

**Report to:** Cabinet

**Date of Meeting:** 24 May 2012

**Subject:** Recommendation of the Southport Area Committee for a permanent name for the Southport Cultural Centre.

**Report of** Strategic Director People

**Wards Affected:** All

**Is this a Key Decision?** No

**Is it included in the Forward Plan?** No

**Exempt/Confidential** No

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### **Purpose/Summary**

At the Cabinet meeting of 19 January 2012, it was resolved that:

The determination of the name for the Southport cultural centre be referred for public consultation and consideration by the Southport Area Committee with a view to the Committee making a recommendation to the Cabinet for determination.

The Southport Area Committee met on the 28<sup>th</sup> of March and unanimously agreed to recommend 'The Atkinson' as the permanent name for the cultural centre.

### **Recommendation(s)**

That Cabinet accepts the recommendation of the Southport Area Committee that the permanent name for the Southport cultural centre be 'The Atkinson'.

### **How does the decision contribute to the Council's Corporate Objectives?**

	<b><u>Corporate Objective</u></b>	<b><u>Positive Impact</u></b>	<b><u>Neutral Impact</u></b>	<b><u>Negative Impact</u></b>
1	Creating a Learning Community	✓		
2	Jobs and Prosperity	✓		
3	Environmental Sustainability	✓		
4	Health and Well-Being	✓		
5	Children and Young People	✓		
6	Creating Safe Communities		✓	
7	Creating Inclusive Communities	✓		
8	Improving the Quality of Council Services and Strengthening Local Democracy	✓		

**Reasons for the Recommendation:** A total of eight names were submitted for consideration by the Southport Area Committee which unanimously chose 'The

Atkinson'. This decision forms the basis of a recommendation to Cabinet who will make the final decision.

**What will it cost and how will it be financed?**

(A) **Revenue Costs** - Nil

(B) **Capital Costs** - Nil

<b>Legal</b> There are no Legal Implications arising from this report.
<b>Human Resources</b>
<b>Equality</b>
1. No Equality Implication <input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated <input type="checkbox"/>
3. Equality Implication identified and risk remains <input type="checkbox"/>

**Impact on Service Delivery:**

Appropriate branding will contribute to improving the financial performance of the complex and the increase in the take up of services.

**What consultations have taken place on the proposals and when?**

The Head of Corporate Finance ( ) and Head of Corporate Legal Services (LD825) have been consulted and any comments have been incorporated into the report.

The Southport Area Committee considered the options for a permanent name at their meeting on the 28<sup>th</sup> March 2012.

**Are there any other options available for consideration? - No**

**Implementation Date for the Decision**

Following the expiry of the “call-in” period for the Minutes of the Cabinet/Cabinet Member Meeting

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**Background Papers:**

Cabinet 19<sup>th</sup> January 2012 “Southport Cultural Centre”

## 1. Introduction/Background

1.1 At the Cabinet meeting of 19 January 2012, it was resolved that;

“The determination of the name for the Southport cultural centre be referred for public consultation and consideration by the Southport Area Committee with a view to the Committee making a recommendation to the Cabinet for determination.”

1.2 In order to undertake the widest possible public consultation over a short period of time, officers recommended using local print media to inform people of the opportunity to be consulted and established an e-mail address where they could record their suggestions. This resulted in three quite prominent news items appearing in different publications over a three week period.

1.3 In order to ensure there was at least one suggestion, officers undertook some research on the cultural centre’s principal benefactor, William Atkinson, who, in the 1870s paid for two of the cultural centre’s current facilities and contributed to a third. In recognition of this, they suggested it should be called ‘The Atkinson’.

## 2.0 Suggestions received from members of the public

2.1 Up until the day of the Southport Area Committee meeting, a total of eight suggestions were received as listed below.

1. (Royal) Cambridge Halls
2. Atkinson Cultural Centre
3. Atkinson Centre
4. Southport Heritage Centre
5. The Atkinson
6. Atkinson Civic Centre
7. The Atkinson
8. Cambridge Cultural Centre

## 3.0 Comments received from members of the public.

3.1 Only two e-mails were received which explained the background to their suggestions edited details of which are as follows;

*(1) “When the cultural centre is opened it is important that the name of Atkinson is celebrated. Without his vision and generosity it is probable that we would not have had such splendid buildings and resources in the centre of the town. As a significant benefactor and supporter of the town it is only proper that the centre be known as The Atkinson Cultural Centre. Indeed we could even follow the example of another successful organisation that appreciates the contribution of its founding benefactor, The Tate, and simply call it The Atkinson.”*

*(2) “I am very happy to endorse the suggestion that the Centre be called **The Atkinson** (everybody knows where The Lowry is, so why not The Atkinson!). I think it is very important to retain the name Atkinson in the*

*title, and I hope that the library will also retain its title of The Atkinson Library.”*

#### **4. Southport Area Committee meeting**

The Southport Area Committee met on the 28<sup>th</sup> of March and unanimously agreed to recommend to Cabinet ‘The Atkinson’ as the permanent name for the cultural centre.