

MEETING: CABINET MEMBER - LEISURE AND TOURISM
DATE: Wednesday 27 January 2010
TIME: 12.00 pm
VENUE: Town Hall, Southport (this meeting will be video conferenced to the Town Hall, Bootle)

Councillor

DECISION MAKER: Lord Fearn
SUBSTITUTE: Robertson

SPOKESPERSONS: Cummins Glover

SUBSTITUTES: Webster D Jones

COMMITTEE OFFICER: Olaf Hansen
Telephone: 0151 934 203367
Fax: 0151 934 2034
E-mail: olaf.hansen@legal.sefton.gov.uk

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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AGENDA

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 6 January, 2010		(Pages 5 - 8)
4.	Frank Hornby Centre Lease Agreement Joint Report of the Planning and Economic Regeneration Director and the Leisure and Tourism Director	Park	(Pages 9 - 14)
5.	Active Workforce - Programme Developments Report of the Leisure and Tourism Director	All Wards	(Pages 15 - 20)
6.	Women's British Open Golf Championship 2010 Report of the Leisure and Tourism Director	Birkdale	(Pages 21 - 26)
7.	Marshside Nature Reserve Report of the Leisure and Tourism Director	Cambridge	(Pages 27 - 58)

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|------|--|---|-----------------|
| * 8. | Royal National Lifeboat Institute (RNLI)
Beach Lifeguard Partnership | Ainsdale; Birkdale;
Blundellsands;
Cambridge;
Church;
Harington;
Ravenmeols; | (Pages 59 - 76) |
| | Report of the Leisure and Tourism Director | | |
| 9. | Accreditation Award for Sport and
Recreation Service | All Wards | (Pages 77 - 84) |
| | Report of the Leisure and Tourism Director | | |
| 10. | Exclusion of Press and Public | | |
| | To consider passing the following resolution: | | |
| | That, under Section 100A(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following items of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Act. The Public Interest Test has been applied and favours exclusion of the information from the Press and Public. | | |
| 11. | Potential Future Golf Event | Birkdale | (Pages 85 - 90) |
| | Report of the Leisure and Tourism Director | | |
| 12. | Southport Food and Drink Festival | All Wards | (Pages 91 - 96) |
| | Report of the Leisure and Tourism Director | | |

THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON FRIDAY 15 JANUARY 2010. MINUTE NO.S 74 AND 75 ARE NOT SUBJECT TO "CALL-IN".

CABINET MEMBER - LEISURE AND TOURISM

MEETING HELD AT THE TOWN HALL, SOUTHPORT ON WEDNESDAY 6 JANUARY 2010

PRESENT: Councillor Lord Fearn

ALSO PRESENT: Councillors Cummins and Glover

70. APOLOGIES FOR ABSENCE

No apologies for absence were received.

71. DECLARATIONS OF INTEREST

No declarations of interest were received.

72. MINUTES

RESOLVED:

That the Minutes of the meeting held on 2 December 2009 be confirmed as a correct record.

73. SUSTAIN- INTERREG IVC PROGRAMME

Further to Minute No. 80 of the meeting of the Cabinet Member - Regeneration held on 16 December 2009, the Cabinet Member considered the joint report of the Planning and Economic Regeneration Director and the Leisure Director that explained and provided an update on the current situation in respect of the 'SUSTAIN' project for the Interreg IVC programme. The report commented that Sefton, working with the North West Coastal Forum, were cooperating with transnational partners as leaders in the field of coastal management. This would provide Sefton and its regional partners with improved capability to look after the coastal asset and maintain Sefton's role as a leading coastal authority.

RESOLVED:

That it be noted that the Interreg IVC Sustain proposal has now been approved and is scheduled to commence in January 2010.

74. CROSBY COASTAL PARK - DRAFT MASTER PLAN & PHASE 1 WORK

The Cabinet Member considered the report of the Leisure Director updating on progress with the Master Plan for Crosby Coastal Park and seeking approval for the Phase 1 works; and indicating that a decision on

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CABINET MEMBER - LEISURE AND TOURISM- WEDNESDAY 6
JANUARY 2010

this matter was required to enable progress on the Master Plan and the procurement of the proposed Phase 1 works.

This was a Key Decision and was included in the Council's Forward Plan of Key Decisions.

RESOLVED: That

- (1) the work done to date be noted, and the first draft Crosby Coastal Park Master Plan be approved;
- (2) the Leisure Director be authorised to seek competitive tenders for the Phase 1 landscape works;
- (3) the Leisure Director be authorised to accept the lowest tenders for the works in accordance with delegated powers identified in the Council's Constitution; and
- (4) Cabinet be requested to include the additional sum of £26,879 from Section 106 deposits from Crosby Coastal Park in the Department's Capital Programme.

75. PATHFINDER FUND

The Cabinet Member considered the report of the Head of Regeneration and Technical Services seeking approval to accept a DEFRA grant offer in connection with Coastal Change Policy and for its inclusion within the Capital Programme.

The report indicated that DEFRA launched a consultation on their Coastal Change Policy which considered issues around how communities could adapt to a changing coastline in the context of future climate change; that included within this was a fund to establish a number of Pathfinder Authorities that were at the forefront of this type of work and could test new approaches and subsequently share the lessons learnt; that the overall fund was £11 million to be spent within this and next financial year; and that applications were required to be submitted by 11 September 2009.

The Coastal Defence Team had developed an application in partnership with the Coast and Countryside Service that would focus on capturing experience to date and undertaking a number of actions in the Formby area including community engagement plan development and access works; the grant offer from DEFRA was non ring-fenced and was for £337,000; and that it was anticipated that Pathfinder status would benefit the Council in future applications if this funding source was continued in later years.

RESOLVED: That

- (1) the DEFRA grant offer amounting to £337,000 in connection with Coastal Change Policy be accepted; and
- (2) Cabinet be requested to include the capital elements of the project (as detailed in Appendix A to the report and totalling £145,000 and fully funded from DEFRA grant) in the Capital Programme.

76. SOUTHPORT LINKS - CONCESSIONARY BOOKINGS

The Cabinet Member considered the report of the Leisure Director regarding a number of requests received for the use of the Southport Municipal Golf Course (Southport Golf Links) from the clubs based there to stage a number of fixtures and Charity Days during 2010; and indicating that a decision on this matter was required to allow programmes and timetables for the operation of the golf course to be finalised.

RESOLVED: That subject to the concessions being recognised by all the event organisers at the very minimum in their publicity as (part) sponsorship of their event:

- (1) authorisation be given for the events listed in Annex A of the report;
- (2) the tee off times be reserved;
- (3) the fees for the Sefton Junior Open Golf Competition be waived; and
- (4) the fees be reduced for:
 - (a) the two school holiday competitions; and
 - (b) the Family Fun Golf day.

77. EXPRESS SEFTON CULTURAL GRANTS - APPLICATIONS FOR GRANTS

The Cabinet Member considered the report of the Leisure Director on applications received from eligible community groups for Express Sefton funding.

The Leisure Director advised the meeting that the funding application from SANWZA Zimbabwean Association was £2500 and not £25,000 as referred to in the report

RESOLVED: That

- (1) grants from the Express Sefton Cultural Fund be awarded to the following community groups:

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Organisation	Grant Awarded £
St. Luke's Church, Crosby	1,800
Theatre in the Rough	1,100
SANWZA Zimbabwean Association	1,100
Friends of Victoria Park	1,100
Maghull in Bloom	500
Una Voce Opera Company	1000
Ceramic Artists of Southport	600
In Another Place	1000
Southport Photographic Society	250
Southport Melodic Jazz	500
Ainsdale Civic Society	250
Southport Bach Choir	250
Poulton Court C.A.M. Club	250
Sefton Theatre Company	250
Friends of the Atkinson Art Gallery	100
Crosby Orchestral Society	400
Melling Tithebarn Arts Association	400
Total	£10,850

and

- (2) Cabinet be requested to roll forward the amount remaining for grants in 2010/11

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REPORT TO: Cabinet Member - Regeneration
Cabinet Member - Leisure and Tourism
Cabinet

DATE: 20th January 2010
27th January 2010
4th February 2010

SUBJECT: Frank Hornby Centre Lease Agreement

**WARDS
AFFECTED:** Park

REPORT OF: Andy Wallis, Planning and Economic Regeneration Director
Graham Bayliss, Leisure and Tourism Director

**CONTACT
OFFICER:** Mo Kundi – 0151 934 3447
Andrew Walker – 0151 934 2387

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To inform Members of the need to enter into lease agreement with the Frank Hornby Trust for the Hornby Centre space in the Meadow Leisure Complex in Maghull, as part of securing external funding from the Heritage Lottery Fund.

REASON WHY DECISION REQUIRED:

The decision to enter into a lease agreement can only be approved the Cabinet.

RECOMMENDATION(S):

It is recommended that:-

Cabinet Member for Regeneration, and Cabinet Member for Leisure and Tourism

1. Note the content of the report, and

The Cabinet

2. Request the Legal Director to enter into a 25-year lease agreement on peppercorn terms with the Frank Hornby Trust for the Frank Hornby Centre at Meadows Leisure Complex, Maghull, subject to a successful Heritage Lottery bid or other successful external funding, and subject to the production of satisfactory business plan, which illustrates the proposed ongoing revenue funding, and management arrangements arising from the operation of the Hornby Centre.

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KEY DECISION: N/A

FORWARD PLAN: N/A

IMPLEMENTATION DATE: Immediately after the call in period.

ALTERNATIVE OPTIONS: The Frank Trust has recently appointed specialist Consultants 'JANVS Design' with the aim of developing and submitting a Heritage Lottery bid for undertaking the fit out works for the Hornby Centre. However, it is a key requirement that Frank Hornby Trust is able to demonstrate that it has long term control over the Hornby Centre, and a 25-year lease agreement is sufficient to satisfy this criteria. Not to enter into this lease agreement means that Heritage Lottery Bid will fail at it first hurdle.

IMPLICATIONS:

Budget/Policy Framework: N/A

Financial: There are no financial implications as a result of this report.

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources (LTP)				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
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?			

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How will the service be funded post expiry?	
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Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

LEGAL,
FD 287 The Acting 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

Report to CM (Regen) 15th April 2009, and the Cabinet 16th April 2009, entitled Frank Hornby Trust – Submission of a Funding Bid and Trust Membership
Report to CM (Regen) 1st October and the Cabinet 2nd April 2008, entitled 'Altside Business Village Partnership - Creation of 'Frank Hornby' Charitable Trust'

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1.0 Background

- 1.1 Members may be aware that Cabinet approval was granted on 2nd October 2008 for the establishment of 'Frank Hornby Charitable Trust', with the aim of undertaking activities and events celebrating the life and work of Frank Hornby who lived and died in Maghull. The Cabinet subsequently approved the appointment of Councillor Robertson, and two officers from the Planning and Economic Regeneration Department, Mo Kundi, and John Keogh as Sefton Council's representatives on the Trust Board, which also includes, Aintree Parish Councillor Len Green, and a local businessman Les French acting as the Chair.
- 1.2 As part of the Meadows Leisure Complex, the Cabinet agreed to the creation of a dedicated Frank Hornby Centre within the Complex that would be used for Frank Hornby related activities and events. Since the completion of the Meadows Leisure Complex the Trust has been exploring a number of opportunities for attracting external funding to undertake fit out works.

2.0 Current Position

- 2.1 Members of the Trust have had a number of meetings with representatives from the Heritage Lottery Fund, who have indicated that subject to addressing a number of issues they would welcome an application from the Trust. It should, however, be noted that there is only a limited amount of money available, and Trust's application would be competing with other projects for funds.
- 2.2 In order to assist with the Stage 1 application, the Trust has appointed external Consultants 'JANVS Design (VIDAR Media Group Ltd.), who have significant expertise and experience in submitting successful applications to Heritage Lottery Fund for this type of projects. The deadline for the

submission of the Stage 1 Heritage Lottery Bid is 28th February, with a decision being announced in June 2010.

- 2.3 A key requirement of most external funding bodies, including the Heritage Lottery Fund is that the applicant must be able to demonstrate a long term control of the premises for which the money is being sought. Members may recall that this was the situation in the case of Lydiate Village Centre, which is currently being built by Lydiate Parish Council on land leased from Sefton Council, with funding from the Big Lottery.
- 2.4 In the case of the Lydiate Village Centre, the lease agreement was for 99 years on peppercorn terms. However it is proposed that a 25 lease agreement on peppercorn terms for the Frank Hornby Centre would be sufficient to satisfy Heritage Lottery Fund's criteria.

3.0 Proposals

It is proposed that:-

Cabinet Member for Regeneration, and Cabinet Member for Leisure and Tourism:

1. Note the content of the report, and

The Cabinet:

2. Request the Legal Director to enter into a 25-year lease agreement on peppercorn terms with the Frank Hornby Trust for the Frank Hornby Centre at Meadows Leisure Complex, Maghull, subject to a successful Heritage Lottery bid or other successful external funding, and subject to provision being made for any ongoing revenue costs arising from the operation of the Hornby Centre.

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Agenda Item 5

REPORT TO: CABINET MEMBER - CORPORATE SERVICES
CABINET MEMBER - LEISURE & TOURISM
OVERVIEW & SCRUTINY – (Health and Social Care)
OVERVIEW & SCRUTINY – (Regeneration and
Environmental Services)

DATE: Corporate Services – February 3rd 2010
Leisure & Tourism – January 27th 2010
Overview & Scrutiny (H&SC) – March 2nd 2010
Overview & Scrutiny (R&ES) - March 9th 2010

SUBJECT: **ACTIVE WORKFORCE - PROGRAMME DEVELOPMENTS**

WARDS AFFECTED: All

REPORT OF: Graham Bayliss – Leisure & Tourism Director

CONTACT OFFICER: Alistair Robertson, Head of Service Sport and Recreation
(Development)

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To provide Members with an update report highlighting the success and continued development of the Active Workforce programme.

REASON WHY DECISION REQUIRED:

N/A

RECOMMENDATION(S):

It is recommended that Members note the significant progress and development of the Active Workforce programme.

KEY DECISION: N/A

FORWARD PLAN: N/A

IMPLEMENTATION DATE: N/A

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ALTERNATIVE OPTIONS: N/A

IMPLICATIONS:

Budget/Policy Framework: Active Workforce contributes to the following Sefton LAA targets;
 NI 8 – Adult participation in sport and active recreation
 NI 119 – Self reported measure of people’s overall health and wellbeing

Financial:

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
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				
Funded from External Resources				
Does the External Funding have an expiry date? Y				
How will the service be funded post expiry?				

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

N/A

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		√	

<p>LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT None</p>
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BACKGROUND

It has been proven that regular physical activity can significantly reduce sickness absence levels, increase productivity and create a workplace feel good factor. Therefore, the purpose of the Active Workforce programme is to improve the health and wellbeing of employees via a range of innovative physical activity and sport interventions.

The Sefton programme was initially delivered as a pilot project following a successful bid to Sport England's "£1million Healthy Workforce Challenge" (2007). The pilot proved highly successful and led to the Sefton Public Health Partnership (Council and Sefton NHS Primary Care Trust) commissioning the Leisure Services department (through the Sport & Recreation service) to deliver the programme on a long-term basis. The focus for the programme is all major employers within the borough.

It was agreed following the establishment of the programme, that Members would receive update reports on its progress, and therefore the following report highlights some of the key developments in the programme during the last 18 months.

1. INTRODUCTION

1.1. This report covers the period April 2008 – December 2009 and summarises what the Active Workforce programme team has achieved during this time. The founding partners of the Sefton programme in 2007 were; the Council, Sefton NHS PCT, Sefton CVS, One Vision Housing and Sefton New Directions.

1.2. During the last 12 months the following organisations have joined the programme; Aintree University Hospitals NHS Foundation Trust, Shop Direct (Littlewoods Financial

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Services Ltd), Arvato and Capita Symonds. In addition, from April 2010, Autism Initiatives will become the tenth major partner to join Active Workforce.

2. SUMMARY OF ACHIEVEMENTS

Since April 2006 Active Workforce has:

- Attracted ten new major employers to invest resources in to the initiative.
- Achieved a reduction in sickness absence - participating employees self reporting a 26% reduction in sickness absence.
- Regularly engaged with 20% of employees in physical activity and health related initiatives.
- Been recognised for its contribution to workplace health and wellbeing with awards from the Municipal Journal and North West Public Health.
- Used as a best practice case study by the Local Government Association.

3. PROGRAMME DELIVERY

- 3.1 In total, across the nine partner organisations, over 20% of the employees are taking advantage of the Active Workforce programme.
- 3.2 To date there are almost 4,000 employees signed up to the programme, with 1,500 of these paying for a subsidised Active Sefton fitness suite membership. This generating over £25,000 a month in additional income across all the leisure centres.
- 3.3 The project team has provided 50 Ballroom Dancing sessions, 28 tai chi sessions, 40 yoga session per year and almost 1,500 employees have volunteered to participate in 3 workplace pedometer challenges.
- 3.4 The programme has also provided employees with access to fifteen days of health assessments, ten healthy lifestyle seminars and a total of twenty six weight management courses.
- 3.5 Every member has received a monthly health newsletter and information update.
- 3.6 All employees are offered the opportunity to take advantage of professional advanced dietetic support and structured smoking cessation groups.

4. PROJECT SPONSORSHIP

- 4.1 In November 2009, officers secured a sponsorship agreement with its first truly commercial partner; Shop Direct. Founded in 1923, Shop Direct Group is the U.K.'s leading online retailer, and its largest home shopping company, based in Aintree.
- 4.2 As a result of this sponsorship deal, Active Workforce was able to apply, and was recently awarded £14,000 of Sports Match funding from the DCMS's Sports Sponsorship Incentive Programme; 'Sports Match' (administered by Sport England).
- 4.3 This funding will allow the team to expand the programme to include additional health assessment opportunities and more sport specific activities, including the introduction of a range of new sports leagues for employees.

5. INDUSTRY BEST PRACTICE AWARDS

- 5.1 In 2008, Active Workforce received a national Municipal Journal Award in recognition of the contribution made to improving the health of the workforce.
- 5.2 This was followed up, also in 2008 with a North West Public Health Award in the category 'Contribution to Public Health' and in April 2009 the programme was short-listed for an Association of Public Service Excellence Award (APSE).

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5.3 In January 2010 Active Workforce has been selected by the Local Government Association to act as a case study of best practice in the field of Health Improvement.

6. CONTRIBUTION TO SEFTON LOCAL AREA AGREEMENT NATIONAL INDICATORS

6.1 NI8, Adult participation in Sport and Active Recreation – 20% of employees are regularly engaged. This is a total of over 3,800 people.

6.2 NI19, Self reported measurement of people's overall health and wellbeing –From the annual Active Workforce survey employees reported the following improvements in:

- Concentration – 81%
- Sleep Patterns – 60%
- Work Capacity – 76%
- Stress Levels – 61%
- Weight Loss – 65%
- Energy Levels – 92%
- Mood/Morale – 88%.

7. FUTURE DEVELOPMENTS

7.1 In partnership with NHS Sefton, In January 2010, Active Workforce has applied for £47,000 funding from the Department of Work and Pensions (DWP), Health Work and Wellbeing Challenge Fund. If successful, this additional funding will facilitate a significant increase in opportunities for the workforce to participate in sport and Recreation.

7.3 'Back to' courses and leagues will be developed in the following sports; Badminton, Football, Netball and Softball, together with a regular organised running/jogging group specifically for beginners. This will engage the employees interested in team sports and provide a "Back To" course to improve skills in a chosen sport and then apply them in a friendly league.

7.4 All new participants will be encouraged to sustain their participation by becoming permanent members of Active Workforce. This will enable the leagues and regular organised sessions to be maintained and also provide these new participants with additional activity opportunities. Alternative pathways to continue participation will also be available, specifically through links to local clubs (e.g. athletics club based at Litherland Sports Park), and through links to mainstream Active Sefton programmes.

7.5 The team will also focus on the engagement of new partner employers to maximize income generation and the impact of the programme across the borough.

8. RECOMMENDATION(S):

It is recommended that Members note the significant progress and development of the Active Workforce programme.

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: Cabinet Member – Leisure and Tourism

DATE: 27th January 2010

SUBJECT: Women’s British Open Golf Championship 2010

WARDS AFFECTED: Birkdale

REPORT OF: Graham Bayliss
Leisure & Tourism Director

CONTACT OFFICER: Tony Corfield 0151 934 2317
Assistant Director, Leisure & Tourism Dept

EXEMPT/ CONFIDENTIAL: No

PURPOSE/SUMMARY:

To inform Members of an approach from International Marketing Group (IMG) to use Council land at Birkdale Common to facilitate the 2010 Women’s British Open Golf Championship to be held at Royal Birkdale in July 2010.

REASON WHY DECISION REQUIRED:

The use of Council land for car parking, spectator access, TV and contractor compounds is critical to the delivery of the event.

RECOMMENDATION(S):

1. That the Cabinet Member authorises officers to negotiate with the organisers regarding the use of its land at Birkdale Common in support of the Women’s British Open Golf Championships 2010.
2. That a suitable Agreement be entered into between the Council and IMG, on terms and conditions to be agreed, covering the use of the land and that Council Officers be given delegated authority to draw up and complete such documentation.
3. That Officers work with IMG, Royal Birkdale Golf Club, Greenbank High School and any other appropriate Agencies to facilitate the 2010 event.

KEY DECISION No

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FORWARD PLAN: No

IMPLEMENTATION DATE: Following expiry of the call in period.

ALTERNATIVE OPTIONS:

The event will not proceed without the Council's land so there are no alternative options..

IMPLICATIONS:

Budget/Policy Framework: The event supports the Council's Corporate Objectives and the Classic Resort Visitor Economy Strategy.

Financial: The Organisers will contribute to the Council's costs in terms of administration, professional fees etc and consideration will be given to seeking a revenue share arrangement on parking fees for use of the Council's land during the event.

<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				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal:

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The Legal Director will complete the Agreement for use of the land.

Risk Assessment: Failure to support the event will lead to lost visitor spend and positive coverage of Sefton and its golf assets.

Asset Management: In line with the Council's Asset Management Strategy.

CONSULTATION UNDERTAKEN/VIEWS

FD 289 - The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into this report. Legal and Traffic Services..

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

Women's British Open Golf Championship 2010

1.0 Background

- 1.1 The Cabinet Member for Leisure and Tourism, on 2nd March 2005, considered a previous report by the Head of Tourism for use of Council land at Birkdale Common to facilitate the 2005 Women's British Open Golf Championships at Royal Birkdale Golf Club.

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1.2 Minute 49 resolved:-

- (i) that the use of Council land for the 2005 Women's British Open Golf Championships on the same basis as the 2000 Championships be approved;
- (ii) that the appropriate Officers be authorised to prepare the necessary supporting legal documentation;
- (iii) that Officers be requested to work with International Management Group Limited, representatives of the Royal Birkdale Club and appropriate Agencies to facilitate the successful delivery of the 2005 event.

2.0 Current Position

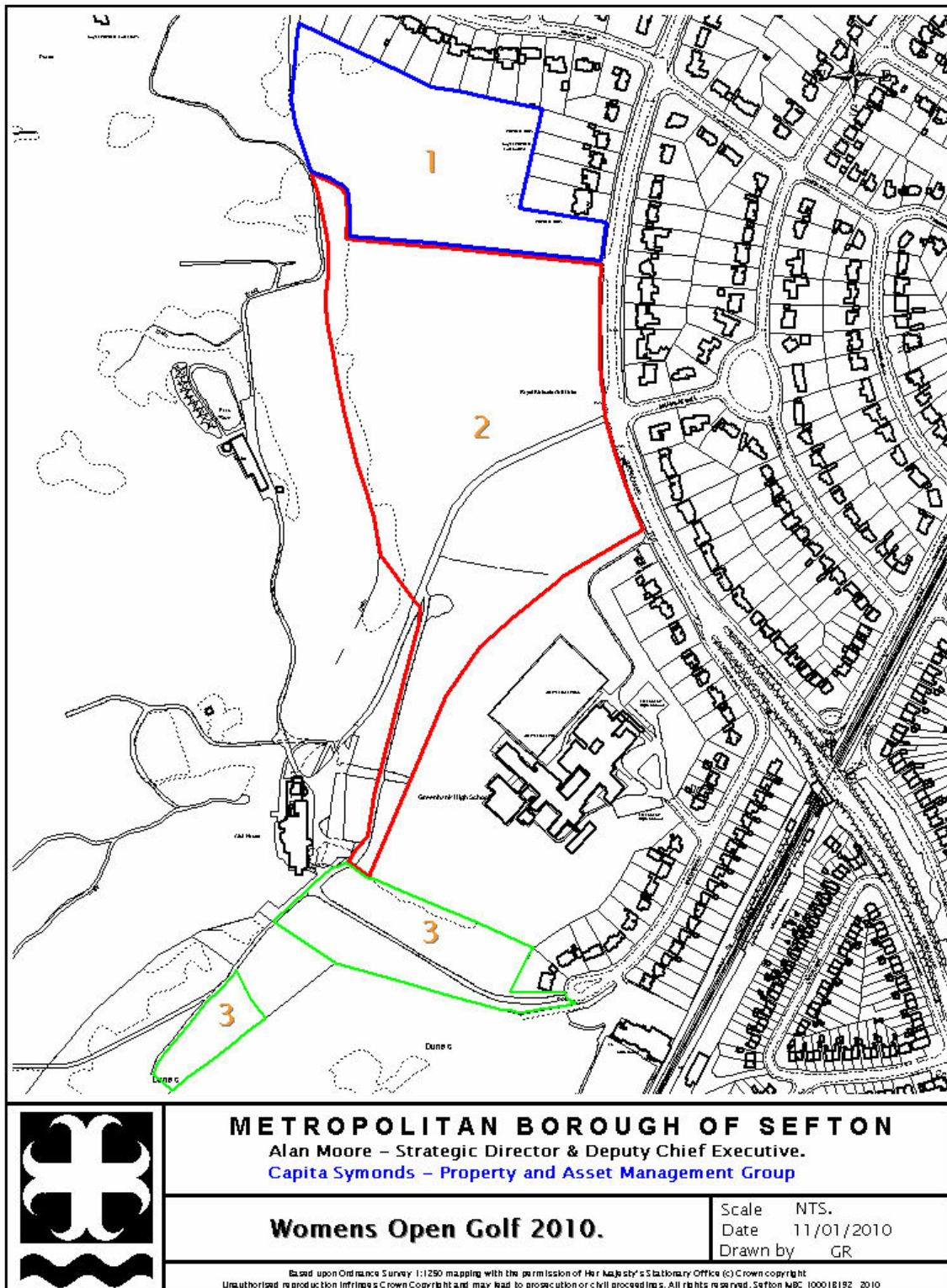
- 2.1 International Marketing Group (IMG) have approached the Council for permission to use its land at Birkdale Common and Hastings Road, as shown on the attached plan, for the purposes of spectator access, car parking and TV and contractor compounds, to facilitate the 2010 Women's Open Golf Championships to be held at the Royal Birkdale Golf Club, between 26th July 2010 and 1st August 2010.
- 2.2 IMG have indicated that due to the increased popularity of golf and women's golf in particular, they anticipate crowds in the region of 60,000 for the event. They have a substantial sponsor, RICOH, on board for the event.
- 2.3 The best women golfers in the world will compete with extensive national and worldwide television coverage for the duration of the event.
- 2.4 The car parking and TV compound areas shown on the plan as 1 and 2 will be required from 26th July 2010 until 1st August inclusive, whilst area 3 and the contractors compound will be needed from 5th July 2010 until 9th August 2010 to assist with the pre Championship build up and take down.
- 2.5 Greenbank High School have been approached regarding potential use for coach parking and spectator access to the event, although this may not be required to successfully deliver the event.
- 2.6 Temporary footpaths and diversion of existing footpath routes that cross the Common will be put into place following consultation with the Council's Highways Section.
- 2.7 Liaison with the Council and other Agencies will take place over traffic management, car parking, Police and Emergency Services cover, event marketing, player information and accommodation together with emergency planning
- 2.8 The use of the Council's land will be covered by a Legal Agreement in terms similar to those entered into for previous Men's and Women's Golf Championships held at Royal Birkdale.

- 2.9 IMG do not charge for the car parking at the event and in the circumstances, the Council's land has been requested free of charge as previously provided. However, Officers have suggested to the event organisers that they may wish to charge for parking and thereby be able to consider entering into a revenue share arrangement with the Council in return for use of the Common. If agreed there could be a financial return to the Council as well as economic impact and PR/market awareness benefits. The final negotiated terms will be reported to the Cabinet Member for his approval before the agreement is released.

RECOMMENDATION(S):

1. That the Cabinet Member authorises officers to negotiate with the organisers regarding the use of its land at Birkdale Common in support of the Women's British Open Golf Championships 2010.
2. That a suitable Agreement be entered into between the Council and IMG, on terms and conditions to be agreed, covering the use of the land and that Council Officers be given delegated authority to draw up and complete such documentation.
3. That Officers work with IMG, Royal Birkdale Golf Club, Greenbank High School and any other appropriate Agencies to facilitate the 2010 event.

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REPORT TO: Cabinet Member for Leisure and Tourism

DATE: 27th January 2010

SUBJECT: Marshside Nature Reserve

WARDS AFFECTED: Cambridge

REPORT OF: Mr Graham Bayliss, Leisure and Tourism Director 0151 934 2381

CONTACT OFFICER: Dave McAleavy, Head of Coast and Countryside 0151 934 2967

**EXEMPT/
CONFIDENTIAL:** NO

PURPOSE/SUMMARY:

Reports to Cabinet Member and Cabinet in 2005 presented the proposal to extend the Marshside Nature Reserve managed by the RSPB. It was agreed that the proposal should progress subject to an Outline Management Plan for the extended leased area being brought to the Cabinet Member for Leisure and Tourism.

REASON WHY DECISION REQUIRED:

The land included in the proposed lease extension took in elements of that land formerly leased to the sand-winning company and land seaward of the sand-winning plant. Issues relating to the cessation of sandwinning at Marshside resulted in the project being held in abeyance, although the Heads of Terms were provisionally agreed. The RSPB is now keen to progress the completion of a new lease to incorporate the existing reserve and proposed extension.

RECOMMENDATION(S):

1. That the Cabinet Member approve the Outline Management Plan for the Marshside Nature Reserve Extension

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: On completion of lease arrangements

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ALTERNATIVE OPTIONS:

There are no alternative options

IMPLICATIONS:

Budget/Policy Framework:

Financial:

CAPITAL EXPENDITURE	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
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:

The Legal Department have existing instructions to complete the lease arrangement subject to approval of an Outline Management Plan

Risk Assessment:

The ability of the Council to deploy staff or allocate resources to this area is limited, should the project not progress.

Asset Management:

The proposals have been agreed by Cabinet.

CONSULTATION UNDERTAKEN/VIEWS

A public consultation on the Outline Management Plan was undertaken by the RSPB

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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 Report to Cabinet Member for Leisure and Tourism and Cabinet Oct/Nov 2005

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1. BACKGROUND

1.1 The report "Marshside Nature Reserve" was presented to the Cabinet Member for Leisure and Tourism on the 12th October 2005 and Cabinet on the 3rd November 2005 (Annex 1). The report considered revisions to the area of land to be leased to the RSPB at Marshside as well as the terms on which the land is to be leased. The report explained how the proposal would assist the RSPB in developing the nature conservation and tourism potential of the Marshside area and provide long-term security which will justify investment by the RSPB.

1.2 It was resolved:

- a. That the surrender of the existing lease and supplemental lease of land at Marshside Nature Reserve be approved:
- b. That the lease of the Reserve and adjacent land north of Marine Drive, currently owned and managed by the Council, to the RSPB on terms summarised in the report be approved:
- c. That a proposed Outline Management Plan for the area to be leased be brought to the Cabinet Member for Leisure and Tourism for approval:
- d. That subject to (c) above, the Technical Services Director be authorised to instruct the Legal Director to complete the new lease on the terms provisionally agreed with the RSPB:
- e. That the land subject to the terms of the new lease be declared a Local Nature Reserve.

1.3 This report requests that the Cabinet Member for Leisure and Tourism consider the attached Outline Management Plan (Annex 2) for approval to enable the lease arrangements to be completed.

1.4 Members should note that the Technical Services Director did issue instructions in December 2005 for the Legal Director to complete the new lease, subject to the Outline Management Plan being approved.

2. ADDITIONAL INFORMATION

2.1 Members should also note that since 2005 the Coast and Countryside Service has lost the equivalent of 2.5 full-time staff to savings measures resulting in a reduction in service, especially away from the main tourism and nature reserve areas. The recommendations above continue to be the most positive option to improve the tourism opportunities and manage the nature conservation interests at Marshside.

2.2 The Sefton Coast Partnership HLF Landscape Partnership Scheme Stage 2 submission includes a key project at Marshside and Sefton Council as the lead agency on the project will be notified by HLF if the project is successful in March. The completion of the revised lease arrangements will allow the RSPB to start to consider the long-term investment of facilities and further enhancements to the nature reserve.

2.3 The sand-winning plant has now closed. A portion of the area of the plant adjacent to Marine Drive is identified as the possible location for improved visitor facilities for the RSPB at this location. This area is identified in the RSPB Outline Management Plan, but was not in the original area agreed as part of the Heads of Terms. This will require further discussion once the restoration of the Sand-winning plant area is completed,

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although it is not an issue for the completion of the lease extension where it affects the responsibility of the Leisure and Tourism Department's responsibilities.

- 2.4 The National Parks and Access to the Countryside gives Local Authorities the power to declare Local Nature Reserves. Sefton will discuss with the RSPB the area of land that may be declared a Local Nature Reserve at Marshside.

3. CONCLUSION

- 3.1 The attached Outline Management Plan has been considered by the Head of Coast and Countryside and was subject to public consultation. It is recommended that the Cabinet Member approve the plan.

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REPORT TO: Cabinet Member - Leisure and Tourism
Cabinet

DATE: 12th October 2005
3rd November 2005

SUBJECT: Marshside Nature Reserve

WARDS AFFECTED: Meols and Cambridge

JOINT REPORT OF: Paul Williams Director of Technical Services
Graham Bayliss Director of Leisure Services

CONTACT OFFICER: Kevin Shutter, Telephone 0151 934 2754
Dave McAleavy, Telephone 0151 934 2967

EXEMPT/CONFIDENTIAL: No

PURPOSE/SUMMARY:

To consider revisions to the area of land to be leased to RSPB at Marshside, as well as the terms on which the land is to be leased.

REASON WHY DECISION REQUIRED:

To assist RSPB develop the nature conservation and visitor potential of the Marshside area by providing long term security which will justify investment by RSPB.

RECOMMENDATION(S):

1. That the surrender of the existing lease and supplemental lease of land at Marshside Nature Reserve to RSPB be approved
2. That the lease of the Reserve and adjacent land north of Marine Drive, currently owned and managed by the Council, to RSPB on terms summarised in this report be approved
3. That the proposed outline management plan for the area to be leased be brought to the Cabinet Member for Leisure and Tourism for approval
4. That, subject to (3) above, the Technical services Director be authorised to instruct the Legal Director to complete the new Lease on the terms provisionally agreed with the RSPB.
5. That the land subject to the terms of the new lease be declared a Local Nature Reserve

KEY DECISION:

NO

FORWARD PLAN:

N/A

IMPLEMENTATION DATE:

Following the expiry of the 'call-in' period for the minutes of this meeting. As soon as a date of the new Lease can be agreed which will be dependent on an approved outline management plan.

ALTERNATIVE OPTIONS:

- 1) continuation of the present lease – while this generates a small income to the Council, it does not provide RSPB with the security required under their charitable status to invest further in the Reserve
- 2) Review of lease for the Reserve only – while providing security for RSPB, there would be little compensatory gain for the council, and a major opportunity to expand the nature reserve status of the adjacent area would be lost

IMPLICATIONS:

Budget/Policy Framework: The proposal fits with the council's UDP, Coast Management Plan policies and Tourism strategy.

Financial: Should the report's recommendations be approved the cost to the Council would be the foregoing of rental income for the term of the existing lease. Currently this is £7,000 p.a.

Legal: See recommendations

Risk Assessment: There is a risk that the potential investment RSPB might make in Marshside will be lost if the required degree of security cannot be offered.

Asset Management: There is little risk to the Council in transferring a larger area of land to RSPB.
A large area of the Council's coastal estate will be brought under the management of a highly respected organisation, allowing the Council's coast management resources to be better focussed.

CONSULTATION UNDERTAKEN/VIEWS

LEISURE SERVICES DEPARTMENT
 LEGAL SERVICES DEPARTMENT
 FINANCE DEPARTMENT
 PLANNING & ECONOMIC REGENERATION DEPARTMENT
 ENVIRONMENTAL ADVISORY SERVICE
 ENGLISH NATURE

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

A Review of the RSPB Marshside Perimeter Plan – RSPB 1996

BACKGROUND:

Introduction

Marshside Nature Reserve has strategic significance as it lies between two emerging Regional Park resources along the coast. It has an important role to play as a gateway into both the Merseyside Waterfront Park (MWP) from the north and also would mark the start of a future Ribble Estuary Regional Park (RERP) from the south. Both the Marshside Nature reserve and foreshore and salt marsh north of Marine Drive are Internationally important for their wintering waterfowl and are part of the Ribble & Alt Estuaries SSSI, SPA and Ramsar site.

Under the terms of the new lease the RSPB will produce a more detailed Management Plan for the Nature Reserve, reaffirming their commitment.

This will require consultation with the statutory agency for nature conservation (currently English Nature) and ensure that its consent to implement the Management Plan is received. This approach should ensure that the Council meets its statutory responsibilities with regard to the Habitat Regulations for the European site - the Ribble and Alt Estuaries Special Protection Area.

The extent of the existing RSPB Nature Reserve is shown on the attached plan. Since taking over management of the area RSPB have installed two bird watching 'hides', improved access and undertaken extensive water level management to improve the nature conservation value of the site. This represents an investment of some £500,000. Even with the relatively small scale of existing facilities, the reserve has become well known and receives upwards of 15,000 visitors per year.

The Perimeter plan showed that there is still much to do to improve parking and access requirements, improve site safety and develop the long term nature conservation and visitor potential of the existing site.

Discussions with RSPB on the relative responsibilities of the Council and RSPB in the area indicated that a review off the RSPB lease could provide a way of resolving some problems (e.g. continuing issues of maintenance of the Marine Drive verges), and open up the way for a long term approach to the management of land on either side of Marine Drive at Marshside.

Proposal

The basic RSPB proposal can be summarised as follows:

- Reduction of the premium from the present £7,000 per annum to a peppercorn. The resultant saving would be translated into investment in the site.
- Extension of the lease to 99 years from the current 25. This would provide RSPB with the security needed to justify more substantial investment in the site. They require this security under the terms of their charitable status.
- RSPB are seriously interested in taking over the marshland north of Marine Drive as part of the Reserve. This would be partly to compensate the Council for loss of income, but would also secure major improvements in site management since it would allow RSPB to control and improve the existing public parking area near the sandwinning plant, for example.

The extension area proposed would bring the northern boundary of the Reserve coterminous with English Nature's Ribble estuary National Nature Reserve, which is the largest Nature Reserve in England. The resulting RSPB area would certainly be one of their largest sites in the UK.

The RSPB are therefore seeking a new lease for a term of 99 years, in order to help realise the full implementation of the Perimeter Plan. In addition to the existing 110 hectares of coastal grassland that it leases at Marshside, the terms of new Lease would be subject to the incorporation of;

- i) The car park on Marine Drive
- ii) The area of the foreshore and salt marsh excluding the Rainford's sandwinning

- plant, north of the coast road
- iii) The area of marsh and lagoons south of Marine Drive that is currently leased to William Rainford Ltd.
- iv) A strip of land adjacent to the highways bordering Hesketh Road, Marine Drive and Marshside Road.
- v) An apron of rough grassland at the base of the road embankment bordering Crossens Inner Marsh.
- vi) An approved outline management plan

A plan is attached to this report indicating the areas and the amount in hectares. The maintenance responsibilities and obligations associated with the haul road and area either side would remain with Rainford's.

Outstanding actions include the need to improve management of traffic around the perimeter of the reserve and to implement comprehensive access improvements for pedestrians, cyclists and for those with mobility restrictions. The RSPB would also like to move forward with a proposal to manage the car park and develop a circular walk to improve carefully managed access to the salt marsh. A third significant proposal that the RSPB would like to take forward in the future is to identify the suitable location of a small visitor Centre' with much needed toilet provision.

These actions will require a major financial commitment from the RSPB, who have therefore requested that the Council consider foregoing the rental income (it presently receives a peppercorn rent of £7,000 p.a) for the term of the new lease.

Justification of financial implications

Given the contribution that the RSPB's plans would make to the vitality and diversity of the Southport and Sefton tourism economy and to the better management of the coastal areas it is suggested the Council demonstrate commitment to its partnership with the RSPB by agreeing to the proposal.

The Leisure Services Department is currently responsible for the area of foreshore and saltmarsh identified in this report as an extension to the existing lease. The Head of Coast and Countryside advises that this area of land would benefit from being managed as one habitat unit due to the interchange of birds between the marshes either side of the Marine Drive. The Coast and Countryside Service are often called to deal with problems at this location which draws resources away from its core work – especially during the summer season. There are no dedicated Coast and Countryside Service staff for the Marshside area; generally staff are called off other areas to deal with unauthorised vehicles and other problems. While it is difficult to quantify the cost of existing Council management of the area, as the RSPB are based in the area and have proposals for visitor facilities it would make common sense for a more holistic approach to management of the area. This would allow Council resources to be deployed more effectively elsewhere on the coast.

The Leisure Services Department have concerns with respect to the problems (off road vehicles etc.) that occur at this location. If the Council forego the rental income, then assurances will be required as part of the new lease agreement, that the RSPB provide an adequate management presence at the site. This may also need to cover control of spartina grass on the southern edge of the proposed extension. It is suggested therefore that any new lease be subject to agreement of an outline management plan which deals with these issues.

Conclusion

In the future the land which is SSSI and subject to the Countryside Rights of Way Act will need to be maintained in favourable status.

Assurance that the loss of income will be ploughed back into the reserve can be addressed through an outline management plan to be approved by Council.

The proposal would allow RSPB's planned improvements to progress, which would increase the attractiveness of the area.

It would establish Marshside as a significant national RSPB reserve, with tourism and recreation benefits to the local area.



Sefton Council

Planning & Economic Regeneration Department

Andy Wallis - Director
 Planning & Economic Regeneration is part of the
 Regeneration & Environmental Services Directorate

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RSPB Leases Existing and Proposed extension

OSGR: 335589, 420530 Sheet(s): Area: 13791883 sqm

Standard Site Plan

Scale: 1:20155
 Date: 09/09/2005
 Drawn By: Pear V on
 Contact Officer: Ah
 Plan Ref: Q:\GIS\Wkdata\MerseyWaterfront
 Ward(s): Cambridge, Meols
 Postcode Sector(s): PR9 0, PR8 1, PR9 7, PR9 8, P
 Polling District(s):
 Parish(es): None Found



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**MARSHSIDE NATURE RESERVE
EXTENSION**

**RSPB SUMMARY MANAGEMENT
PLAN**

**Tony Baker
October 2005
Revised September 2009**



0. CONTENTS

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- 1.1. Site location and background**
- 1.2. Site location and background**
- 1.3. The 'Extension' areas**
- 1.4. Important habitats and species**
- 1.5. Human features**

2. EVALUATION AND RATIONALE FOR MANAGEMENT

- 2.1. Conservation: important features; their condition and the main factors affecting them**
- 2.2. Visitors and public affairs: important features; their condition and the main factors affecting them**

3. LONG-TERM VISION, OBJECTIVES & MANAGEMENT

- 3.1. Long-term vision: what we would like to see at Marshside in 25 years time**
- 3.2. Objectives & management**

4. RSPB MANAGEMENT AND INVESTMENT AT MARSHSIDE 1995-2005

5. KEY AUTHORITIES, CONSULTEES AND OTHER INTERESTED BODIES

REFERENCES

1. SITE INFORMATION

1.1. Site location and background

Marshside RSPB Nature Reserve was established in 1994 with a 21-year lease, (from Sefton Council), covering 110 hectares of coastal grassland lying between the boundaries of the neighbouring houses behind the sea-wall and the Marine Drive embankment. There are also small areas of swamp and relict salt marsh and an extensive system of natural creeks and artificial ditches. RSPB conservation management over the period 1995-2005 led to the extension and enhancement of the wetland features leading to increases in most wintering and breeding bird species and the colonization of several new species. The provision of hides and other visitor facilities has provided for increasing numbers of visitors. Current estimates are that the site receives between 20-30,000 bird-watching visitors per annum.

The remainder of this document refers to the proposed 'extension areas' defined below. For further information about the existing RSPB reserve area please refer to the *RSPB Marshside Management Plan 2005-10*

1.2. Site designations

The entire area discussed in this plan, (including hard, artificial features such as roads and buildings), lies within the Ribble Marshes Site of Special Scientific Interest, (and Ramsar site), and the Ribble & Alt Estuaries Special Protection Area. The whole is designated as Green Belt and as a Site of Local Biological Interest in the Sefton Council Unitary Development Plan.

1.3. The 'Extension' areas

The proposed extension to the reserve discussed here consists of five elements:

- The saltmarsh to the north of the existing RSPB leased area extending out to the mean High Water Mark (excluding the area occupied by William Rainford Ltd), bounded to the north by the ownership boundary with Natural England and to the south by an imaginary line continuing the trajectory of Hesketh Road to seawards.
- The area of marsh, including the coastal lagoon, to the east of Marine Drive which is not already part of the RSPB's leased area and is currently subject to a License between the Council and William Rainford Ltd.
- The road verges that lie between the existing RSPB leased area and the surrounding roads (excluding the Highways reserved land).
- The Sefton Council-owned strip of, (ungrazed), land that lies between Marine Drive and the, (privately owned), Crossens Inner Marsh.

- The car park adjacent to the sand works on Marine Drive

1.4. Important habitats and species

The primary habitat is a fine example of actively developing **saltmarsh**. In addition to the intrinsic botanical interest, this area supports Internationally important high tide wader roosts, important breeding wader populations and significant populations of breeding and wintering passerines and wintering raptors. As the area is still actively accreting, poor drainage is a feature of the upper saltmarsh and semi-permanent pools are beginning to form close to the Marine Drive.

Marine Drive has created an unnatural obstruction to the previously natural transition between freshwater and brackish habitats.

Inland of the road the **Coastal Lagoon** and **Swamp** habitats are heavily modified by human intervention but despite this still support considerable wildlife interest. The Coastal Lagoon is particularly important during drought periods and freezing conditions when its size and depth ensure that it is often the only significant water body available to birds in the area. The ungrazed swamp and areas of higher ground provide valuable nesting opportunities for wildfowl within a largely grazed landscape.

The **Highway Edges** primarily consist of ungrazed grassland of varying wetness, together with patches of *Salix*, (and other), scrub. These are important habitats in their own right, with a few botanically rich areas and the whole providing nesting habitat for wildfowl, (e.g. shoveler, teal), and key passerine species, (e.g. linnet, reed bunting).

These key habitats and species are summarised in Table 1.

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ANNEX 2

Table 1 Important natural features

Important feature	Influencing management?	
Ungrazed Saltmarsh	✓✓**	SSSI Interest Feature. RSPB priority habitat. BAP priority
Wintering waterfowl	✓✓**V	SSSI/SPA Interest Feature.
Breeding waders	✓✓**	SSSI Interest Feature. RSPB FD111 priority species.
Wintering and breeding passerines	**	Linnet, reed bunting and skylark are BAP priority species
Coastal lagoon	** V	BAP habitat. RSPB priority habitat
Phragmites/Schoenoplectus swamp	*	Important waterfowl and passerine breeding habitat
Coastal dune/strandline	*	Coastal sand dune is a BAP habitat.
Natterjack toad	*	BAP species. BHS re-introduction scheme
Water vole	*	BAP species. Possible re-introduction scheme linked to re
Bird spectacle	V	Wintering waterfowl; breeding waders, including avocet
Car park	V	Potential to develop visitor facilities
Road verges	V	Potential to develop visitor facilities

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ANNEX 2

KEY

** = Features, which are the prime, reason for RSPB maintaining the reserve and which will drive its management.

✓✓ = Features for which we have legal responsibilities (SSSI Interest Features) and which will influence the management we undertake at the site.

✓ = Features for which we have legal responsibilities (SSSI Interest Features) but which will not influence the management we undertake at the site.

* = other important conservation features whose requirements we need to take into account when deciding upon management of the site.

V = Features of particular importance to visitors.

1.5. Human features

i. Public access

Marine Drive, Hesketh Road and Marshside Road provide vehicular access to the edge of the site. A small, (40-car), car park is situated adjacent to Marine Drive and the Old Sand-Works.

There is a bus service to Marshside Road (junction with Elswick Road).

There is (foot/cycle) access to the site perimeter at all times via the pavement along the Marine Drive sea-wall.

The Sand-Works Haul Road bisects the site and is well used by the public for foot access, especially at weekends in the summer months.

A rough, circular walking route has been created by birdwatchers around the base of the sand-works' screening banks.

ii. Visitor usage

The number of visitors using the car park must exceed 100,000 per annum. Bird watching is popular throughout the year, (the RSPB Reception Hide receives in excess of 20,000 visitors a year). Dog walking is discouraged on the existing reserve trail alongside Marine Drive but is frequent around the car park and especially along the Haul Road. This activity can have significant negative impacts on both nesting waders and high tide wader roosts when people allow their dogs to run freely across the marshes. Liaison with dog-walkers helps minimise this problem. A few people collect glasswort (*Salicornia*) from the pioneer salt marsh in late summer. Flying kites and model aircraft is an occasional activity that can cause serious disturbance to nesting birds. Off-road driving has become more common in recent years although Sefton Leisure Services do control the activity.

iii. Highways

Marine Drive defines the eastern boundary of the site. It was built in 1974 on a base of waste materials. The carriageways are regularly maintained by Sefton Council. The road is not designated as such but has become a (partial) Southport Bypass.

Marshside Road was widened and resurfaced in the recent past and has become a popular commuter route for motorists and an increasingly dangerous route for walkers and bird-watchers.

Both roads are a serious threat to the wildlife (e.g. at least three short-eared owls, *Asio flammeus*, were killed by traffic on Marine Drive in the winter of 2003/4).

iv. Commercial activities

Sand-winning has now ceased and much work has already been undertaken to restore the area formerly occupied by the sand works to its former natural state. At the time of writing, (September 2009), there remains much to be done. We understand that the sand company intend removing more material in the coming months but we are not aware of a timetable for this work.

v. Fishing

The excellent access to the inter-tidal area provided by the Haul Road attracts various kinds of fisherman to Marshside. However, the use of this route by fishermen pre-dates that of the sand-winning industry. Marshside Road has been an access route to the sea for much longer still and fishing has been a major economic activity in the past. Nowadays, shrimping vehicles are rarely seen at Marshside and net fishing has become unusual. The only fishing activity that remains of significance is cockling. In some winters this has been carried out at industrial levels, albeit only for short periods. Regulation is by North Wales and North West Sea Fisheries and is well managed. However, access by cocklers is via the car park and this is often disruptive and potentially dangerous to other users and damaging to the fabric of the car park.

vi. Wildfowling

Took place on the salt marsh to the north of the sand works up until 2000. There have been no recorded incidents of armed trespass since that date. Wildfowling continues on the Natural England owned National Nature Reserve land immediately to the east.

Table 2: Important human features

Important feature	Importance to management	Impact and issues
Car park	Access	Focal point for visitors at the centre of the reserve and Currently in very poor condition; has a negative impact
Haul road	Access	Foot access to saltmarsh for dog-walking etc.: a safety
Old Sand works	Neighbour/user	Now defunct Restoration of the site to saltmarsh is underway RSPB have an interest in developing the site as a centre
Highways	Access	Good access for visitors/users Negative impact on wildlife (collisions) Negative impact on human enjoyment (noise, visual
Birdwatching	User	Low key activity at present; currently no interpretation
Fishing	User	Specialist; declining except cockling which can have Right of access for vehicles along Haul Road (license Services)

2. EVALUATION AND RATIONALE FOR MANAGEMENT

2.1. Conservation: important features; their condition and the main factors affecting them

The primary **habitat** is a fine example of actively developing **saltmarsh**. This requires little active management and should probably remain either ungrazed or very lightly grazed since it is one of very few examples of ungrazed saltmarsh in Northern Britain. If accretion continues at current rates, it may be appropriate to review this policy in the future as the higher salt marsh may then benefit from light grazing to improve its biodiversity. The existing grazing, (by wildfowl), already has beneficial effects on habitat diversity.

The internationally important **high tide wader roosts** and nationally important **breeding wader populations** are vulnerable to disturbance: signage and interpretation should be a priority. An objective should be to endeavour to make the **bird spectacle** of the high tide wader roosts accessible to visitors whilst at the same time protecting them from unacceptable levels of disturbance.

Since the construction of Marine Drive, accretion rates have accelerated and caused the blockage of drainage culverts leading from the inner marsh and the severance of the natural transition between freshwater and saltwater habitats. The feasibility of reintroducing some form of controlled freshwater input to the saltmarsh will be further explored. The negative impacts of releasing bacteria-rich water into the tidal system could be minimised by the creation of shallow, 'settlement ponds' on the higher saltmarsh. This would create further coastal lagoon habitat with varying salinities and complement plans to encourage **natterjack toads** to colonize the area. Small areas of saltmarsh would be lost in this process, but this would be more than adequately compensated for by improvements in the diversity of wildlife in the area and by the restoration of the important transition habitats that were present in the original marsh prior to the construction of Marine Drive.

The existing **coastal lagoon** is an artificial construct. It represents a great opportunity for imaginative habitat management to increase its value to wildlife and further diversify the wildlife of the area. New species can be encouraged to exploit this enhanced habitat including, (potentially), common terns, ringed plover, avocet and sand martin.

- The **swamp** habitats are already heavily modified by human intervention and in places damaged by the dumping of large quantities of spoil. The potential here is to restore the area and create an exciting **reed-swamp** habitat that can perform two functions: provide a natural water treatment process for the poor quality water entering the site and
- diversify the wildlife of the area by encouraging BAP species to thrive (bittern, garganey, reed bunting and reed warbler are potential colonists).

The **highway edges** consist of un-grazed grassland and patches of *Salix*, (and other), scrub. These areas provide most scope for improving human access and enjoyment of the wildlife riches of the site. A perimeter ditch along the 'Crossens strip' would provide valuable habitat for a range of species, (especially nesting waterfowl, reed bunting and water rail), and provide both a 'wet fence' to restrict human access onto the marsh as well as spoil to create a dry path along the wetland edge. This could also be done on the seaward side of Marine Drive where excavation of shallow water areas could create spoil to provide an access 'berm' along the base of the road embankment. This could create a marsh-level path away from the noise of the road and enhance visitors' enjoyment of the site considerably.

2.2. Visitors and public affairs: important features; their condition and the main factors affecting them

This reserve extension provides a major opportunity for further **visitor development** at Marshside. Significant constraints on development will remain because of the sensitivity of this European-designated site and the absence of undesignated land. The acquisition of the **car park** area would increase the available infrastructure significantly. The major opportunity that is presented here is the availability of an exciting diversity of habitats within a short distance of the visitor focus. If all the proposals contained in this Plan were taken forward, there would be coastal lagoon, reedswamp, saltmarsh, coastal grassland and sand dune habitats all within 100 metres of the parking area.

A small **visitor centre**, sensitively constructed within the Old sand- works screening banks, could provide refreshments, toilets and interpretation. It would enable effective regulation and monitoring of access to the reserve and the adjacent inter-tidal areas. This would give safe **access** from the car park away from the road, and without the need to cross the road, and would facilitate the development of an education programme for all ages and abilities. **Viewing trails** could encircle the Old sand-works area and link to the existing reserve path network. An extension of the existing reserve trail could be formed along the base of the road embankment towards Crossens, providing a relatively peaceful, (i.e. away from the noise and fumes of the road), route through coastal grassland and wetland habitats, something that is not available to visitors to Marshside at present. This would assist with the ultimate aim of creating a complete **circular route** around the freshwater marshes. (See also **highway edges** above).

With the cessation of sand-winning, the Haul Road is now available for recreation. Its inclusion within the reserve area would enable more effective regulation of its use. Dog-walking, fishing and bird-watching would continue and the opportunity taken to inform these and other visitors about the sensitivities of the local wildlife. Off-road driving of vehicles of all types and some other undesirable activities would be actively discouraged. The regulation of these issues would be subject to the consideration and agreement of Sefton Council Leisure Services.

Additional **viewing platforms** could provide focal points for watching wildlife. Suggested sites include:

- the northern tip of the sand works peninsula

- a position near the site of the old 'Wildfowlers' Car Park'
- a site associated with one of the two cattle tunnels connecting Crossens Inner and Outer Marshes (with the intention of adapting the tunnel to provide safe foot access across Marine Drive)

One of the two last mentioned could be the site for a 'Partnership Hide', since a hide here would provide views of both the National Nature Reserve and the RSPB Reserve.

3. LONG-TERM VISION, OBJECTIVES & MANAGEMENT

3.1. Long-term vision: what we would like to see at Marshside in 25 years time

Marshside Nature Reserve has become a nationally renowned centre of excellence for wetland management. It has become both the southern gateway to a larger RSPB landholding, rich in wetland biodiversity, which extends throughout the Ribble Estuary and is the northern gateway to the suite of nature reserves running south along the Sefton dune coast.

The saltmarsh and associated habitats are managed in 'favourable condition' to maintain the continually high numbers of wintering waterfowl and form an important sanctuary within the estuary. Numbers of breeding waders and wildfowl and their productivity are maintained to provide a source of colonisation for newly developed coastal wetlands within the wider estuary. Black-tailed godwits have colonised as a breeding species. Other biodiversity gains have been achieved by restoring transitional brackish conditions to parts of the higher salt-marsh together with some shallow pools; by extending and enhancing the coastal lagoon habitats and by a small but significant expansion in reed swamp. This has led to the expansion of the water vole population and the successful reintroduction of natterjack toads.

Marshside has become the key bird-watching destination in the Ribble area with 50,000 visitors p.a. using the expanded facilities. Visitor facilities provide a high level of customer care in keeping with the suburban setting and the large population that live within one hours' drive of the reserve. Interpretation introduces the wildlife and culture of the estuary, the processes of coastal change and the work of the RSPB. The salt marsh and the semi-natural succession to freshwater and grassland habitats form an educational tool to inspire new generations of conservationists through school visits and academic research.

4. RSPB MANAGEMENT AND INVESTMENT AT MARSHSIDE 1995-2005

4.1. Direct Investment

Estimate of value of RSPB Investment in Marshside Nature Reserve, April 1995 to April 2005: £500,000.

- Site Manager
- Volunteers (40+)
- New disabled access paths along the southern verge of Marine Drive to access both hides
- Maintenance of sea wall (fencing planting, grass cutting)
- Hydrological management including the installation of four pipe sluices, 5 km of ditches and four major new lagoons.
- 2,000 shrubs and trees have been planted.
- Wardening, signs and improved boundary features have dramatically reduced human disturbance.
- Visitor facilities have been created comprising two state-of-the-art birdwatching hides, one Viewing Platform, three Viewing Screens and 1km of disabled access trail.
- All of the stock fencing (around 5.3 km) has been replaced.
- A further 2 km of grass paths and highways verges are regularly mown.
- Litter picking is carried out/ regularly cleared at no cost to Sefton Council.
- Regionally important breeding waterfowl populations have been sustained and productivity increased. Several new species have colonised the site as a result of creative habitat management (e.g. gadwall, teal, avocet)
- Internationally important wintering waterfowl numbers have increased (e.g. wigeon numbers are up from 5% to 20% of the total Ribble Estuary count).
- Events programmes, walks and talks by RSPB staff and publications such as *The birds of Marshside* have attracted more visitors to the area.

4.2. Indirect economic impact

- The site is maintained in 'favourable condition' at no cost to Sefton Council.
- RSPB research has shown that visitors to the reserves spend an average of £11 per head in the local economy as a direct result of visiting the nature reserve. On average, £35,000 of visitor spending supports one full-time equivalent job in the local economy. If the 20,000 visitors to Marshside spend £11 each they contribute a total of £220,000 to the local economy, which is equivalent to 6.3 jobs.
- Entrance to the reserve's facilities is free and this constitutes a significant benefit to Sefton's ratepayers at no cost to the Council.
- House values in the area are supported by the proximity of a quality environmental attraction in the local area.
- The local environment has benefited from improved safety, and a clean and well-maintained site of International importance for birds.

- The Quality of Life of local people has been enhanced.
- Local contractors are employed to carry out maintenance work and capital projects.
- The Tenant Farmer has his traditional livelihood supported through the RSPB-led Higher Level Stewardship Scheme.

5.KEY AUTHORITIES, CONSULTEES AND OTHER INTERESTED BODIES

NB. *This is not a fully comprehensive list of everyone with an interest in the site and its management. The aim is to establish who are the key interested parties with whom consultation is a legal requirement or an essential prerequisite to successful management of the site.*

NAME	AREA OF INTEREST	CONTACT	DETAILS
Sefton Council	Owner/ Coast management	D. McAleavy	Head of Coast & Countryside
Sefton Council	Owner/ Sea defence	G. Lymbery	Special Projects Manager
Sefton Council	Owner/ Planning	A. Hall	Planning
William Rainford Ltd.	Neighbour		
Natural England	SSSI, SPA. Statutory Authority, NNR Manager	A. Kimpton	Senior Site Manager
Environment Agency	Sea defence Statutory Authority	G. Fellowes	Biodiversity Officer
NWNWSF	Fisheries/Access Statutory Authority		
Emergency Services	Police Fire Ambulance Coastguard		
Action Ribble	Estuary partnership	L. Cryer	Project Officer
Ribble Estuary Liaison Committee	Wildfowling/estuary liaison	I. Danby	BASC (Secretary)
Sefton Coast Partnership	Coastal partnership	E. Jackson	Chairperson

REFERENCES

Draft Nature Conservation Management Plan Marshside Sands Nature Reserve 2001-2006. Sefton Council Coast & Countryside. D. Simpson

Marshside RSPB Nature Reserve Management Plans 1995-2000, 2000-2005, 2005-2010. RSPB. T. Baker

RSPB Marshside Perimeter Plan. RSPB T. Baker April 1996

A Review of the RSPB Marshside Perimeter Plan. RSPB T. Baker July 2001

'A Vision for Visiting'; Draft Marshside Visitor Plan. RSPB T. Baker March 2003

Summary Management Plan for 'Rainfords' Marsh'. RSPB T. Baker January 2003

RSPB Management Plan Guidance Notes version 6 RSPB August 2004

The Saltmarsh Creation Handbook RSPB Albert Nottage & Peter Robinson 2005

Communications, Interpretation and Visitor Product Development Strategy for the Sefton Coast Sefton Council 2005

Access Strategy for the Sefton Coast Sefton Council 2004

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REPORT TO: Cabinet Member – Leisure Services
Cabinet

DATE: 27th January 2010
4th February 2010

SUBJECT: ROYAL NATIONAL LIFEBOAT INSTITUTION (RNLI)
BEACH LIFEGUARD PARTNERSHIP

**WARDS
AFFECTED:** Ainsdale, Birkdale, Blundellsands, Birkdale, Cambridge,
Church, Harington, Ravenmeols

REPORT OF: Graham Bayliss, Leisure and Tourism Director 0151 934
2381

**CONTACT
OFFICER:** Dave McAleavy, Head of Coast and Countryside 0151 934
2967

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

The proposal to develop a Beach Lifeguard Partnership with the Royal National Lifeboat Institute (RNLI) was reported to the Cabinet Member for Leisure and Tourism in March 2009, when Officers were authorised to investigate and develop the project to improve beach safety and lifeguard provision on the Sefton Coast.

REASON WHY DECISION REQUIRED:

A partnership specification has been agreed with the RNLI and the legal, personnel and financial requirements considered as part of the process of developing the partnership.

The project, although primarily instigated as a service improvement scheme within the Coast and Countryside Service, is identified in the Strategic Budget Review and was subject to consideration by Cabinet and Council in December 2009.

The partnership agreement and contract has to be completed before the end of February so that the RNLI can procure equipment and enter into contracts with summer lifeguards, enabling the beach safety partnership to commence at Easter 2010.

RECOMMENDATIONS

That the Cabinet Member for Leisure and Tourism:

- i) Authorises officers to complete the “Agreement for the Provision of Lifeguard Services” in order to establish the Beach Lifeguard Partnership with the Royal National Lifeboat Institution (RNLI) (Beach Lifeguards) so that it may commence on April 1st 2010.
- ii) Authorises the Legal Director to enter into a contract with the RNLI for a period of five years.

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That Cabinet:

- iii) Authorise officers to complete the “Agreement for the Provision of Lifeguard Services” in order to establish the Beach Lifeguard Partnership with the Royal National Lifeboat Institution (RNLI) (Beach Lifeguards) so that it may commence on April 1st 2010.
- iv) Authorise the Legal Director to enter into a contract with the RNLI for a period of five years;
- v) Considers building in to the relevant year’s Medium Term Financial Plan the RPIX Index for the value of this contract for its duration.

KEY DECISION: Yes

FORWARD PLAN: Yes

IMPLEMENTATION DATE: April 2010

ALTERNATIVE OPTIONS:

There is no alternative option as the RNLI are the only agency offering this partnership approach.

IMPLICATIONS:**Budget/Policy Framework:**

Financial: The contribution to the scheme in 2010/11 is £186,000. This can be met from existing resources within the Leisure Services Budget. The Strategic Budget Review has also identified a saving of £36,000 resulting from the partnership.

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<u>CAPITAL EXPENDITURE</u>	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £	2013/ 2014 £
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				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N				
How will the service be funded post expiry?				

Legal: See body of report

Risk Assessment: The proposal offers considerable improvements to providing beach safety in Sefton – maintaining the status quo will result in a reduced operation and requirement to source identified savings from other parts of the service.

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

FD 290 - The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into this report.

Legal Department

BSU Combined HR Unit

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RNLI
Southport Lifeboat Secretary and Coxswain
Environmental Protection Department Transport Manager
Trade Unions

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

1. BACKGROUND:

- 1.1 The proposal to develop a Beach Lifeguard Partnership with the RNLI was presented to the Cabinet Member for Leisure and Tourism on the 29th March 2009 (Annex 1). Officers were authorised to progress discussions with the RNLI to consider a partnership approach to delivering and improving beach safety in Sefton and that following consultation with Legal, Personnel and the RNLI, officer's report back on the contractual and financial implications of the proposal.
- 1.2 In July 2009 Departments considered savings measures as part of the Strategic Budget Review and the proposal to develop a Beach Lifeguard Partnership with the RNLI was identified as a possible saving commencing in the financial year 2010/11. On the 3rd of December Cabinet considered the proposal as one of a number of savings options with a recommendation to Council that these options be accepted and implemented with immediate effect. Council agreed the recommendation. It is worth noting that the beach safety partnership was reported in the Strategic Budget Review process describing implementing the partnership while contributing to the review would actually result in an improved beach safety service on the coast.
- 1.3 Since March 2009 the RNLI have been working with Sefton Council to develop a specification for the Council owned beaches and have carried out their own risk assessments. The existing Lifeguard personnel have been involved in this process that has also included equipment trails on the Sefton Coast and lifeguards attending a Senior Lifeguard training course at the RNLI training school in Poole, Dorset. The process has been open and transparent with consultation and meetings taking place that involved all parties and the Trade Unions.

2. Purpose of this Report

- 2.1 To report back to Members as requested in March 2009 to advise that there are no issues that may prevent the Sefton RNLI Beach Lifeguard Partnership progressing with a proposed implementation date of 1st April 2010.

3. Legal

- 3.1 The approach to operating the beach Lifeguard partnership is considered a 'shared funding arrangement' with the cost of the service borne by both the Council and the RNLI. The Local Authority procuring services from the RNLI is subject to European procurement law. However, beach lifeguard services are Part B – non priority - services for the purposes of European procurement rules and the full European regime of advertisement of a contract notice and competitive tendering is not required by Sefton Council for the provision of lifeguarding services in a partnership with the RNLI.
- 3.2 In 2009 the Legal Director considered the detail in a draft Agreement for the Provision of Lifeguard Services, prepared by the RNLI and this was returned

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with minor amendments for the RNLI to consider. The Legal Director is currently considering a revised draft 2010 Agreement for the Provision of Lifeguard Services in Sefton.

- 3.3 The 2010 draft agreement differs little only in that the RNLI have included detail in respect of Licence/s for the location of and authority to access their temporary and non-temporary shore-side accommodation. In Sefton the RNLI will be locating a temporary shore-side facility at each beach and be allocated office space for a Senior Beach Lifeguard in the Coast and Countryside Service office at the Crosby Lakeside Adventure Centre and in the purpose built tower at the Ainsdale Discovery Centre. Sefton will not be leasing any buildings to the RNLI, or at this stage in the partnership is either of the parties considering a new build.

4. Personnel

- 4.1 Three full-time Lifeguards will transfer to the RNLI as part of the partnership agreement, and it has been agreed that this will be done under TUPE (Transfer of Undertakings (Protection of Employment) provisions. The HR Unit of the Combined Business Support Unit has been liaising with the RNLI HR officers to reconcile any issues relating to this aspect of the agreement.
- 4.2 The RNLI have indicated that post transfer it is their intention to assimilate the staff into the post of Senior Beach Lifeguard as part of the RNLI operational structure, with a lifeguard designated for each main beach area. For two of the staff involved this will effectively result in a promotion and the RNLI have already begun negotiations with the staff and their nominated Trade Union representative.
- 4.3 The RNLI presented their outline operational structure for Sefton. This structure includes a number of new posts within their organisation, both senior and additional to the three Senior Lifeguards above.
- 4.4 This reflects the RNLI's plans to use Sefton as a regional base to expand services for North West Operations. Two of the additional posts will be responsible for the management of the Sefton Beach Lifeguard Partnership and the third is likely to be a Lifeguard Supervisor. The RNLI have had a positive

liaison with the staff and have indicated that they would like to consider them for these posts. As soon as there is notification of a formal commitment from Sefton they will invite them for interview to assess their suitability. Should all three be successful in achieving career enhancement through this process then it is unlikely TUPE will apply, although the RNLI have indicated that they may still negotiate some terms and conditions in respect of holiday entitlement etc based on continuity of service. This is purely speculative at this stage and is not part of the current proposed agreement.

- 4.5 Due to the openness of the process to develop this partnership, Sefton personnel affected by the proposal have had considerable contact with RNLI officers and attended the Senior Lifeguard training course at the RNLI head quarters in Poole. They are also considering enrolling as RNLI Volunteers and although this a private matter between them and the RNLI it is indicative of the level of collaborative working between our staff and the RNLI.
- 4.6 The RNLI have also indicated that there will be an additional post established to maintain vehicles and equipment.
- 4.7 The BSU Personnel/HR will continue to work with the RNLI to deal with any outstanding arrangements and officers will ensure that any opportunities for Sefton staff involved are optimised. Any issues relating to pension transfer are being resolved with the RNLI and they have indicated that they will be applying for admitted body status (ABS) to join the LGPS. It is encouraging that they already have ABS following successful transfers in other regions.
- 4.8 Trade Union's – all three relevant Trade Unions have been consulted. However as the three members of staff are members of UNITE the Senior Shop Steward is representing them in discussions. UNITE has met with the RNLI and its Members.

5. Finance, Specification and Monitoring

- 5.1 As mentioned earlier in the report the approach to operating the beach safety partnership is considered a 'shared funding arrangement' with the cost of the service borne by both the Council and the RNLI. The Council will be expected to fund the 'lifeguard patrol' staffing element of the specification with the RNLI funding all equipment, shore-side accommodation, training, uniform and education programme.
- 5.2 The cost of the Sefton Council 'contribution' in the first year is £185,676. This will be revised annually to reflect agreed changes to the specification or the application of the appropriate price index. The specification is unlikely to change in the first two years, but members should note that the draft agreement specification includes deploying lifeguards at Lifeboat Road, Formby, where currently Sefton do not have any provision during the summer. Following consultation with the Finance Department the funding for the Sefton

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contribution has been identified in the Coast and Countryside salaries and wages revenue budget.

- 5.3 Apart from the expansion of the service to Formby the specification is the same as the operation and staffing levels currently deployed by Sefton, The major improvements will be the standard and level of training, equipment and accommodation. Members are asked to refer to the report of the 29th March 2009 attached as Annex 1 to consider other benefits to Sefton.
- 5.4 The Strategic Budget Review identifies a budget saving of £36,000 and this is made up from numerous budget headings in the Coast and Countryside revenue budget including all support costs - training, associated vehicle/equipment costs, uniform and equipment.
- 5.5 The Senior Coast and Countryside Officer will be Sefton's main contact with the RNLI and will have authority to represent Sefton on a day to day basis. The RNLI will be operating as a key part of Sefton's beach management operation and there will be considerable day to day interaction. In respect of assessing performance and the success of the partnership, Sefton and the RNLI will meet twice a year to review aspects of the operation as defined in the contract. This will be at the commencement of the season and again following the end of the season.

6. Wider Partnerships

- 6.1 At the meeting on the 29th March members asked officers to consider the Southport Lifeboat in discussions with the RNLI. The Head of Coast and Countryside instigated a meeting between the Southport Lifeboat and the RNLI and the outcome was positive with a wish to continue developing working arrangements agreed between the two parties if the Beach Lifeguard Partnership went ahead.

7. Points to Consider

- 7.1 The implementation of this five year Beach Lifeguard Partnership will improve beach safety in Sefton and will raise water safety awareness for residents and visitors considerably. The RNLI are keen to work with Sefton Council and this is reciprocated by Sefton in respect of raising the profile of the work of both partners. The partnership offers considerable 'best value' while also contributing to the Strategic Budget Review and therefore reducing the impact on other parts of the Coast and Countryside Service.

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- 7.2 The RNLI have started their national recruitment of summer lifeguards and would wish to commence the interview of Sefton personnel for the new posts as soon as possible as well as identifying the contingent of Summer Lifeguard's for the Sefton beaches.
- 7.3 The RNLI have indicated that their operational base in Sefton is likely to be located centrally in Formby.

8. Recommendation/s

That the Cabinet Member for Leisure and Tourism:

- 8.1 Authorises officers to complete the "Agreement for the Provision of Lifeguard Services" in order to establish the Beach Lifeguard Partnership with the Royal National Lifeboat Institution (RNLI) (Beach Lifeguards) so that it may commence on April 1st 2010.
- 8.2 Authorises the Legal Director to enter into a contract with the RNLI for a period of five years.

That Cabinet:

- 8.4 Authorises officers to complete the "Agreement for the Provision of Lifeguard Services" in order to establish the Beach Lifeguard Partnership with the Royal National Lifeboat Institution (RNLI) (Beach Lifeguards) so that it may commence on April 1st 2010.
- 8.5 Authorise the Legal Director to enter into a contract with the RNLI for a period of five years;
- 8.6 Consider building in to the relevant year's Medium Term Financial Plan the RPIX Index for the value of this contract for it's duration.

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REPORT TO: CABINET MEMBER – LEISURE AND TOURISM

DATE: 25th March 2009

SUBJECT: Royal National Lifeboat Institution (RNLI) Beach Lifeguard Partnership Proposal

WARDS AFFECTED: Cambridge, Ainsdale, Harington, Ravenmeols, Blundellsands, Church

REPORT OF: Graham Bayliss, Leisure Director

CONTACT OFFICER: Dave McAleavy, Head of Coast and Countryside
0151 934 2961

**EXEMPT/
CONFIDENTIAL:**

PURPOSE/SUMMARY:

The report describes a proposal for the development of a partnership approach to managing beach safety on the Sefton Coast between Sefton Council and the RNLI. Members will be aware that the Leisure Services Department operate a Beach Lifeguard service at Southport, Ainsdale and Crosby.

REASON WHY DECISION REQUIRED:

1. To authorise Officers to progress discussions with the RNLI, undertake an assessment of personnel and procurement issues, carry out risk assessments and investigate the financial implications of an RNLI partnership with Sefton Council.

RECOMMENDATION:

1. That Officers progress discussion with the RNLI to consider developing a partnership approach to delivering and improving beach safety in Sefton.
2. That following discussion with the Legal and Personnel Directors and the RNLI, officers report back to the Cabinet Member on the contractual and financial implications of the proposal.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: Following expiry of the call in period.

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ALTERNATIVE OPTIONS:

Maintaining the existing service restricts the Council's ability to improve the beach safety service and will restrict investment in beach safety.

IMPLICATIONS:

Budget/Policy Framework: None

Financial:

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Revenue Contribution to Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? YES				
How will the service be funded post expiry?				

Legal:

Risk Assessment: A risk assessment will be developed as part of discussions with RNLI

Asset Management:**CONSULTATION UNDERTAKEN/VIEWS:**

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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:

1. The RNLI submission to Sefton Council for the provision of a Lifeguard Service

1.0 BACKGROUND

- 1.1 The Royal National Lifeboat Institution (a registered charity) currently provides a 24/7 on call lifeboat service to cover search and rescue requirements to 100 nautical miles out from the coast of the United Kingdom and Republic of Ireland. The RNLI also provides beach lifeguard services on many of beaches in the South, East, & West of England and Wales. More recently this has expanded to beaches in other parts of the country and discussions are taking place with Councils in the North East and Wales. The RNLI currently provide Beach Lifeguard services in the following areas: Bournemouth, Poole, Weymouth, Exmouth, South Hams, Caradon, Carrick, Kerrier, Penwith, Restormel, North Cornwall, Torridge, North Devon, North Norfolk, Great Yarmouth and Pembrokeshire.
- 1.2 The RNLI Lifeguards also provide beach safety education on a national basis through a number of well promoted programmes and there is a significant bank of resources to support educational work.
- 1.3 The RNLI are discussing partnerships with a number of Councils in the north of England and have expressed a strong desire to work with Sefton Council. The RNLI have submitted a proposal to Sefton Council based on risk assessments and existing current provision on the Sefton Coast.
- 1.4 This type of service historically has been delivered by a local authority, as in the case of Sefton, or recently, through a contract with the RNLI Lifeguard Service. There is no private supplier market for this type of specialist service.
- 1.5 The RNLI acknowledges and aims to follow the objectives of local authority partners:
 - To provide the public with a safe and enjoyable beach experience
 - To ensure that all lifeguard personnel are appropriately trained and qualified and that all lifeguard services provided are cost effective; comply with widely accepted service industry standards and best practice; and are within all relevant requirements prescribed by legislation, local laws and byelaws
 - To ensure a high level of customer service is maintained and all services are provided in a friendly, courteous and professional manner;
 - To provide all the labour, management, equipment and resources necessary to maintain an efficient and effective lifeguard service;
 - To work in cooperation with other agencies and community groups, fostering the responsible use of beaches;

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- To increase public safety through proactive measures, including education and awareness;
 - To encourage beach users observance of Council byelaws and regulations
- 1.6 The RNLI have successfully agreed contracts with current partners and in doing so there is now a good understanding of the requirements of EU procurement law and that of the Transfer of Undertakings (Protection of Employment) arrangements. Sefton officers will consider the implications in discussions with the RNLI.
- 1.7 In most cases there is no permanent staff involved as lifeguards are generally employed during the summer season only. In Sefton, as with numerous other Councils, there are full-time permanent lifeguards. Sefton has three Lifeguards who are 'permanent' and others employed on a fixed term and casual basis. This is due to the need to provide safety cover for "Another Place" and in the last year, the Crosby Marine Lake The latter related to the Sefton WATER Centre development. It is anticipated that the safety cover required at the moment will decrease. Subject to Cabinet Member approval, officers will discuss the proposal with the Personnel Director on issues relating to the transfer of staff.
- 1.8 Because there is no private supplier market for this type of specialist activity other Councils who are now in partnership with the RNLI have already considered the legal implications in respect of procurement and have found that the standard contract tender procurement arrangements are not applicable and have been able to suspend their Council contract procedure rules to award a contract to the RNLI. The RNLI Lifeguard Service is set up as a trading arm of the charity and there are no complications in respect of State Aid rules. Subject to Cabinet Member approval officers will consult the Legal Director on the issues above.

2.0 Existing provision

- 2.1 Members will be aware that Sefton Council operates a lifeguard service as part of the Leisure Services Department, Coast and Countryside Service. This service is being delivered to a relatively high standard in respect of training and deployment, but there are no dedicated facilities on beaches along the coast and offices are not ideally placed – all beach accommodation is hired in during the summer.
- 2.2 Recruitment of beach lifeguards has always been difficult as it is seasonal and tends to attract young people who are in full-time higher education. Lifeguards generally work two or three seasons and staff turnover is very high. Under the terms of the partnership contract all training and recruitment is undertaken by RNLI. The submission to Sefton Council includes lifeguards at Formby,

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Members will be aware that the Council's current provision does not include any lifeguards at Formby.

- 2.3 Equipment provision will improve under the terms of a partnership contract with the RNLI and each beach will have a lifeguard vehicle and other equipment such as personal watercraft. Sefton will not provide any equipment or indeed any capital costs.

3.0 The RNLI Lifeguard Services Proposal

- 3.1 The actual cost to Sefton Council will be for patrol time only, the costs of this rising annually using an appropriate price index. Detailed costings will be reported to the Cabinet Member. There will be no need for Sefton to fund training, uniform, building, vehicles and equipment as all this will be funded by RNLI, resulting in a considerable investment in Sefton.
- 3.2 The RNLI will provide on-beach accommodation as provided at other beaches around the country and will establish an operational base in Sefton. In anticipation of working with other Councils in the region, it is possible that the RNLI will establish a key operational base with support infrastructure for a wider north-west service. Overall the proposal is likely to create additional jobs in Sefton.
- 3.3 The RNLI comprehensive national beach safety awareness and education programme will also be 'rolled' out in Sefton and can work with the Coast and Countryside Service to provide information to schools, individual groups and the wider public.

4.0 Conclusion

- 4.1 Early progress in developing a partnership with the RNLI will allow for a partnership to be in place by summer 2010. The next opportunity is likely to be 2012. Early indications are that the RNLI proposals are within existing staffing budgets and the Cabinet Member should note that there may be opportunities to include possible savings in respect of plant, fuel and leasing in the budget process. Members will recall that the Coast and Countryside Service now has a reduced service, as three posts have been lost to budget savings over the last three years. The proposal is likely to increase staffing levels on the coast.
- 4.2 Members need to be aware that this partnership will be 'like for like' and does not include the establishment of an RNLI Lifeboat in Sefton. The RNLI will be a declared facility of the Marine and Coastguard Agency and is likely to have good day to day working arrangements with the Coastguard; because of this there is also likely to be a stronger relationship with other declared facilities such as the Southport Lifeboat. The RNLI have indicated that there are other

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locations where a private lifeboat operates and there is a strong relationship with the RNLI and this actually increased the number of incidents the private lifeboat responded too. The process of developing the partnership can include discussions with the Southport Lifeboat.

- 4.3 The RNLI can offer all year round employment to Beach Lifeguards through their international work. Career lifeguards can be allocated work in different countries according to seasonal variations. Sefton's existing Beach Lifeguards are aware of the partnership approach by the RNLI and have been advised accordingly.
- 4.4 The high profile work of the RNLI as a national organisation with an international reputation will help in promoting the beaches and marketing the Sefton Coast as a major leisure and tourism destination.
- 4.5 Developing a partnership with the RNLI will contribute to the Council's aim to continually improve services while making effective use of existing budgets.

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REPORT TO: CABINET MEMBER - LEISURE & TOURISM
OVERVIEW & SCRUTINY (Regeneration and Environmental Services)

DATE: Cabinet Member Meeting – January 27th 2010
Overview & Scrutiny Meeting – March 9th 2010

SUBJECT: ACCREDITATION AWARD FOR SPORT & RECREATION SERVICE

WARDS AFFECTED: ALL

REPORT OF: LEISURE & TOURISM DIRECTOR – Graham Bayliss

CONTACT OFFICER: Alistair Robertson, Head of Sport & Recreation (Development)

**EXEMPT/
CONFIDENTIAL:** NO

PURPOSE/SUMMARY:

The purpose of this report is:

1. to inform the Cabinet Member of the outcome of external accreditation inspections that were undertaken on the Sport & Recreation Development team for two of the leisure industry's most significant Quality Assurance schemes.
2. to highlight some of the areas of work which were identified as being national exemplars.

REASON WHY DECISION REQUIRED:

None required, report for information purposes.

RECOMMENDATION(S):

It is recommended that the Cabinet Member for Leisure & Tourism and the Chair of Overview & Scrutiny Committee:

1. note the achievements of the Sport & Recreation development team.
2. agree to receive a follow up report outlining how the achievements of the service contribute to the LAA targets and the objectives of key partners.

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KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: n/a

ALTERNATIVE OPTIONS: n/a

IMPLICATIONS: n/a

Budget/Policy Framework: The achievement of external awards and accreditation for the service is a key target identified within the sections 2009/10 service plan.

Financial:

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
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				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal: n/a

Risk Assessment: n/a

Asset Management: n/a

CORPORATE OBJECTIVE MONITORING:

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

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT n/a

BACKGROUND

In November and December 2009 respectively, the Sport & Recreation Service was subject to two external inspections, the purpose of which was to determine how well the sports & physical activity development team compared against the rest of the UK. The process involved benchmarking against a stringent set of criteria.

The assessments were the culmination of over two years of focussed effort, involving frequent self-assessment and continuous improvement against leisure industry best practice criteria. The following report sets out the background to each inspection and includes the basis for the assessment criteria and what the views of the inspectors were of the service.

In summary, the outcome was as follows;

ACTIVE Health & Leisure Award – The Institute of Sports Parks & Leisure (ISPAL)

- Received the highest score in the UK to date;
- Recognised as national role model status;
- Identified as an exemplar in all six assessment categories;

QUEST – The UK National Sports Councils, ISPAL & ISRM

- Categorised as excellent with a score of 87%
- Received the highest score for a first assessment in the UK to date.

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1. INTRODUCTION

- 1.1 The Sport & Physical Activity Development team form part of the Council's Sport & Recreation Service. It is responsible for a series of partnership projects designed to meet the objectives outlined by the Sefton Borough Partnership primarily around the themes of health improvement, social inclusion, community cohesion, crime reduction, sporting participation and sporting excellence.
- 1.2 The work of the Sport & Physical Activity Development team is delivered through a seamless partnership with the Recreation Management section (leisure centre operations) and together they make up the Sport and Recreation Service. For simplicity, the report will simply refer to the Sport & Recreation Service (SRS).
- 1.3 It is essential to note that, whilst this report highlights the success of the Sport & Recreation Service, it could not have achieved such a positive assessment without the support of its many partners; most notably Childrens Services, the Community Safety team, NHS Sefton and Sefton CVS.

2. APPROACH TO SERVICE DELIVERY

- 2.1 The SRS mission statement is ***"To improve the quality of life through Sport and Recreation"***. The service achieves this via; the provision of high performing sport and leisure centres; through innovative project working and the establishment of highly successful partnerships and commissions, all of which are delivered under the auspices under the ***'Active Sefton'*** brand.
- 2.2. A defining element consistently praised throughout both inspections has been the positive 'Culture' which is recognised as inherent within the workforce. The culture of the SRS is based upon a positive and proactive approach to facility and partnership management, establishing an extensive range of innovative and dynamic partnerships. The ethos of the services is built upon the acknowledgement that investment in sport & physical activity is not just a sports policy, but also a health policy, an education policy, an anti crime policy and an employment policy.
- 2.4 Over recent years the SRS has been forward thinking in its approach to service delivery by proactively seeking partnerships and by working strategically using shared resources to deliver common objectives. It is currently commissioned by the Children and Young People Partnership, the Public Health Partnership, the Safer and Stronger Communities Partnership and the Economic Development and Regeneration Partnership in order to deliver projects and services that contribute towards the Local Area Agreement and National Indicators targets.

3. PURPOSE OF EXTERNAL INSPECTION

- 3.1 External assessment acts as a mechanism to benchmark performance across the leisure industry in the UK and provides an assurance of quality for customers and key stakeholders. It is worth noting however that the assessment process represents only two days of an ongoing continuous improvement journey.
- 3.2 In respect of both inspections, the benefits associated with accreditation include using it as :
 - A self improvement tool aiding service reviews and the service planning process;
 - A way of increasing the focus on identifying and meeting customer expectations and needs;

- The means by which the SRS will continue to achieve Best Value
- An opportunity to have the Sefton SRS publicly recognised and endorsed to a UK wide industry standard;
- The best way to obtain expert independent assessment of the SRS general performance.

4. INSPECTION PROCESS

4.1 The following section summarises the inspection process and the assessment criteria. The views of the inspectors are contained in the – Annex A & B respectively. The full reports are on the Active Sefton web site.

4.2 **Active Health & Leisure Award** - The Institute of Sports Parks & Leisure (ISPAL)

Outcome:

- **Received the highest score in the UK to date;**
- **Recognised as national role model status;**
- **Identified as an exemplar in all six assessment categories;**

Process:

A two day assessment, including a cross section of employees and a range of partners. This follows a rigorous process of self-assessment and continuous improvement over a two-year period.

Criteria:

Partnerships to promote healthy living
Policy and strategy development
Programme delivery and diversity
Employee development
Approach to continuous improvement

4.3 **QUEST** – The UK National Sports Councils, ISPAL & ISRM

Outcome:

- **Categorised as excellent with a score of 87%**
- **Received the highest score for a first assessment in the UK to date.**

Process:

A two day assessment, including a cross section of employees and a range of partners. This followed a rigorous process of self-assessment and continuous improvement over a two-year period.

Criteria

Research and community engagement
People management and development
Performance and Planning
Health and Safety Management
Customer Relations
Marketing

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- 4.4 The full inspection reports provide in-depth detail on the above. What they do not do is describe the wider impact that the SRS has on the Sefton community. It is therefore proposed that a more detailed report is produced outlining how the success of the service (identified by the inspections), contributes to the LAA targets and the objectives of SRS key partners.

5. Recommendations

It is recommended that the Cabinet Member for Leisure & Tourism and the Chair of Overview & Scrutiny Committee;

1. Note the achievements of the Sport & Recreation development team.
2. Agree to receive a follow up report outlining how the success of the service contributes to the LAA targets and the objectives of key partners.

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Active Health & Leisure Award

Inspectors Observations & Comments:

- There was a very clear approach to developing and aligning corporate strategy to the local area agreement and national performance indicator outcome set targets as well as the national health improvement agenda through the corporate service delivery plan.
- In addition, the Sefton Sport and Active Lifestyle Plan sets out clearly Active Sefton's strategic objectives. This was further cascaded through the setting of team and individual objectives.
- The Public Health Partnership must be congratulated on its decision to commission the Sport and Recreation team to deliver the Active Workforce scheme. With 9 major employers already in partnership, there is a clear acceptance of the organisational benefits of the project.
- I was particularly impressed with the way you have managed to engage such a wide range of partners, both externally and other departments within the council, to deliver high quality services, which the local community and a range of other stakeholders are clearly benefiting from.
- The role that the section is playing in the delivery of the Aiming High for Disabled Children Programme is unique. Sefton, to my knowledge are the only authority in the country to be playing such a pivotal role in such a meaningful programme. I would be very interested in working with you to develop a case study in this area to enable your expertise to be shared with others.
- There were very clear and comprehensive examples of innovative, collaborative partnership working with a range of services both internally (within other council services) and externally. There was clear evidence that approaches to partnership working are developed to not only ensuring local community health benefits are derived, but also consider the wider community cohesion factors, such as crime reduction.
- There was very good evidence of a diverse and innovative range of activities and services that are focusing on targeted groups such as Positive Futures, Street Games, Allotment projects, Weight Management and Exercise Referral programmes and Chlamydia screening at some of the leisure facilities.
- "It is great to see such an innovative approach to improving employee health and well being". A 19% uptake of sport and physical activity across over 30,000 employees is very impressive, as is the impact on reducing sickness absence levels.
- (The full report is on the Active Sefton website)

QUEST

Inspectors Observations & Comments :

- Through the Positives Futures Team and other initiatives, it was clear Active Sefton is making access to the services available to the hard to reach sections of the local community, such as vulnerable children, disabled users and those at risk of offending.
- There was very strong evidence that Active Sefton is well represented on a range of strategic partnerships such as the Public Health Partnership, the Safer and Stronger Community Steering Group and the Children and Young Peoples Partnership.
- The SRS have developed an approach to attracting and maintaining external partners. This has resulted in the department having secured a £2m annual funding allocation from independent external sources to support the delivery of its health improvement projects.
- The SRS has adopted a very proactive approach to the promotion of its services and facilities across Sefton. The teams have undertaken comprehensive research around the needs of its customers and have produced a marketing strategy aligned to those needs. The innovative use of new technologies such as text messaging, social networking, Bluetooth and electronic marketing is an example for other local authorities to follow.
- There is a well established risk management, business continuity, service planning and Quality Management system in place across the section.
- “Over the two day assessment it was clear that you demonstrated exceptionally high standards in all areas and are exemplars of best practices across the six key statements. It is very unusual for an organisation to achieve role model scores in each of the six key statements, in fact this is the very first time that I have witnessed this in my time as an Active assessor and for that I must further congratulate you”
- It was clear that Active Sefton have a genuine commitment to playing a significant role in addressing local health inequalities as demonstrated through their overall strategy and the Sport and Active Lifestyles Plan. These approaches were clearly cascaded through local delivery plans and supported by robust performance measurement systems.
- Active Sefton’s focus appears to go beyond the health improvement agenda and can point to a positive contribution to crime reduction as one of its key achievements, as demonstrated by a 38% reduction in youth crime during the recent school holiday activity programme, due in no small part to the efforts made by the team to engage targeted users and provide access to its holiday activity programme.

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