall of Fame into which greats of the game are inducted.

The Council's experience in, and operation of, this new visitor attraction is developing and improving however it is necessary to ensure effective ongoing Member engagement with the attraction, assess implementation of the attraction and performance to date. The group will be tasked with making recommendations to Cabinet on future development of the attraction.

What should be considered?

Whilst it is suggested that the sub-group has an ongoing role, the following specific topic areas will be addressed:

1. Community Days – what pattern of free entry days (in line with the decision of Council) should be adopted?
2. What is the overall marketing strategy for the Hall of Fame and how do we successfully target regional, national and international markets?
3. How do we ensure wider town centre benefit from the attraction?
4. How do we capitalise on the annual induction for the good of the town centre and local communities?
5. Sponsorship and Income – how do we realise/maximise income from the Hall of Fame?

Who shall we consult?

- Head of Growth and Investment/Arts, Heritage and Tourism Team/Economic Investment Officer
- Rugby First
- World Rugby
- Visit England
- Warwickshire County Council

How long should it take?

Report to committee on an ongoing basis.

What will be the outcome?

Ongoing recommendations for the development and operation of the World Rugby Hall of Fame.