

MEETING: CABINET MEMBER - LEISURE AND TOURISM
DATE: Wednesday 23 February 2011
TIME: 12.00 pm
VENUE: Town Hall, Southport (this meeting will be video conferenced to the Town Hall, Bootle)

Councillor

DECISION MAKER: Booth
SUBSTITUTE: Robertson

SPOKESPERSONS: Cummins Griffiths

SUBSTITUTES: Webster Jones

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

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

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

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

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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 9 February, 2011	(Pages 5 - 6)
4.	Sport and Recreation Service Report of the Leisure and Tourism Director	All Wards; (Pages 7 - 12)
5.	Ainsdale Link Path Report of the Leisure and Tourism Director	Ainsdale; (Pages 13 - 20)

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THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON WEDNESDAY 16 FEBRUARY, 2011. MINUTE NO.59 IS NOT SUBJECT TO "CALL IN".

CABINET MEMBER - LEISURE AND TOURISM

MEETING HELD AT THE TOWN HALL, SOUTHPORT ON WEDNESDAY 9 FEBRUARY 2011

PRESENT: Councillor Booth

ALSO PRESENT: Councillors Cummins and Griffiths

56. APOLOGIES FOR ABSENCE

No apologies for absence were received.

57. DECLARATIONS OF INTEREST

No declarations of interest were received.

58. MINUTES

RESOLVED:

That the Minutes of the meeting held on 5 January 2011 be confirmed as a correct record.

59. LEISURE AND TOURISM DEPARTMENT - FEES AND CHARGES 2011/12

The Cabinet Member considered the report of the Leisure and Tourism Director that contained proposals to:

- increase the fees and charges for 2011/12 for the services delivered by the Leisure and Tourism Department;
- introduce new charges for the new facilities / services operated and delivered by the Leisure and Tourism Department; and
- introduce revised charges for specific services approved as part of the Council's budget process.

Attached as an annexe to the report was a copy of the 'Review of Charges' that provided the detail of proposals.

During the discussion of the item a revision to the 'Review of Charges' annexe was circulated. The clerk agreed to publish the additional information on the Council's website.

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RESOLVED:

That Cabinet be recommended to approve the fees and charges for 2010/11, as detailed within the report and its annexe.

60. CLOSURE OF LOCAL HISTORY AND INFORMATION SERVICE UNIT

Further to Minute No.58 of the meeting of Council held on 16 December 2010, the Cabinet Member considered the report of the Leisure and Tourism Director that explained that the Council approved the closure of one of two local history and information service units. A decision about which unit would close was needed so that the necessary work and staff consultation could take place, enabling one of the units to close by 30 June 2011.

The report explained that due to the advantages of the Crosby Library site, detailed within the report, it was recommended that the Crosby Library site be retained as the site of the Sefton Local History and Information Service.

RESOLVED:

That Crosby Library site, as detailed in the report, be retained as the site of the Sefton Local History and Information Service.

Agenda Item 4

REPORT TO: Cabinet Member, Leisure and Tourism

DATE: 23rd February 2011

SUBJECT: Reductions in the Sport and Recreation Service

WARDS AFFECTED: All

REPORT OF: Graham Bayliss, Leisure & Tourism Director

CONTACT OFFICER: Alistair Robertson, Head of Sport & Recreation
Alistair.Robertson@sefton.gov.uk 0151 934 2375

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

1. To advise the Cabinet Member of the likely impact on the operation of the borough's sport and leisure centres following the Council's decision on budget savings for 2011/12.
2. To seek the Cabinet Member's approval for the introduction of a Be Active programme to replace the current Free and Active programme..

REASON WHY DECISION REQUIRED:

Information on how the service reductions will be achieved within the Leisure & Tourism portfolio.

RECOMMENDATION(S):

It is recommended that the Cabinet Member:

1. notes the impact the service reductions will have on the operation of sports and leisure centres;
2. notes the introduction of the 'Active Leisure Card';
3. approves the replacement programme for 'Free & Active': '*Be Active*'

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: Following the expiry of the call in period of this meeting

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ALTERNATIVE OPTIONS:

A comprehensive appraisal was undertaken to assess the best means of meeting the budget reductions. The measures taken are considered the best options which will minimise the impact on staff and service quality.

IMPLICATIONS:

Budget/Policy Framework: None

Financial:

<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	When?			
How will the service be funded post expiry?				

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

The Interim Head of Corporate Finance and Information Services has been consulted and his comments have been incorporated into the report FD 663

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CORPORATE OBJECTIVE MONITORING:

Corporate Objective		Positive Impact	Neutral Impact	Negative Impact
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

N/A

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1. BACKGROUND

- 1.1 Since summer 2010 officers have been working up a strategy on how to make significant budget reductions within the sport and recreation service with a minimal effect on both the service and its workforce. This has been a difficult task and the proposals submitted and subsequently approved by Cabinet at its meeting in October, November and December are spread across the entire sport and recreation service totalling £400,000.
- 1.2 The service reductions have been achieved by; deleting a number of vacant posts, reducing opening hours and revising the management arrangements within leisure centres, alongside the increasing of charges for certain activities. In addition the service reductions identified by Cabinet at its meeting on 3rd February 2011, also agreed a further reduction in budget of £400,000, totalling £800,000 reduction in 2011/12. This additional saving is much more difficult to achieve, and regrettably will have a significant impact on staff and how the service is delivered.
- 1.3 The following report sets out in general terms how the service reductions will affect the service, including the introduction of two new initiatives that assist us in meeting our savings .
- 1.4 Notwithstanding the above, the management team is fully committed to delivering the best service it can within the remaining resources available.

2. IMPACT OF BUDGET CUTS

- 2.1 As the service reductions are implemented, where possible an attempt will be made to minimise the impact on staff and service availability and quality. However, given the scale of budget reductions, the following enforced changes are inevitable;
 - (i) alteration to opening hours of sports and leisure centres, particularly at weekends;
 - (ii) a reduction in staff on duty;
 - (iii) changes to programmed activity and timetables;
 - (iv) price increases for certain activities;
 - (v) introduction of an 'Active Leisure Card' access card.

3. INFORMING THE STAFF AND THE COMMUNITY

3.1 Workforce

- 3.1.1 There has been an ongoing process of consultation with staff since October 2010 informing them of the potential impact of the service reductions . This has included a number of inclusive interactive staff sessions focussed at getting feedback, ideas and other business development opportunities which could assist with making more efficiencies and potentially increase income.
- 3.1.2 These staff engagement sessions will continue for the foreseeable future as they have been effective in enabling employees' wider participation in both understanding the challenges ahead and helping to find solutions. There is now a greater sense of ownership of the difficulties that the service faces and a genuine desire to work together to work things out.

3.2 Clubs and Organisations

- 3.2.1 The process of informing the individual users, current members, clubs and organisations of the changes is well under way. Specific meetings have been held with clubs, organisations and stakeholders who have a vested long-term interest in the service, particularly those based within the facilities.

This has also included the Sefton Sports Council, grant aiding partners and organisations with which the service has contracts or commissions.

- 3.2.2 In addition to the meetings, display space in each leisure centre has been released to host notices which explain what is ahead from 1st April 2011. This will enable managers to keep the public up to date of any impending changes that will affect the operation of the centres. This approach has stimulated some feedback already, with all comments supportive of trying to retain the operation of the centres and their programmes for the long term.

4. INTRODUCTION OF THE 'ACTIVE LEISURE' CARD

- 4.1 One of the income generating measures already approved by Cabinet includes the introduction of a Sefton Leisure Card to replace the Sefton Leisure Pass (this enables discounted access for those in receipt of certain benefits).

The Card will be introduced on 1st April with the following categories applicable:-

- (i) available for all residents and non-Sefton residents;
 - (ii) it will cost £5.00 for adults and £2.00 for under 18 yrs;
 - (iii) non Sefton residents will pay £10.00 for adults and £5.00 for under 18 yrs;
 - (iv) it will be directly linked to the fees and charges for all sport, recreation and physical activity sessions and programmes based at all of Sefton's leisure centres or in the community;
 - (v) individuals without a card will not be eligible for the discounted rate for activities.
- 4.2 In summary, the non cardholders will pay a higher rate, which we hope will be unattractive enough to encourage the purchase of the card. By having this extended card scheme we anticipate the following benefits;
- (i) extensive membership database of users;
 - (ii) ability to target more directly card holders which will assist with special promotions, cross-service selling and improved customer contact;
 - (iii) enable more effective marketing and promotion and evaluation of customer image, trends and satisfaction levels;
 - (vi) generate more use and income for the service.
- 4.3 At this stage, the service would incorporate leisure centres, libraries and the golf courses. It will be self-financing and sustainable, and if successful, can be extended to other leisure and tourism department functions that are appropriate.

5. 'BE ACTIVE'

- 5.1 The reduction in both grant and council funding has meant that the department will be unable to operate the hugely successful 'Free & Active' scheme during the school holiday periods. It was considered necessary to develop a succession strategy for this programme as the funding was time limited. Therefore, prior to the end of last summer's activity, the Free & Active working group (cross service) undertook a consultation exercise with parents and stakeholders to assess the options that should be explored for a replacement scheme.
- 5.2 The 'working group' received overwhelming support for the project to continue and it also confirmed that parents were willing to pay towards the cost of the sessions.

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Consultation with parents / carers and participants concluded that 87% of respondents would be happy to pay for the service rather than it cease to be in operation. This consultation concluded that respondents would favour a combination of an “Annual Membership” card and “Pay and Play”

- 5.3 It is proposed that a new scheme, '**Be Active**' replace Free & Active, with the main differential being the introduction of a charge. Officers believe that the revised programme will not only generate sufficient revenue to be self financing but generate significant income for the leisure centres.
- 5.4 If agreed, commencement of the proposed programme and the implementation of charges will take place during the Easter holiday period (April 2011). Clearly the introduction of charges will no longer enable the programme to be entitled “Free & Active”. It is therefore proposed that the new programme be entitled “Be Active” in order to provide continuity and minimise change.

6. RECOMMENDATIONS

- 6.1 It is recommended that the Cabinet Member:
- (i) Notes the impact the budget cuts will have on the operation of sports and leisure centres;
 - (ii) Notes the introduction of the 'Active Leisure Card';
 - (iii) Approves the replacement programme for 'Free & Active'; '**Be Active**'

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REPORT TO: Cabinet Member Leisure and Tourism

DATE: 23rd February 2011

SUBJECT: Ainsdale Link Path, Project 3.1 of the Sefton Coast
Landscape Partnership Scheme

**WARDS
AFFECTED:** Ainsdale

REPORT OF: Graham Bayliss, Leisure and Tourism Director

**CONTACT
OFFICER:** Will Moody 0151 934 2968

**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To update Members and to seek approval to progress the project.

REASON WHY DECISION REQUIRED:

To allow officers to progress the scheme.

RECOMMENDATION(S)

- i) That subject to Planning permission being received, officers progress the project for completion.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: Following the expiry of the call in period for the minutes of this meeting

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ALTERNATIVE OPTIONS:

There are no alternative options.

IMPLICATIONS:**Budget/Policy Framework:****Financial:**

<u>CAPITAL EXPENDITURE</u>	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £	2013/ 2014 £
Gross Increase in Capital Expenditure				
Funded by: Heritage Lottery Fund				
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: Not applicable

Risk Assessment: Not applicable

Asset Management: Not applicable

CONSULTATION UNDERTAKEN/VIEWS

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Consultation has taken place with members of and groups within the local community and various organisations. The project is being submitted to Southport Area Committee on 16th February for its views which will be reported to the Cabinet Member.

FD 661 - The Finance and Information Services Director has been consulted and has no comments on 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	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

Cabinet 20th May 2010 – Sefton Coast Landscape Partnership Scheme

Cabinet Member for Leisure 21st April 2010 – Sefton Coast Landscape Partnership Scheme

Southport Area Committee 28th July 2010 – Sefton Coast Landscape Partnership Scheme Project 1.1 Reconnecting Marshside with its Coastal Heritage

Southport Area Committee 16th February 2011 – Ainsdale Link Path

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1.0 BACKGROUND

- 1.1 A report to the Cabinet Member for Leisure and Tourism on 16th April 2010 detailed the overall Sefton Coast Landscape Partnership Scheme and its constituent programme of 19 individual projects; it requested approval to progress the scheme. A report to Cabinet on the 20th May 2010 accepted the recommendations of the Cabinet Member for Leisure and Tourism and approved the Heritage Lottery Funded Sefton Coast Landscape Partnership Scheme for inclusion in the capital/revenue budget.
- 1.2 The Sefton Coast Landscape Partnership Scheme has £1,200,000 of Heritage Lottery Fund for projects improving access to the coast, improving understanding of the coast and strengthening the character of the landscape.
- 1.3 The Scheme was developed by the Sefton Coast Partnership which is made up of organisations who manage Sefton's natural coast. Sefton Council, one of the partners, facilitated and managed the funding application and are now legally responsible for the scheme's delivery.
- 1.4 The Landscape Partnership Scheme is aimed mainly at local communities within Sefton and existing users of the coast.
- 1.5 The Sefton Coast Landscape Partnership Scheme, and the projects within it, were developed from a series of public workshops. These identified improved access as one of the priority areas for the coast.
- 1.6 The Cabinet report of 20th May identified Ainsdale Link Path as a key project within the Landscape Partnership Scheme and that Heritage Lottery Funding would be made available for it.
- 1.7 Plans of the proposed path were on public display at the Ainsdale Discovery Centre for one month in 2010. The project was explained and displayed at the 2008 and 2009 Sefton Coast Forums and featured in widely circulated newsletters. The path is described on the Landscape Partnership's Facebook group page. This has over one hundred members. A leaflet aimed at raising awareness of the proposal among current users of the existing path has recently been prepared.
- 1.8 As part of the Landscape Partnership Scheme it is also proposed to provide a small information centre and a new all abilities path around ponds within the National Nature Reserve. This area currently has no public access. The new path will lead to this area. The projects are highly complementary.
- 1.9 Natural England owns a section of the land the path passes over, are key partners in the project and are fully supportive. They have been involved in the proposal from the outset

2.0 THE PROPOSAL

- 2.1 The proposal is to provide an improved path from the Harbury Avenue and Easedale Drive area of Ainsdale and from the Coastal Road cycle path to the Ainsdale NNR. The idea for the project originally came from discussions with the Ainsdale Civic Society and officers presented the final detail of the project

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at a meeting of the Civic Society on the 26th January 2011. At the meeting the Society confirmed its full and continued support for the project.

- 2.2 The project will upgrade an existing unsurfaced, well trodden, waymarked route. It will pass under the Coastal Road.
- 2.3 North of the Coastal Road the path will be crushed sandstone with timber edgings. This type of surface has been used extensively along the coast and is economic, fits well with the landscape and is reasonably robust.
- 2.4 South of the Coastal Road it is proposed to lay a proprietary path system, such as Netpave. These consist of a plastic mesh which can be filled with existing sand and grass. These systems are largely untried on the coast, but should offer a more accessible surface than the current route, minimal visual impact and easy removal.
- 2.5 There are two key benefits of the path. First, access to the National Nature reserve will be improved for people with disabilities. Second, cyclists and others using the Coastal Road cycle path will have a safe alternative to crossing the Coast Road to reach the National Nature Reserve. This may be of particular benefit to people approaching from the Kendal Way/Pinfold Lane area whether they are cycling or walking.
- 2.6 The path is through an environmentally sensitive area. The site is a known sand lizard habitat. An Appropriate Assessment and an Environmental Impact Assessment are required. These will ensure that environmental issues are fully considered and, in the case of the appropriate assessment, determine the effects on the conservation objectives of the site.
- 2.7 Cyclists currently use the existing route, but the level of usage is not known. More cyclists are likely to use the new path particularly between the Coastal Road and the National Nature Reserve. In the main, the width of the path should be sufficient to accommodate this safely, however there is a pinch point where the route passes under the Coastal Road and consideration will be given to controlling speed or encouraging cyclists to walk at this point.
- 2.8 A high level of consultation took place over the proposed Birkdale to Ainsdale Cycle track. This route proved controversial. The issues that are relevant to this project are set out below:
 - i. Environmental issues – in terms of habitat, flora and fauna, the studies underway will determine if the path will have any effects
 - ii. Conflict between users – see paragraph 2.7
 - iii. Future maintenance issues – the path should need little maintenance. Natural England will maintain the section across their land. Sefton will continue to maintain North of the Coastal Road.
 - iv. Alternative routes available – we do not believe there is a suitable alternative route
 - v. Would not be used by people with disabilities – Sefton has a high number of people with disabilities that do not use the coast; it also has a high proportion of people over age 65. The research we considered and undertook as part of the application to the HLF suggests that improved paths should increase use by people with disabilities if it is

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complemented by information and other initiatives. Such work is included in the Landscape Partnership Scheme.

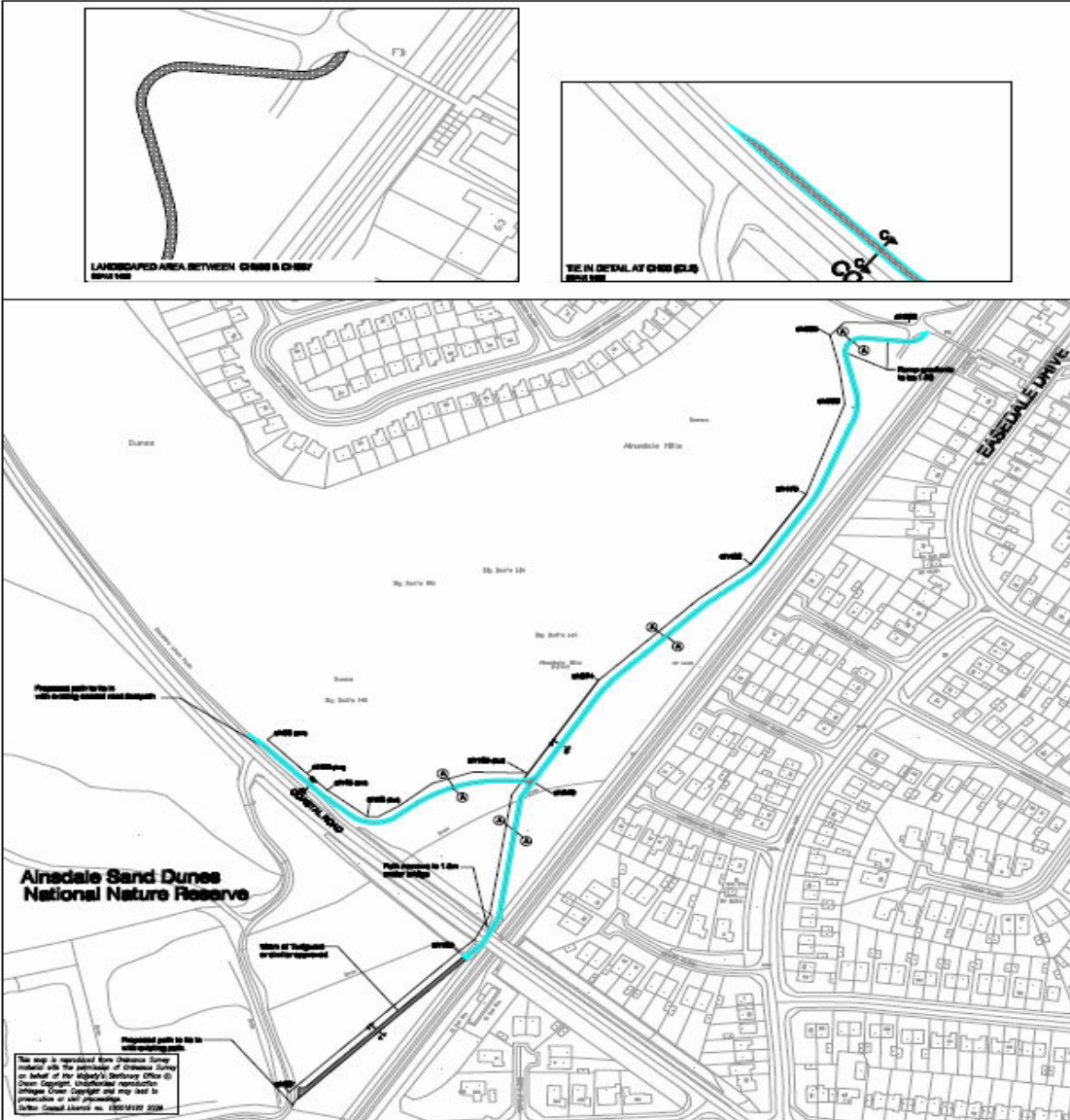
- vi. Inappropriate materials – we believe visually the materials are environmentally, visually and practicably as suitable as possible.

3.0 WAY FORWARD

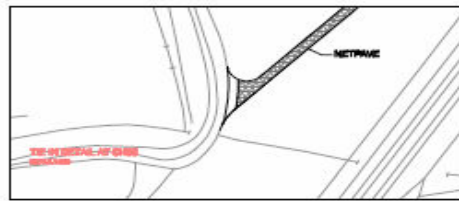
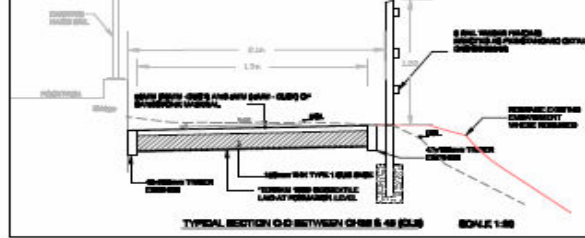
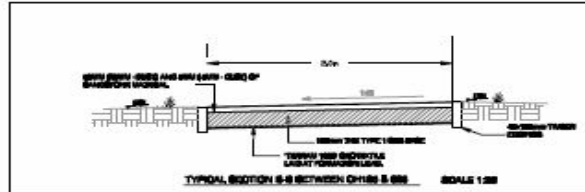
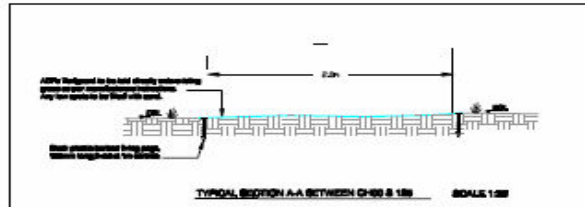
- 3.1 The environmental studies and associated consultations with statutory organisations and interest groups are noted.
- 3.2 The results and outcomes from the leaflets made available to existing users are considered. The views of Southport Area Committee are considered.
- 3.3 If neither of the above raises any significant issues, the planning application is endorsed.
- 3.4 If the planning application is approved the path is constructed.

4.0 RECOMMENDATION

- i) That subject to Planning permission being received, officers progress the project for completion.



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- Notes
1. Proposed path alignment is indicative only and is to be agreed on site with capital symonds engineer prior to commencement of works.
 2. All drawings from excavations to be depicted on site.

DRAFT

- Asph Treated to be laid directly over existing concrete or asphalt surface. May be covered by 100mm of sand.
- Proposed 2m wide path alignment. see cross sections for details.
- Asph Treated. 2m wide laid directly onto existing granular area. see cross sections for tying details.

 Sefton Council CAPITA SYMONDS <i>"Working in Partnership With Sefton Council"</i> <small>Sefton Borough Council, Highgate House, 20/21a Road, Southport, Merseyside, L49 7EJ</small>			
PROJECT NUMBER: ENVIRONMENTAL AND TRANSPORT SERVICES DIVISION			
AINSDALE LINK PATH			
CONSTRUCTION			
Drawing No: RFG	Date: RFG	Drawn By: JW	Date: NOV 10
Drawing Title: CS/045748-03			Scale: 1:250

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