

MEETING: CABINET MEMBER - LEISURE AND TOURISM
DATE: Wednesday 2 December 2009
TIME: 12.00 pm
VENUE: Southport Town Hall
(This meeting will also be video conferenced at Bootle Town Hall)

DECISION MAKER: Councillor Lord Fearn
SUBSTITUTE: Councillor Robertson

SPOKESPERSONS: Councillor Cummins Councillor Glover

SUBSTITUTES: Councillor Webster Councillor D Jones

COMMITTEE OFFICER: Lyndzay Roberts
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The Cabinet is responsible for making what are known as Key Decisions, which will be notified on the Forward Plan. Items marked with an * on the agenda involve Key Decisions

A key decision, as defined in the Council's Constitution, is: -

- any Executive decision that is not in the Annual Revenue Budget and Capital Programme approved by the Council and which requires a gross budget expenditure, saving or virement of more than £100,000 or more than 2% of a Departmental budget, whichever is the greater
- any Executive decision where the outcome will have a significant impact on a significant number of people living or working in two or more Wards

If you have any special needs that may require arrangements to facilitate your attendance at this meeting, please contact the Committee Officer named above, who will endeavour to assist.

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A G E N D A

Items marked with an * involve key decisions

<u>Item No.</u>	<u>Subject/Author(s)</u>	<u>Wards Affected</u>	
1.	Apologies for Absence		
2.	Declarations of Interest Members and Officers are requested to give notice of any personal or prejudicial interest and the nature of that interest, relating to any item on the agenda in accordance with the relevant Code of Conduct.		
3.	Minutes Minutes of the meeting held on 4 November 2009		(Pages 5 - 8)
* 4.	Tree Planting Contract 2009/10 - Receipt of Tenders Report of the Leisure Director.	All Wards	(Pages 9 - 14)
5.	Libraries: Universal Membership, National and Regional Development and Sefton Successes Report of the Leisure Director	All Wards	(Pages 15 - 20)
6.	Revenue and Capital Expenditure Monitoring to 30th September 2009- Leisure Services Department Joint report of the Leisure Director and the Finance and Information Services Director.	All Wards	(Pages 21 - 30)
7.	Revenue and Capital Expenditure Monitoring to 30 September 2009 - Tourism Department Joint report of the Head of Tourism and the Finance and Information Services Director	All Wards	(Pages 31 - 40)
8.	2009 - 2010 Half Year Performance of Tourism Service Delivery Plan Report of the Head of Tourism	All Wards	(Pages 41 - 50)

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THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON THURSDAY 19 NOVEMBER 2009.

CABINET MEMBER - LEISURE AND TOURISM

MEETING HELD AT THE TOWN HALL, SOUTHPORT ON WEDNESDAY 4 NOVEMBER 2009

PRESENT: Councillor Lord Fearn

ALSO PRESENT: Councillors Cummins, Glover and Papworth.

53. APOLOGIES FOR ABSENCE

No apologies for absence were received.

54. DECLARATIONS OF INTEREST

No declarations of interest were received.

55. MINUTES

RESOLVED:

That the Minutes of the meeting held on 7 October 2009 be confirmed as a correct record.

56. NORTH WEST IN BLOOM AWARDS IN SEFTON 2009

The Head of Landscape Development and Management updated the Cabinet Member on the North West in Bloom Awards in Sefton for 2009. The results were as follows:-

Main Awards

Best Coastal Resort – Southport (Winner)
Best Small Coastal Resort - Crosby and Waterloo (Runner-up)
Commendation – St Lukes Church, Crosby

Neighbourhood Awards

Neighbourhood (Merit) – Church Ward Seaforth Residents, Seaforth;
Birkdale in Bloom; Churchtown in Bloom
Large Neighbourhood (Merit) – Peel Road Residents and Tenants, Bootle;
Tree View Court, Deyes Lane/Deyes Court, Central Square, Maghull;
Formby Parish Council
Large Neighbourhood (Outstanding) – Maghull Station Interchange
Best Neighbourhood – Church Ward, Seaforth
Best Large Neighbourhood – Station Road, Maghull

Agenda Item 3

CABINET MEMBER - LEISURE AND TOURISM- WEDNESDAY 4
NOVEMBER 2009

RESOLVED:

That all participants be congratulated on their awards.

57. PROGRESS ON ALLOTMENT STRATEGY

The Cabinet Member considered the report of the Leisure Director updating on the progress with the Allotment Strategy.

RESOLVED: That

- (1) the report updating on the progress with the Allotment Strategy and the Preliminary Report of Issues; and
- (2) the views of the Strategic Asset Management Group that capital resources were unlikely to be available for the creation of new allotments be noted.

58. LEISURE SERVICES DEPARTMENTAL SERVICE DELIVERY PLAN 2009/10 - MID-YEAR MONITORING REPORT

The Cabinet Member considered the report of the Leisure Director on the progress in achieving the Department's objectives for the period April to September 2009.

The report gave a detailed summary of the activities carried out by each section of the Department.

RESOLVED: That

- (1) the progress made by the Leisure Services Department towards achieving its Departmental and Corporate Objectives be noted;
- (2) the tasks that have been cancelled be noted and the new tasks to be added to the Departmental Service Delivery Plan be accepted;
- (3) the new risks added to the Departmental Risk Register be noted.

59. DRAFT VISITOR ECONOMY STRATEGY

The Cabinet Member considered the report of the Head of Tourism seeking feedback on the draft Visitor Economy Strategy for Southport as part of a wider consultative process.

RESOLVED:

That the views of Members regarding the draft Visitor Economy Strategy be noted.

60. SUPPORT FOR TOWN CENTRES

Further to Minute No. 180 of the meeting of the Cabinet held on 29 October 2009, the Cabinet considered the report of the Planning and Economic Regeneration Director on the funding allocation received from the Department for Communities and Local Government to support town centres and proposals to utilise the allocation for marketing and promotion activities during the Christmas period.

RESOLVED:

That the report on the funding allocation received from the Department for Communities and Local Government to support town centres and proposals to utilise the allocation for marketing and promotion activities during the Christmas period be noted.

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Agenda Item 4

REPORT TO: Cabinet Member (Leisure and Tourism)
Cabinet

DATE: 2nd December 2009
17th December 2009

SUBJECT: Tree Planting Contract 2009/10
Receipt of Tenders

WARDS AFFECTED: All

REPORT OF: Graham Bayliss - Leisure Director

CONTACT OFFICER: Phil Esseen
Head of Landscape Development & Management
0151 934 2392

EXEMPT/CONFIDENTIAL: No

PURPOSE/SUMMARY:

To report on the receipt of tenders for the Tree Planting Contract 2009/10 and inclusion of the scheme within the Capital Programme.

REASON WHY DECISION REQUIRED:

The reporting of the receipt of tenders to this value is required within the Councils Constitution and the Inclusion of schemes within the Capital programme are a matter for Cabinet.

RECOMMENDATION (S):

Cabinet Member (Leisure and Tourism):

- i.) accept the lowest price tender submitted for Tree Planting works in the sum of £112,491.00
- ii.) authorise the Legal Director to enter into contract
- iii.) Requests Cabinet to include the sum of £195,500 in the Department's 2009/10 Capital Programme for Tree planting

Cabinet:

- i) Approve the inclusion of the scheme in the Leisure and Tourism Capital Programme

KEY DECISION: Yes

FORWARD PLAN: Yes – Published 11 November 2009

Agenda Item 4

IMPLEMENTATION DATE: Following the expiry of the “call-in” period for Minutes of the meeting

ALTERNATIVE OPTIONS:

Not to tender the tree Planting works would result in no tree planting being undertaken to Sefton’s parks, open spaces, and Highways.
Realistically, there are no alternative options to this approach.

IMPLICATIONS:

Budget/Policy Framework:

Financial: Capital resources are funded from Section 106 monies. Revenue expenditure is Funded from both Sefton resources and external income.

CAPITAL EXPENDITURE	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure	195,500			
Funded by:				
Sefton Capital Resources				
Specific Capital Resources	195,500			
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	41,500	5,500	8,000	
Funded by:				
Sefton funded Resources	9,300	1,200	1,800	
Funded from External Resources	32,200	4,300	6,200	
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal:

Risk Assessment:

Asset Management:

CONSULTATION UNDERTAKEN/VIEWS

FD 240 The Finance and IS Director has been consulted and his comments have been incorporated into this report.
 Network Management
 Planning Director

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

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Reports and minutes of the following meetings:

Cabinet: 11th December 2008
 Cabinet Member for Leisure and Tourism: 3rd December 2008
 Cabinet Member for Technical Services: 3rd December 2008
 Cabinet Member for Leisure and Tourism: 10th September 2008
 Cabinet: 12th June 2008
 Scrutiny & Review Committee (Regeneration): 15th April 2008
 Scrutiny & Review Committee (Social & Community Services): 6th December 2005
 Cabinet: 18th December 2003
 Scrutiny & Review Committee (Social & Community Services): 8th December 2003

Agenda Item 4

1.0 BACKGROUND:

- 1.1 Section 106 and other funding is available for the provision of new street trees in Sefton.
- 1.2 This work has now been tendered and this document reports on the receipt of tenders.

2.0 TENDER PROCESS

- 2.1 The Tree Planting and Establishment works have been tendered based on a remeasurable Bill of Quantities (as the exact detail of species and location of tree planting is unknown at the start of the planting season and consultation exercises will have an influence on these).
- 2.2 Tenders were invited following the formation of a select list of tenderers who specialize in tree planting and establishment works (presented in alphabetical order):

- i.) Barton Grange Landscapes, Preston
- ii.) English Landscapes Ltd, Southport
- iii.) JA Jones and Sons, Southport
- iv.) Glendale Countryside, Chorley.
- v.) Lanes Landscapes Ltd, Manchester

- 2.3 Tenders were received as follows (presented in numerical order):

- 1.) £112,491.00
- 2.) £113,167.00
- 3.) £122,635.83
- 4.) £123,493.76
- 5.) declined to tender

- 2.4 Following the correction of arithmetic errors, and omissions, the revised figures are as follows (presented in numerical order):

- 1.) £112,491.00
- 2.) £114,471.70
- 3.) £121,968.48
- 4.) £123,463.76
- 5.) declined to tender

- 2.5 It is, therefore, recommended that the lowest price tender to the sum of £112,491.00 be accepted.

- 2.6 In addition to the above tree pits will need to be created on the highway, this work has previously been tendered through the Network Management and will be issued to one of their approved contractors. £83,009 is allocated to this.

3.0 BUDGET

- 3.1 £250,500 is available for tree planting across the Borough in 2009/10.
- 3.2 This funding is made up predominantly from Section 106 sums, with smaller contributions also from the Formby Area Committee and Formby Parish Council, from Mersey Forest, and from in house revenue resources.
- 3.3 The total of Section 106 monies and other funding available is distributed across the Area Committees as follows:

Area Committee	S106 funding	Other funding	Approx. No of trees to be planted
Crosby	£18,500	£420	42
Formby	£250	£3830	8
Linacre and Derby	£91,500	£8,500	222
Litherland and Ford	£7,200	£2600	23
Sefton East Parishes	£13,500	£0	30
St Oswalds, Netherton and Orrell	£23,000	£0	51
Southport	£72,000	£9,700	180
Total	£225,950	£25,050	556

- 3.4 In accordance with the Supplementary Planning Guidance Note 'Trees and Development', the funding is to be apportioned as follows:
- 78% for capital costs (which is to be written into the Capital Programme) and
 - 22% for longer-term management of the trees.
- 3.5 Therefore, the budget available for tree planting is £195,500 (approximately). The remaining funds will be set aside in a holding account to offset future maintenance costs.
- 3.6 The above equates to some 560 number trees to be planted across the borough before the end of March 2010.

4.0 PROGRAMME OF WORK

- 4.1 The work is to start on site in January 2010 and be complete by the end of March 2010.

5.0 CONSULTATION

- 5.1 Ward Members will be consulted on tree planting proposals prior to resident consultation (via leaflets and newsletters). This will all take place at least 21 days prior to works commencing on site. Views received will, as appropriate, assist in developing the proposals.

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5.2 It is worth noting that a Tree Planting Strategy is currently being developed which will assist in directing future planting works and allocation of resources. This will identify, within each area committee boundary, the highest priority streets for tree planting works to take place. This draft strategy will be reported to area committees early in 2010 and will be presented to Cabinet Member for adoption in due course.

6.0 RECOMMENDATION (S):

6.1 Cabinet Member (Leisure and Tourism) is requested to:

- i.) accepts the lowest price tender submitted for Tree Planting works in the sum of £112,491.00
- ii.) authorise the legal director to enter into contract
Cabinet:
- iii) Requests Cabinet to include the sum of £195,500 in the Department's 2009/10 Capital Programme for Tree planting

6.2 Cabinet is requested to:

- i) Approve the inclusion of the scheme in the Leisure and Tourism Capital Programme

Agenda Item 5

REPORT TO: Cabinet Member - Leisure & Tourism

DATE: 2 December 2009

SUBJECT: Libraries: Universal membership, national and regional development and Sefton successes

WARDS AFFECTED: All

REPORT OF: Leisure Director – Graham Bayliss

CONTACT OFFICERS: Christine Hall – 0151 934 2376

EXEMPT / CONFIDENTIAL: No

PURPOSE/SUMMARY:

To notify and update the Cabinet Member of universal membership of libraries, national, regional and successful local developments.

REASON WHY DECISION REQUIRED:

To inform the Cabinet Member of this national initiative and its impact on Sefton's libraries

RECOMMENDATIONS:

The Cabinet Member is asked to:

Note the universal membership of libraries and the successes of Sefton Library and Information Services

KEY DECISION: No

FORWARD PLAN: Not appropriate

IMPLEMENTATION DATE: Following the expiry of the "call-in" period for the Minutes of the meeting.

ALTERNATIVE OPTIONS:

None

IMPLICATIONS:

Budget / Policy Framework:

Agenda Item 5

Financial:

There are no financial implications resulting from this report.

	2008/9 £	2009/10 £	2010/11 £	2011/12 £
CAPITAL EXPENDITURE				
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
REVENUE IMPLICATIONS				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal: Not appropriate
Risk Assessment: Not appropriate
Asset Management: Not appropriate

CONSULTATION UNDERTAKEN / VIEWS

None

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		√	
2	Creating Safe Communities		√	
3	Jobs and Prosperity		√	
4	Improving Health and Well-Being		√	
5	Environmental Sustainability		√	
6	Creating Inclusive Communities	√		
7	Improving the Quality of Council		√	

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	Services and Strengthening local Democracy			
8	Children and Young People		√	

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

None

Agenda Item 5

1 INTRODUCTION

- 1.1 As part of a national initiative to promote libraries, a universal membership scheme has been introduced that entitles any member of the public to use the 4000 public libraries across England, Wales and Northern Ireland. Customers will be able to borrow books from any library and library users simply need to show their existing library card, or proof of address, to join or access the library they are visiting.

2 UNIVERSAL MEMBERSHIP AND SEFTON

- 2.1 Sefton MBC abolished the need to provide ID to join a library in 2003. For many years, people outside Sefton have been able to join a library within Sefton and Sefton residents can join libraries in neighbouring authorities. Also, Sefton has always been able to register people as visitors and if on holiday or visiting on business, they have been able to borrow books and use the PCs. By doing this the service removed the barriers to joining the library and there has been no noticeable increase in lost books.
- 2.2 The scheme was announced at the end of September 2009 and although it has little impact to date in Sefton, it has had an impact in authorities who had stricter rules and regulations.
- 2.3 Although the scheme itself has had little impact in Sefton, it is a major scheme across the country. It has resulted in a huge amount of positive publicity, coverage and debate about libraries in national newspapers, national television and radio which benefits all library services.

3 NATIONAL AND REGIONAL UPDATE

- 3.1 The universal membership initiative has been launched ahead of the DCMS Library Modernisation Review. This was due to be released in October 2009 but has been delayed due to a change of minister and the Wirral Inquiry. However, some of the ideas that are contained within it were publicised by Margaret Hodge MP, Minister for Culture at the Public Library Association conference in October. These include a web-based lending service with home delivery, a deal with a Starbucks or a Costa to give places in libraries where people can sit, relax and meet their friends with a coffee and a book, a loyalty card with rewards. This theme of modernisation is at the heart of the development of Southport library as part of the Cultural Centre. The Cabinet Member will be kept informed of the review, once it is published.
- 3.2 In a letter from the Chief Executive of Museums, Libraries and Archives to Chief Executives of Local Authorities, "The 'Wirral' inquiry established by the Secretary of State for Culture, Media and Sport is expected to have significant implications which will need to be taken into account, alongside the growing pressures on public sector finances....."

4 SEFTON UPDATE

- 4.1 Within Sefton, the new library at Meadows opens in November, and plans are progressing for Southport and Netherton. The Asset Management Review being undertaken by a working party of Overview and Scrutiny has started its second phase. Meadows will mean a different way of working for libraries. The service will share reception duties with Sport and Recreation, there will be a staff uniform and the service's first self-service provision introduced. Staff will be floorwalking, rather than working behind counters, providing the opportunity for improved customer service.

There are a number of highlights for the service over the past six months. A few of these include:

- 1) There was an increase in the number of children participating in and completing this year's Summer Reading Challenge (Quest Seekers). 4560 children joined (8% increase) and 3706 completed (18% increase). Some libraries almost doubled their figures. This increase was due to the target that was set for all primary schools to be visited by library staff to promote the challenge. All schools were approached and all but two schools were visited.
- 2) The successful public/private partnership between the library service and a local bookseller has enabled the service to increase the number of small author events within libraries plus organise high profile events at Crosby Civic Hall, such as Jacqueline Wilson and Frank Cottrell Boyce. Sefton has built up a good reputation for organising such events and it was a real coup to get Jacqueline Wilson. Crosby was full to capacity of 400 children and adults for the evening event.
- 3) The service won a CILIP (Chartered Institute of Library and Information Professionals) Local History publication award for a previous publication, "Sand and Sea". "Birkdale in Camera" has just been published - part of the successful Local History publication programme. The service worked with Birkdale Civic Society and Birkdale and Ainsdale Historical Research Society.
- 4) Improved efficiency and streamlining of Bookstart delivery has led to 100% delivery and a decrease in costs. (Bookstart is a national programme, delivered locally to provide book packs at 8 months, 18 months and 3 years, as a foundation to the development of literacy skills).
- 5) The service's existing partnership with Henshaws Society for Blind People enables the society to provide support and training in libraries, to visually impaired people in the use of ICT. This was further developed so that Henshaws provided free training to library staff about how to work with visually impaired people.

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- 6) New contracts are in place for the purchase of library materials. The contracts are part of a North West and Yorkshire consortium. Work is under way to increase efficiency as a result of streamlining procedures within the contract framework.
- 7) The upgrade of the Library Management System has been completed. Within the next few months, this will lead to a number of efficiencies including speed of supply and direct delivery to libraries. This will mean that books will arrive on library shelves nearer to the date of publication than they do now.

5 RECOMMENDATIONS

5.1 The Cabinet Member is asked to:

Note the universal membership of libraries and the successes of Sefton Library and Information Services

Agenda Item 6

REPORT TO: Cabinet Member, Leisure and Tourism
Overview and Scrutiny Committee
(Regeneration and Environmental Services).

DATE: 2nd December 2009
5th January 2010

SUBJECT: Revenue and Capital Expenditure Monitoring
to 30th September 2009 – Leisure Services
Department

WARDS AFFECTED: All

REPORT OF: Leisure Director – Graham Bayliss
Finance & IS Director – Paul Edwards

CONTACT OFFICERS: Steve Deakin – 0151 934 2372
Kevin McBlain – 0151 934 4049

EXEMPT / CONFIDENTIAL: No

PURPOSE / SUMMARY:

To provide the Cabinet Member with the first six months forecast position, based on information as at the 30th September 2009, in relation to the Portfolio's 2009/10 Revenue Budget.

REASON WHY DECISION REQUIRED:

Cabinet Member accountability and in line with the corporate performance management process.

RECOMMENDATIONS:

That the Cabinet Member Leisure and Tourism:

- a) Notes the progress on the Leisure Services Portfolio's revenue budgets that are subject to risk-based monitoring.
- b) The Cabinet Member is asked to indicate whether any comments about the overall performance of this Portfolio's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

That Overview and Scrutiny (Regeneration and Environmental Services)

- c) Notes the contents of the report and indicates whether any comments about the overall performance of the Leisure Services Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

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KEY DECISION: No.

FORWARD PLAN: Not appropriate.

IMPLEMENTATION DATE: Not appropriate.

ALTERNATIVE OPTIONS:

None.

IMPLICATIONS:

Budget/Policy Framework: None.

Financial:

The report to the end of September identifies a potential overspend on the Leisure Services budget of circa £170,000, due to increased utility costs. This excludes potential increased water costs of £130,000, which is not yet finalised, and increased NNDR costs as they are subject to appeal.

<u>CAPITAL EXPENDITURE</u>	2009/10 £	2010/11 £	2011/12 £	2012/13 £
Gross Increase in Capital Expenditure	N/a	N/a	N/a	N/a
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	170,000	N/a	N/a	N/a
Funded by:				
Sefton funded Resources				
Does the External Funding have an expiry date Y/N				When?
How will the service be funded post expiry?				

Legal: Not appropriate.

Risk Assessment: Not appropriate.

Asset Management: Not appropriate.

CONSULTATION UNDERTAKEN/VIEWS

FD238. THE FINANCE AND IS DIRECTOR HAS BEEN CONSULTED AND HIS COMMENTS HAVE BEEN INCORPORATED INTO THIS REPORT

CORPORATE OBJECTIVE MONITORING:

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

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Agenda Item 6

1. Background/Issues for consideration

- 1.1 In accordance with Cabinet's overall approved process for monitoring the Council's budgets, each Portfolio is to receive a quarterly report identifying risk-assessed controllable Revenue and Capital budget areas.
- 1.2 This report forms part of that overall monitoring process by advising the Cabinet Member of the progress against this Portfolio's revenue budget risk areas for the period ending 30th September 2009. Where budget pressures have been identified, Service Directors have reviewed their departmental budgets for compensating savings. Departments have also been asked to consider whether or not all other controllable budgets can be contained with the resources allocated by the Council for 2009/10.
- 1.3 At the Overview and Scrutiny Committee (Health and Social Care) meeting on 13 October 2009, a request was made to amend the format of the budget monitoring report. This proposal is being put forward to the Overview and Scrutiny Management Board for consideration and any amendments resulting from this will be reflected in future budget monitoring reports.

2. Revenue Budget

- 1.1 Details of this portfolio's budgets that are monitored and reported on the risk-assessed basis are shown in Annex A.
- 1.2 Comments on potential over/ under spending:

Employees Costs - The Department will this year struggle to meet its vacancy management target of £220,850. There has been little movement in terms of staff turnover and this is expected to continue into 2009/10. The Department will make every effort to meet the budget for employees.

Utilities – The Department is projecting an overspend on utility costs of circa £170,000. Although an exercise is currently being undertaken by the Finance and IS Director to look at energy costs, it is unlikely that there will be any realignment of energy costs across Departments. In addition a new 'water run off' charge has been imposed by the water authority, which is estimated to be circa £130,000. This has not been included in the overall figure as bills are still being received and being challenged so the likely impact will be subject to further investigation. The impact of this new charge will be reported early in 2010.

National Non Domestic Rates - A number of leisure properties have been reassessed for NNDR, which has resulted in an increase in business rates payable. The increases in costs are £168,115 for which there is no provision. This has not been included in the overall figure as it is under appeal. In addition two new facilities have been added to the Departments portfolio, Crosby Lakeside Adventure Centre, and The Meadows, for which we still await the rate assessments.

Spending Freeze – The Cabinet Member will be that the Council introduced a spending freeze in May to mitigate against some of the increased costs being incurred. As a result only essential, externally funded or health and safety related expenditure is being undertaken. This should result in an underspend on most budgets, to help offset any overspends in other areas.

Sports Centre Income – The income is currently projected to over achieve by £117,000. However if the recession deepens there is likely to be a knock on effect in the amount of income that can be generated as competition from all sectors increases. At present it is estimated that the worst-case scenario could be a reduction in income of £200,000. However, the sports centres have had a very good half year with income higher than anticipated, as the year progresses it is unlikely that this trend will continue, and income levels will be continually monitored.

Arts and Cultural Services Income – The proposed development of the Southport Cultural Centre will affect income. As the project proceeds further more detailed information will become available on the expected impact.

- 2.3 Every effort will be made to ensure that the Leisure Services budget is contained within the budget allocated for 2009/10. Any additional budget pressures that arise during the year will be brought to the attention of the Cabinet Member at the appropriate time.

3. Capital Programme

- 3.1 Attached at Annex B is the current Leisure Services capital programme. This programme takes account of slippage from 2008/09 and any revised requirements for individual schemes. Actual expenditure of £3.885m (col.4) has been achieved in the first six months of the year. This is 36% of the total forecast expenditure for the year of £10.706m (cols. 4 and 5). Forecast expenditure for the remainder of the year is £6.821m (col.5).

- 3.2 Major schemes included within the programme include:-
1. Southport Leisure Pool Visitor Attraction £9.13m
 2. Maghull Leisure Centre £8.35m
 3. Netherton Activity Centre £5.2m
 4. Hesketh Park Restoration £2.24m
 5. Flue Gas Filtration Work at Southport Crematorium £1m
 6. Derby Park Refurbishment £0.93m

- 3.3 Progress on the Major Capital Schemes, as listed above:-

1. This is the retention payment due to the contractor following the expiry of the defects liability period. This payment will be finalised by October 2009.
2. The new facility at Maghull (The Meadows), is on schedule to be handed over to the Council on 20th November 2009.
3. The designs for the development of this new facility have been finalised and a planning application will be submitted in November 2009.

Agenda Item 6

4. This is the retention payment due to the contractor following the expiry of the defects liability period.
5. Some pre-development work has been undertaken, however the work on Flue gas emissions has not yet begun.
6. This is the retention payment due to the contractor following the expiry of the defects liability period

4. Recommendations

That the Cabinet Member Leisure and Tourism:

- a) Notes the progress on the Leisure Services Portfolio's revenue budgets that are subject to risk-based monitoring.
- b) The Cabinet Member is asked to indicate whether any comments about the overall performance of this Portfolio's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

That Overview and Scrutiny (Regeneration and Environmental Services)

- c) Notes the contents of the report and indicates whether any comments about the overall performance of the Leisure Services Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

Ref	Service	Budget	Full Year Budget £000	Budget to Date £000	Actual to Date £000	Variance to Date £000	Forecast Outturn £000	Forecast Outturn Variance Sept £000
	Expenditure							
	All Department	Employee Costs	10,130,600	5,065,343	4,943,862	-121,481	10,180,000	49,400
	All Department	Repair & Maintenance	1,136,850	568,424	315,967	-252,457	960,500	-176,350
	Sports Services	Crosby PFI Unitary Charge	1,087,400	543,700	459,277	-84,423	1,087,400	0
	All Department	Electricity, Gas and Water	1,133,500	566,742	875,138	308,396	1,263,500	130,000
	Income							
	Sports Services	All income	-2,452,500	-1,226,248	-1,114,947	111,301	-2,570,000	-117,500
	Parks	All income	-213,800	-106,908	-109,522	-2,614	-213,800	0
	Golf Course	All income	-335,800	-167,904	-262,983	-95,079	-335,800	0
	Cems & Crems	All income	-1,820,900	-910,454	-720,359	190,095	-1,820,900	0
	Arts & Culture	All income	-501,300	-250,658	-219,551	31,107	-370,000	131,300

Proportion of budget reported upon	Expenditure £'000	Income £'000
Total key areas of budget	13,488,350	-5,324,300
Total Departmental budget	28,228,950	-10,489,750
Percentage of total budget reported	47.78%	50.76%

Comments on Key Budget Areas (Including Remedial Action).

Employees Costs - The Department will this year struggle to meet its vacancy management target of £220,850. There has been little movement in terms of staff turnover and this is expected to continue into 2009/10. The Department will make every effort to meet the budget for employees. The employee budgets include an over provision following the agreement of the 2009/10 JNC pay award. The budgets have not been altered pending the officer led review of existing overspends and opportunities to address the overall overspend.

Repair and maintenance

As a result of the spending freeze only essential repairs are being carried out. This is expected to result in an underspend of £176,000

Utilities -

An exercise is currently being undertaken by the Finance and IS Director to realign energy costs over Departments. This will require the movement of budgets for gas and electricity between Departments based on information provided by the energy team and it is not expected that there will be any overspend. In relation to water costs a new 'run off' charge has been imposed by the water authority which is likely to be a significant figure for Leisure, however, bills are still being received and will be challenged so the likely impact will be subject to further investigation.

Sports Centre Income

If the recession deepens there is likely to be a knock on effect in the amount of income that can be generated as competition from all sectors increases. At present it is estimated that the worst-case scenario could be a reduction in income of £200,000. However, the sports centres have had a very good first three months of the year with income higher than anticipated, as the year progresses it is unlikely that this trend will continue, and income levels will be continually monitored.

Cemeteries and Crematoria Income – The national fall in death rate is having an effect on the ability of the service to meet its income targets. This is entirely uncontrollable as the service is entirely demand led. At this early stage of the year it is difficult to predict income levels.

Arts and Cultural Services Income – The proposed development of the Southport Cultural Centre will affect income. As the project proceeds further more detailed information will become available on the expected impact.

Crosby PFI Unitary Charge – As part of the national PFI arrangements independent auditors must undertake a 5 year performance review which should be concluded by the end of August 2009. Any revision to the unitary charge will take effect from the 1st February 2010 to 31st January 2015. As soon as the review is completed a report will be brought to the Cabinet Member.

Corporate Savings – Corporate savings of £58,400 contribute further pressure to the budget and as yet have not been identified within the Departmental budget. These savings will need to be considered within the light of the overall budgetary pressures on the Department. Every effort will be made to mitigate the effect of the above pressures but this may mean that this can only be achieved with significant reductions in service provision. For this reason options to deal with budget pressures will be presented in future monitoring reports.

METROPOLITAN BOROUGH OF SEFTON

ANNEX B

CAPITAL PROGRAMME 2009/10 - 2012/13

LEISURE SERVICES

1	2	3	4	5	6	7
REF. NO.	PROJECT DESCRIPTION	EXPEND	EXPEND IN 2009/10		FUTURE EXPEND	TOTAL COST
		TO	TO	FORECAST		
		31.3.2009	31.09.09	BALANCE		
		£'000	£'000	£'000	£'000	£'000
	<u>Leisure - General</u>					
1	Old and Completing Schemes	3,374.41	0.36	80.55	0.00	3,455.32
2	Hesketh Park	2,086.07	5.23	147.75	0.00	2,239.05
3	Maghull Leisure Facility	29.63	0.00	44.28	0.00	73.91
4	Maghull Leisure Centre	2,652.84	3,119.99	3,423.26	150.00	8,346.09
5	Southport Leisure Pool Visitor Attraction	9,002.27	3.47	129.26	0.00	9,135.00
6	Derby Park Refurbishment	874.77	1.00	53.88	0.00	929.65
7	Roof repairs to libraries	13.64	33.01	156.99	21.36	225.00
8	Repairs / refurbishment of park lodges	0.00	37.37	87.63	0.00	125.00
9	Hesketh Park Office / visitor centre	0.00	0.00	0.00	50.00	50.00
10	Crosby Coastal Park	0.00	0.00	200.00	0.00	200.00
11	Waterloo Judo Club	524.67	0.63	28.35	0.00	553.65
12	Netherton Activity Centre	176.21	72.40	1,327.60	4,023.79	5,200.00
13	Southport Sports Park Contribution	0.00	0.00	382.00	0.00	382.00
14	Botanic Gardens Museum, Roof and Lift	0.00	0.00	375.00	0.00	375.00
15	Flue Gas Filtration Work at Southport Crematorium	3.00	138.59	858.19	0.00	999.78
16	Southport Cultural Centre	0.00	459.49	240.51	0.00	700.00
17	Free Swimming Initiative	43.30	13.74	27.03	0.00	84.07
18	Duke Street Play Area, Formby	0.00	0.00	90.50	0.00	90.50
19	Sculpture at Shore Rd Traffic Island	0.00	0.00	53.00	0.00	53.00
20	Brown Lane Allotments	0.00	0.00	50.00	0.00	50.00
21	Bootle Cemetery Improvements	0.00	0.00	65.00	0.00	65.00
	Total Leisure Services	18,780.81	3,885.28	6,820.78	4,245.15	33,732.02

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Agenda Item 7

REPORT TO: Cabinet Member, Leisure and Tourism.
Overview and Scrutiny Committee
(Regeneration and Environmental Services).

DATE: 2 December 2009
5 January 2010

SUBJECT: Revenue and Capital Expenditure Monitoring to
30 September 2009 – Tourism Department

WARDS AFFECTED: All

REPORT OF: Head of Tourism – Tony Corfield
Finance & IS Director – Paul Edwards

CONTACT OFFICERS: David Taylor 0151-934-2317
Kevin McBlain 0151-934-4049

EXEMPT / CONFIDENTIAL: No

PURPOSE / SUMMARY:

To provide the Cabinet Member with the first six months forecast position, based on information as at 30 September 2009, in relation to the Tourism Department's 2009/10 Revenue Budget and Capital Programme.

REASON WHY DECISION REQUIRED:

Cabinet Member accountability and in line with the corporate performance management process.

RECOMMENDATIONS:

That the Cabinet Member Leisure and Tourism:

- a) Notes the progress on the Tourism Department's revenue budgets that are subject to risk-based monitoring, and that the current forecast overspend based upon September figures is £80,000.
- b) Notes the progress made on the Tourism schemes within the portfolio's element of the Council's Capital Programme.
- c) Indicates whether any comments about the overall performance of the Tourism Department's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet and Overview and Scrutiny Committee (Regeneration and Environmental Services).

That Overview and Scrutiny Committee (Regeneration and Environmental Services)

- a) Note the contents of this report and indicates whether any comments about the overall performance of the Tourism Department's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

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KEY DECISION: No.

FORWARD PLAN: Not appropriate.

IMPLEMENTATION DATE: Following the expiry of the “call-in” period of the Minutes of the meeting.

ALTERNATIVE OPTIONS:

None.

IMPLICATIONS:

Budget / Policy Framework: None.

Financial:

The report is highlighting a forecast overspend of £80,000 on the portfolio. The Department have not been able to contain this within existing budgets.

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Does the External Funding have an expiry date Y/N				When?
How will the service be funded post expiry?				

Legal: Not appropriate.

Risk Assessment: The main risk concerns the failure to identify budget variances through the monitoring process which will make it difficult for the Council to manage its spending within available resources. The adopted risk-based approach to monitoring, together with regular reporting should help manage the risk.

Asset Management: Not appropriate.

CONSULTATION UNDERTAKEN / VIEWS

FD 239 - The Finance and Information Services Director has been consulted and his comments have been incorporated into this report.

CORPORATE OBJECTIVE MONITORING:

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

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

None

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1. Background / Issues for consideration

- 1.1 In accordance with Cabinet's overall approved process for monitoring the Council's budgets, each Portfolio is to receive a quarterly report identifying risk-assessed controllable Revenue and Capital budget areas.
- 1.2 This report forms part of that overall monitoring process by advising the Cabinet Member of the progress against this Department's revenue budget risk areas and progress of actual expenditure against the capital programme for the period ending 30 September 2009. Where budget pressures have been identified, Service Directors have reviewed their departmental budgets for compensating savings. Departments have also been asked to consider whether or not all other budgets can be contained within the resources allocated by the Council for 2009/2010.
- 1.3 At the Overview and Scrutiny Committee (Health and Social Care) meeting on 13 October 2009, a request was made to amend the format of the budget monitoring report. This proposal is being put forward to the Overview and Scrutiny Management Board for consideration and any amendments resulting from this will be reflected in future budget monitoring reports.
- 1.4 At the meeting on 9 September, the Cabinet Member Leisure and Tourism made recommendations for support from the budget pressure fund, to meet the forecast overspend of £80,000. Applications from the budget pressure fund were considered at Cabinet on 1 October and the means of accessing this reserve will be considered as part of the Officer led review of existing departmental overspends, and the opportunity to address the overall overspend has been noted by Cabinet.

2. Revenue Budget

- 2.1 Details of this Department's budgets that are monitored and reported on the risk-assessed basis are shown in Annex A.
- 2.2 Members should note that the summary forecast position at the end of September is an overspend of £80,000, caused by a fall in Market Hall rental income. The Department has not been able to identify any further savings opportunities to offset this overspend and therefore recommends a request be made to Cabinet to meet this overspend from the budget pressures fund.
- 2.3 The Head of Tourism comments on the individual budget areas shown in Annex A. Spending had been restricted in the first part of the year pending the Partners for Growth ERDF project, which commenced on 1 July 2009, but expenditure is now picking up in order to maximise the amount of grant available.
Cabinet agreed to the establishment of an Events Reserve in order to manage financial risk in the event of a shortfall in event income generated (eg bad weather); a maximum amount to be held in the reserve of £0.100m was agreed. The reserve currently stands at £0.038m as a result of it having to be

drawn upon last year due to the poor summer. It is understood that the net income from this year's events is expected to considerably exceed the 2009/10 budget; the resultant reserve is likely to exceed the £100k limit. A future report to Cabinet will address this issue.

The previous report predicted a shortfall in the rental income from the Southport Market of £80k and this is still the case at this stage of the year, however, this figure will change as the year progresses.

- 2.4 All other areas of the budget that are controlled by the Head of Tourism will be contained within the resources allocated by the Council for 2009/10 and savings will be identified wherever possible in future reports.

3. Capital Programme

- 3.1 Attached at Annex B is the current Tourism capital programme. This programme takes account of slippage from 2008/09 and any revised requirements for individual schemes. Actual expenditure of £0.191m (col.4) has been achieved in the first six months of the year. This is 22% of the total forecast expenditure for the year of £0.878m (cols. 4 and 5). Forecast expenditure for the remainder of the year is £0.687m (col.5).

- 3.2 Major schemes included within the programme include:-

- a) Floral Hall Improvement Project £7.74m
- b) Southport Market Refurbishment £3.22m
- c) Southport Town Centre Townscape Heritage Initiative £0.9m.

- 3.3 The Head of Tourism comments that

- a) There are still some issues regarding the electricity supplies at the Convention Centre, which are ongoing and further expenditure of £89k may be required. This is additional to the business interruption costs of £355.5k, which have now been agreed.
- b) Progress on the Southport Market refurbishment was held up pending the decision on the temporary re-location of Southport Library. However, construction start date is scheduled for mid 2010.
- c) A number of small projects have been completed over the last 6 months, 23-25 Scarisbrick Avenue remains on site after undergoing difficulties regarding administration. These issues have now been resolved and the scheme should be fully completed by July 2010. The heritage Lottery Fund have extended the THI until October 2010 in order to take this into account, by this time the THI should be complete and fully spent.

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4. Recommendations

That the Cabinet Member Leisure and Tourism:

- a) Notes the progress on the Tourism Department's revenue budgets that are subject to risk-based monitoring, and that the current forecast overspend based upon September figures is £80,000.
- b) Notes the progress made on the Tourism schemes within the portfolio's element of the Council's Capital Programme.
- c) Indicates whether any comments about the overall performance of the Tourism Department's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet and Overview and Scrutiny Committee (Regeneration and Environmental Services).

That Overview and Scrutiny Committee (Regeneration and Environmental Services)

- a) Note the contents of this report and indicates whether any comments about the overall performance of the Tourism Department's Revenue Budget and schemes within the Capital Programme should be referred to Cabinet.

Tourism Department - Revenue Budget Risk Areas to 30 September 2009

ANNEX A

Ref	Service	Budget	Full Year Budget	Budget to Date	Actual to Date	Variance to Date	Forecast Outturn	Forecast Outturn Variance September	Forecast Outturn Variance August
			£	£	£	£	£	£	£
Various		Employees	1,147,000	573,510	558,133	-15,377	1,147,000	0	0
		Repair and Maintenance	98,750	49,376	50,351	975	98,750	0	0
		Marketing	491,600	245,798	119,920	-125,878	491,600	0	0
		Conferences	299,950	149,980	98,293	-51,687	299,950	0	0
		Events	643,000	321,502	159,057	-162,445	643,000	0	0
		Events Income	-546,300	-273,150	-64,203	208,947	-546,300	0	0
		Rents	-371,000	-198,002	-244,657	-46,655	-371,000	0	0
		Visitor Services Income	-57,600	-28,802	-35,351	-6,549	-57,600	0	0
		Southport Market Hall – Rent Income	-370,000	-185,002	-143,018	41,984	-290,000	80,000	80,000

Page 37	Portion of budget reported upon	Expenditure	Income
		£	£
	key areas of budget	2,680,300	-1,344,900
	Total Departmental budget	4,024,200	-2,389,900
	Percentage of total budget reported upon	66.60%	56.27%

Comments on key areas of budget (including remedial action)

The employee budgets include an over provision following the agreement of the 2009/10 JNC pay award. The budgets have not been altered pending the officer led review of existing overspends and opportunities to address the overall overspend.

Expenditure in the first part of the year has been kept to a minimum pending the start of the Partners for Growth project on 1st July.

Expenditure on Marketing, Conferences and Events will increase and is expected to spend the full year budget in order to draw down the maximum grant.

Income from the Summer Classics and Southport Airshow has not yet been transferred from the Arts centre account, which is reflected in the figures above.

Southport Market – In 2008/09 the amount realised was £329k against a budget of £370k, however, due to the economic downturn and the future refurbishment of the market, the rental income will be considerably less in 2009/10.

- The Department has been given a Corporate savings target of £10,950. This has been incorporated into the budget and the Department will endeavour to achieve these savings throughout the year.

- The Department will request whether the forecast £80k overspend above can be considered for funding from the budget pressures fund.

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METROPOLITAN BOROUGH OF SEFTON

ANNEX B

CAPITAL PROGRAMME 2009/10 - 2012/13

TOURISM

1	2	3	4	5	6	7
REF. NO.	PROJECT DESCRIPTION	EXPEND TO 31.3.2009	EXPEND IN 2009/10 TO 31.09.09	FORECAST BALANCE	FUTURE EXPEND	TOTAL COST
		£'000	£'000	£'000	£'000	£'000
<u>Tourism</u>						
1	Southport Pier - Programmed Maintenance	0.00	0.00	50.00	150.00	200.00
2	Southport Pier Repair / Decoration	114.33	12.61	15.13	0.00	132.07
3	Another Place - Relocation of Statues	127.13	94.11	0.76	0.00	222.00
4	Floral Hall Improvement Project	7,688.01	55.49	0.00	0.00	7,743.50
5	Southport TIC Relocation	5.10	0.25	48.75	5.04	59.14
6	Ainsdale Beach Access	0.00	0.00	22.00	0.00	22.00
7	Southport Market Refurbishment	0.00	27.77	182.23	3,012.00	3,222.00
Total Tourism		7,934.57	190.23	308.87	3,167.04	11,600.71
<u>Southport Action Plan</u>						
8	Southport Marine Lake Improvements Zone 1	1,405.99	0.78	13.22	0.00	1,419.99
9	Southport T.C. Townscape Heritage Initiative Southport T.C. T.H.I. - Grants	503.48	0.00	365.21	0.00	868.69
Total Southport Action Plan		1,909.47	0.78	378.43	0.00	2,288.68
Total Tourism Schemes		9,844.04	191.01	687.30	3,167.04	13,889.39

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Agenda Item 8

REPORT TO: CABINET MEMBER – LEISURE & TOURISM
DATE: 2nd December 2009
SUBJECT: 2009 – 2010 Half Year Performance of Tourism Service Delivery Plan
WARDS AFFECTED: All
REPORT OF: HEAD OF TOURISM
CONTACT OFFICER: DAVID TAYLOR, ADMINISTRATION OFFICER, EXT 2317
**EXEMPT/
CONFIDENTIAL:** NO

PURPOSE/SUMMARY:

To update the Cabinet Member for Leisure and Tourism of the progress achieved in meeting the department's objectives.

REASON WHY DECISION REQUIRED:

No decision is required

RECOMMENDATION(S):

That the cabinet Member for Leisure and Tourism notes the achievements made against the Service delivery Plan

KEY DECISION: NO
FORWARD PLAN: Not appropriate
IMPLEMENTATION DATE: Following the expiry of the "call-in" period for the Minutes of the meeting

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ALTERNATIVE OPTIONS:

None.

IMPLICATIONS:

Budget/Policy Framework: N/A

Financial: N/A

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

NONE

CORPORATE OBJECTIVE MONITORING:

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

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Sefton Tourism Department Service Delivery Plan 2009 - 2010

BACKGROUND:

As part of the Council's Performance management framework department's must review their delivery plans on a quarterly basis and report to members each half year.

Attached is the SPRINT report showing the achievements at the end of September 2009. Members will note that the objectives set have all been completed except for the "Introduction and improvement of existing ICT equipment" which has been delayed pending the re-location of the Tourist Information Centre.

Some of the more notable achievements are as follows :-

Successful in our bid for grant funding "Partners for growth " in conjunction with Mersey Partnership. This is a Marketing grant of £870,800 from July 2009 until June 2012 and is dependant on match funding from Sefton of £720,700 and the Private sector of £150,000.

Southport Investment Strategy adopted and work programmes are being developed. The secondment of a Project Manager from the Planning Department has pushed forward progress of this strategy.

The new Business Tourism plan has been accepted by all partners and delivery is in the early stages. This follows on from the work carried out by Blue Sail consultancy. The new STCC has shown growth which is in contrast to the majority of similar venues across the country.

Following the report compiled by Locum Consultancy the rebranding work has been completed and will be rolled out across all printed and electronic media.

Events in the first half of the year have been delivered successfully in particular the Southport Airshow which attracted a record number of visitors on the Sunday.

At the Cabinet Member for Performance meeting on 7th July 2009 the issue of performance measures was raised and this is still an ongoing issue we are dealing with in conjunction with colleagues in other Resorts. We have joined the Destination Performance UK group which comprises various other resorts who compile statistics in order to make comparisons and measure performance and these will feed through in future reporting.

Risks and challenges :

The Department's risk register is reviewed on an annual basis and after all the measures to mitigate the risks are implemented the residual risks with a high score is that of adverse weather conditions occurring during outdoor events organised by the Department and loss of STBN members. This has been mitigated through the events reserve fund being used last year, which will be replenished in this year from the event surplus income.

The departments business Continuity Plan has been updated in conjunction with the emergency planning team.

Equalities :

The Tourism Department target was to achieve level 4 of the Equality Standard for Local Government and this has been achieved. Whilst the Department were due to work towards level 5 in this year, changes to the Standard to the Equality Framework for Local Government shows us being in a transitional stage named "Moving towards excellence" along with other Departments of the Council.

Sickness Absence :

The overall level of sickness absence at the end of September 2009 was 5.94% against the Council's target of 4% which consisted of 1.17% of short term and 4.77% of long term absences. We have had 2 members of staff on long term sickness one was the subject of redundancy and did not return to work and another has been off sick since July 2009. Within the period out of 37 staff 18 were absent on sick leave and all have received back to work interviews in accordance with Council policy.

Sustainability :

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The Management team have agreed to adopt “The Sefton Sustainable Office Guide” and staff are encouraged to turn off lights and computers when not in use. We use the I-proc system for ordering stationery and general office based equipment. Whilst we are not part of the corporate waste collections we do recycle all waste paper and ink cartridges from our printers.



Sefton's Performance Reporting and Information NeTwork (SPRINT)

Departmental Service Plan Monitoring

Tourism

Quarter 2 2009/10

Author: Performance and Partnerships

Print Date: 07/10/2009

<u>Action</u>	<u>Authorising Officer</u>	<u>Lead Officer</u>	<u>Deadline</u>	<u>Status</u>
COR-TOU-AP-010 Promote and market the Borough to raise awareness of Sefton as an attractive, fast developing location for visitors and investors	Tony Corfield	Tony Corfield	31-Mar-2010	On Target

<u>Progress Summary</u>		
<u>Period</u>	<u>Action Plan Status</u>	<u>% Complete</u>
Quarter 2	On Target	50
Quarter 1	On Target	25

<u>Progress</u>	<u>Issues affecting current/future progress & corrective actions</u>
Partners for Growth Marketing project commenced 1st July and Marketing is now picking up momentum. Journalist familiarisation visits in September have been very positive.	

<u>Action</u>	<u>Authorising Officer</u>	<u>Lead Officer</u>	<u>Deadline</u>	<u>Status</u>
COR-TOU-AP-011a Implement the Southport Investment Strategy to fulfill the vision for Southport e.g. delivery of key visitor attractions, visitor facilities and infrastructure including the core retail element.	Tony Corfield	Tony Corfield	31-Mar-2010	On Target

Progress Summary

<u>Period</u>	<u>Action Plan Status</u>	<u>% Complete</u>
Quarter 2	On Target	50
Quarter 1	On Target	25

Progress

Following the acceptance of the Investment Strategy implementation is in the early stages. The Principal Development Officer is now in post and which will aid the progress.

Issues affecting current/future progress & corrective actions

<u>Action</u>	<u>Authorising Officer</u>	<u>Lead Officer</u>	<u>Deadline</u>	<u>Status</u>
DSP-TOU-AP-001 Increase the profile and competitiveness of Southport's conference product	Tony Corfield	Maxine McCarthy	31-Mar-2010	On Target

<u>Progress Summary</u>		
<u>Period</u>	<u>Action Plan Status</u>	<u>% Complete</u>
Quarter 2	On Target	50
Quarter 1	On Target	25

<u>Progress</u>	<u>Issues affecting current/future progress & corrective actions</u>
The new Business Tourism plan has been accepted by the Southport Tourism Business Network and is in the early stages of delivery	

<u>Activities</u>	<u>Comments</u>	<u>Lead Officer</u>	<u>Deadline</u>	<u>Status</u>
note the Conference product and increase the number of conferences	Blue Sail Business Plan is in the process of being accepted by the Conference group of the STBN	Maxine McCarthy	31-Mar-2010	On Target

<u>Action</u>	<u>Authorising Officer</u>	<u>Lead Officer</u>	<u>Deadline</u>	<u>Status</u>
DSP-TOU-AP-002 Facilitate Southport's transition into a ' Classic Resort ' and major UK destination	Tony Corfield	Tony Corfield	31-Mar-2010	On Target
<u>Progress Summary</u>				
<u>Period</u>	<u>Action Plan Status</u>	<u>% Complete</u>		
Quarter 2	On Target	50		
Quarter 1	On Target	25		
<u>Progress</u>		<u>Issues affecting current/future progress & corrective actions</u>		
Rebranding work has been completed and new branding to be implemented from 1st October. This will be rolled out across all printed and electronic media.				
<u>Activities</u>	<u>Comments</u>	<u>Lead Officer</u>	<u>Deadline</u>	<u>Status</u>
Implement Southport Action Plan / Southport Investment Strategy to improve the destination offer	Work programme developed and accepted by the Southport Partnership Board	Tony Corfield	31-Mar-2010	On Target
Roll out the classic resort brand Increase visitor numbers (Events and Conferences)	Literature and website has been rebranded. Spring advertising campaign completed.	Tony Corfield	31-Mar-2010	On Target

<p>Action</p> <p>DSP-TOU-AP-003 Develop Southport Events portfolio to reflect the values of a ' Classic Resort '</p>	<p>Authorising Officer</p> <p>Tony Corfield</p>	<p>Lead Officer</p> <p>Peter Sandman</p>	<p>Deadline</p> <p>31-Mar-2010</p>	<p>Status</p> <p>On Target</p>										
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