

SCRUTINY COMMITTEE RECOMMENDATION ACTION AND IMPLEMENTATION PLAN (SCRAIP)

Committee: Leisure & Prosperity / Regeneration & Economic Development

Meeting Date: 23 November 2010 & 23 August 2011.

Minute No: 77

Topic: Leisure and Culture Strategy Review / Museum & Hazlitt Update.

Recommendationⁱ	Chief Officer/ Cabinet Memberⁱⁱ	Responseⁱⁱⁱ	Timetable^{iv}	Lead Officer^v
a) Mr Lace investigates the Tonbridge Wells partnership between the Museum and John Lewis to ascertain if a similar partnership can be developed in Maidstone;	Chief Officers – Mr Lace & Ms Hare	<p>A meeting has been arranged for the 6th January 2011 with the Manager of Tunbridge Wells Museum to investigate the extent of the partnership with John Lewis. The Maidstone Town Centre Management will be asked for advice (meeting 5th January). After this an exploratory meeting will be held with the representatives of the House of Fraser and other partners.</p> <p>An application for help is required with this scheme, however M&S do a similar scheme which they are applying for. Leeds Castle and the Kent Life Museum have agreed an exchange of services, our tutorial for their business leads.</p>	31 st March 2011	Simon Lace
b) The use of modern technology for communication and promotion be considered as part of the Leisure and Culture Strategy, including a shared platform that could be used by smaller arts and	Chief Officers – Mr Lace & Ms Hare	<p>The Museum produces a monthly e-newsletter.</p> <p>Liaison with MBC IT is needed to establish if a Cultural Calendar can be produced which would allow community groups to add and update their own information.</p>	From 1 st April.	

<p>cultural groups as well as the Museum and Hazlitt;</p>		<p>Investigation into whether some kind of Welcome to Maidstone app could be produced.</p> <p>Museum - Liaison with PR regarding twitter and facebook is underway. An e-bulletin is being produced for all staff. Hazlitt – now hold 300 friends on facebook and twitter is being used regularly. The Maidstone App has been launched during summer 2011.</p>		<p>Mandy Hare</p>
<p>c) John Foster, Economic Development Manager and Roger Adley, Head of Communications assist both Mr Lace and Ms Hare as of immediate effect with marketing.</p>	<p>Chief Officers – Mr Lace & Ms Hare</p>	<p>The Corporate Marketing group is assisting with marketing for the Museum and theatre. The new Visitor Economy Business Unit will have an overall marketing function.</p> <p>This is ongoing with both the Museum and Hazlitt.</p>	<p>From 1st April.</p>	

Notes on the completion of SCRAIP

- ⁱ Report recommendations are listed as found in the report.
- ⁱⁱ Insert in this box the Cabinet Member whose portfolio the recommendation falls within.
- ⁱⁱⁱ The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box either the acceptance or rejection of the recommendation.
 - If the recommendation is rejected** an explanation for its rejection should be provided. The 'timetable' and 'lead officer' boxes can be left blank
 - If the recommendation is accepted** an explanation of the action to be taken to implement the recommendation should be recorded in this box. Please also complete the 'timetable' and 'lead officer' boxes.
- ^{iv} The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box when the action in indicated in the previous box will be implemented.
- ^v The Officer/Cabinet Member responsible for responding to the recommendation should indicate in this box the Officer responsible for the implementation of the action highlighted in the 'response' box.