

THE "CALL IN" PERIOD FOR THIS SET OF MINUTES ENDS AT 12 NOON ON FRIDAY 5 FEBRUARY 2010. MINUTE NO 83 IS NOT SUBJECT TO "CALL-IN".

CABINET MEMBER - LEISURE AND TOURISM

MEETING HELD AT THE TOWN HALL, SOUTHPORT WEDNESDAY 27 JANUARY 2010

PRESENT: Councillor Lord Fearn

ALSO PRESENT: Councillors Cummins, Glover and Papworth

80. APOLOGIES FOR ABSENCE

No apologies for absence were received.

81. DECLARATIONS OF INTEREST

The following declaration of interest was received:

Member/Officer	Minute No.	Reason	Action
Councillor Paul Cummins	Minute No. 84	Personal: Member of the RSPB	Stayed in the room and took part in consideration of the item
Mo Kundi Economic Regeneration Manager	Minute No. 81 Frank Hornby Centre Lease Agreement	Personal: Sefton Council's representative on the Frank Hornby Trust	Stayed in the room, took part in consideration of the item.

82. MINUTES

RESOLVED:

That the minutes of the meeting held on 6 January 2010 be confirmed as a correct record.

83. FRANK HORNBY CENTRE LEASE AGREEMENT

The Cabinet Member considered the joint report of the Planning and Economic Regeneration Director and the Leisure and Tourism Director on the Frank Hornby Centre Lease Agreement; and indicating that a decision on the matter was required in order refer the matter to Cabinet for approval.

The report indicated that Cabinet approved the establishment of the Frank Hornby Charitable Trust on 2 October 2009, with the aim of undertaking activities and events celebrating the life and work of Frank Hornby who lived and died in Maghull; that Cabinet also approved that the Frank Hornby Centre be established within Meadows Leisure Complex (the

Complex); that since completion of the Complex a number of opportunities for attracting external funding had been explored; and that the Heritage Lottery Fund had indicated that, subject to a number of issues being addressed, including the key requirement that long term control of the premises for which money was being sought was demonstrated, they would welcome an application from the Trust. It was proposed that a 25 year lease agreement on peppercorn terms be established, similar to the agreement for Lyidate Village Centre.

RESOLVED: That

- (1) the report be noted; and
- (2) Cabinet be recommended to request that the Legal and Democratic Services Director enter into a 25 year lease on peppercorn terms with the Frank Hornby Trust for the Frank Hornby Centre at Meadows Leisure Complex, Maghull, subject to a successful bid or other successful external funding, and subject to provision being made of any ongoing revenue costs arising from the operation of the Hornby Centre.

84. ACTIVE WORKFORCE - PROGRAMME DEVELOPMENTS

The Cabinet Member considered the report of the Leisure and Tourism Director updating on the Active Workforce Programme.

The report indicated that it covered the period April 2008 – December 2009; that since the successful pilot provided by Sefton Public Health Partnership (Sefton Council and Sefton Primary Care Trust), the partnership now included 10 organisations; that 4,000 employees had signed up to the programme, with 1,500 of these paying for a subsidised Active Sefton fitness suite membership, generating £25,000 per month additional income across all leisure centres; that the Programme was contributing towards National Indicators 18 and 19; and that £47,000 worth of funding from the Department of Work and Pensions (DWP) had been applied for through the Health Work and Wellbeing Challenge Fund with a view to increased opportunities for the workforce to participate in sport and recreation, i.e the creation of courses and leagues in sports such as badminton, football, netball and softball.

RESOLVED:

That the report and the significant progress and development of the Active Workforce programme be noted.

85. WOMEN'S BRITISH OPEN GOLF CHAMPIONSHIP 2010

Further to Minute No 49 of 2 March 2005 the Cabinet Member considered the report of the Leisure and Tourism Director on the Women's British Open Golf Championships 2010, advising Members that Sefton Council had been approached by 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; and indicating that a decision on the matter was required for approval to be given for use of Council land for car parking, spectator access, TV and contractor compounds which were critical to the delivery of the event.

The report indicated that IMG had approached the Council for permission to use its land at Birkdale Common and Hastings Road, between 26 July 2010 and 1 August 2010; anticipated crowds in the duration of the event were expected to be in the region of 60,000; that Temporary footpaths and diversion of existing footpath routes that crossed the Common would be put into place following consultation with the Council's Highways Section; that liaison with the Council and other agencies would be undertaken as necessary; and that the use of the Council's land would be covered by a Legal Agreement in terms similar to those entered into for the previous Men's and Women's Golf Championships held at Royal Birkdale.

Any charges for car parking at the event had not yet been finalised

RESOLVED: That

- (1) officers be authorised 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) 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; and
- (3) Officers work with IMG, Royal Birkdale Golf Club, Greenbank High School and any other appropriate agencies to facilitate the 2010 event.

86. MARSHSIDE NATURE RESERVE

Further to Minute No 175 of the Cabinet meeting held on 3 November 2005, the Cabinet Member considered the report of the Leisure and Tourism Director on the Marshside Nature Reserve (the Reserve) indicating that the proposal to extend the Reserve managed by the Royal Society for the Protection of Birds (RSPB) be agreed subject to an Outline Management Plan for the extended leased area being brought to the Cabinet Member - Leisure and Tourism for approval; and indicating that a decision on the matter was required to progress the completion of the of a new lease to incorporate the existing nature reserve and proposed extension.

The report indicated that changes in the terms of the lease held by the RSPB for the Reserve had been previously agreed in order assist the RSPB to develop the nature conservation and tourism potential of the

Marshside area and provide long-term security which would justify investment by the RSPB; that as previously approved, this report requested that the Cabinet Member - Leisure and Tourism consider the attached Outline Management Plan (Annex 2) for approval to enable the lease arrangements to be completed; that once complete the revised lease arrangements would allow the RSPB to start to consider the long-term investment of facilities and further enhancements to the nature reserve; and that Sefton would discuss with the RSPB the area of land that may be declared a Local Nature Reserve at Marshside. Officers also clarified that the track accessed by local fishermen would be recognised as such, but would not be maintained.

RESOLVED:

The Outline Management Plan for the Marshside Nature Reserve Extension be approved.

87. ROYAL NATIONAL LIFEBOAT INSTITUTE (RNLI) BEACH LIFEGUARD PARTNERSHIP

The Cabinet Member considered the report of the Leisure and Tourism Director on the Royal National Lifeboat Institution (RNLI) Beach Lifeguard Partnership Proposal indicating that a proposal had been raised to develop a partnership approach to managing beach safety on the Sefton Coast between Sefton Council and RNLI; and indicating that in order to undertake an assessment of personnel, procurement and risks in relation to the proposal, Cabinet Member approval was required.

The report indicated that the RNLI had discussed potential partnerships with a number of Councils in the north and had expressed a desire to work with Sefton Council; that existing lifeguard provision provided by Sefton Council meant that there were no dedicated facilities on beaches along the coast; that, if approved, the partnership would cost Sefton Council for patrol time only; that there would be no requirement to fund training, uniform, buildings, vehicles and equipment which would be undertaken by RNLI; that the RNLI would provide on beach accommodation; and that RNLI would roll out its national safety awareness and education programme across Sefton, providing information to schools, individual groups and the wider public.

The partnership would not result in the establishment of a RNLI lifeboat in Sefton but could build a stronger relationship with other declared facilities, such as Southport Lifeboat.

Due to international work, RNLI could offer all year round employment to Beach Lifeguards, allocating work in different countries according to seasonal variations. Sefton's existing beach lifeguards were aware of the partnership approach by the RNLI and had been advised accordingly.

RESOLVED: That

- (1) officers be authorised 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 1 2010; and
- (2) the Legal and Democratic Services Director be authorised to enter into a contract with the RNLI for a period of five years.

88. ACCREDITATION AWARD FOR SPORT AND RECREATION SERVICE

The Cabinet Member considered the report of the Leisure and Tourism Director on the accreditation award for sport and recreation service (the Service) indicating that the report had been submitted to: (a) provide the Cabinet Member with the outcome of the external accreditation inspections that were undertaken on the Sport and Recreation Development team for the leisure industry’s most significant Quality Assurance schemes and (b) to highlight some areas of work which were identified as being national exemplars.

The report indicated that in November and December 2009 the Service was subject to two external inspections in order to make a comparison to similar services across the UK; that the defining element throughout the inspection was the positive ‘Culture’ in the workforce; and that the inspection provided assurance for customers and stakeholders of performance and quality.

Copies of the reports outlining the view of the inspectors were attached as annexes to the report.

RESOLVED: That

- (1) the achievements of the Sport and Recreation Development team be noted; and
- (2) it be noted that a follow up report outlining how the achievements of how the service contributes to the LAA targets and the objectives of key partners, would be submitted to an appropriate meeting of the Cabinet Member.

89. EXCLUSION OF PRESS AND PUBLIC

RESOLVED:

That, under Section 100(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following items on the grounds that they involved the likely disclosure of exempt information as defined in paragraph 3, Part 1 of Schedule 12A to the Act. The Public Interest Test had been applied and favoured exclusion of the information from public and press.

90. POTENTIAL FUTURE GOLF EVENT

The Cabinet Member considered the report of the Leisure and Tourism Director on a potential future golf event indicating that Championships and the PGA European Tour had approached the Council for support, including use of its land at Birkdale Common, to facilitate the staging of the 2013 Senior Open Golf Championship to be held at Royal Birkdale in July 2013; and that a decision on the matter was required in order to approve the use of Council land for car parking, spectator access, TV and contractor compounds which would be critical to the delivery of the event.

RESOLVED: That

- (1) Officers be authorised to enter into negotiations with R&A Championships and the PGA European Tour regarding the use of its land at Birkdale Common in July 2013 with the objective of establishing appropriate terms and arrangements that allow the event to proceed; and
- (2) Officers report back on the progress of the negotiations prior to entering into a formal agreement with the parties.

91. SOUTHPORT FOOD AND DRINK FESTIVAL

The Cabinet Member considered the report of the Leisure and Tourism Director on the Southport Food and Drink Festival indicating it was proposed to reappoint Taste of the Northwest (TONW) to develop, organise and manage the Southport Food and Drink Festival in conjunction with Sefton Council's Tourism Events Team; that the appointment of TONW was key to developing the Food and Drink Festival from its initial 3 year introductory phase; and that the arrangements set in place were aimed at developing sustainable commercial arrangements with the private sector so that delivery of the Food and Drink Festival would be viable once the PfG project funding came to an end in June 2012.

RESOLVED:

That the reappointment of Taste of the North West with immediate effect, be approved.