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Chairman: Councillor A.C. Roberts

Vice-Chairman: Councillor R.J. Jackson

Members of the Committee:

Councillor M.G. Cope

Councillor R. A. Crowe

Councillor R. Crowe

Councillor Mrs G.E. Dawn

Councillor P.C. Duncan

Councillor J.D. Lee

Councillor N.B. Mison

Councillor Mrs S. Soar

Councillor D.B. Staples

Councillor Mrs L.M.J. Tift

Substitutes

Councillor Mrs I. Brown

Councillor G.P. Handley

Councillor R.B. Laughton

Councillor P.S. Peacock

Councillor B. Wells

AGENDA

MEETING: Leisure & Environment Committee

DATE: Tuesday, 12th April 2016 at 6.00pm

VENUE: Room G21, Kelham Hall

**You are hereby requested to attend the above Meeting to be held at the time/place
and on the date mentioned above for the purpose of transacting the
business on the Agenda as overleaf.**

If you have any queries please contact Catharine Saxton on 01636 655247.

AGENDA

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| 1. | Apologies for Absence | |
| 2. | Minutes of the Meeting held on 26 th January 2016 | 3 – 7 |
| 3. | Declarations of Interest by Members and Officers and as to the Party Whip | |
| 4. | Declaration of Any Intentions to Record the Meeting | |
| 5. | Presentation from the Newark and Sherwood Clinical Commissioning Group
<i>(20 minute presentation with 20 minutes questions and answers)</i> | |

PART 1 - ITEMS FOR DECISION

- | | | |
|----|---|--------|
| 6. | General Fund Budget Performance Report to 31 January 2016 | 8 - 13 |
| 7. | Review of Pest Control and Dog Warden Service | 14-23 |

PART 2 - ITEMS FOR NOTING

- | | | |
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| 8. | Annual Report Detailing the Exempt Reports Considered by the Leisure and Environment Committee | 24 - 25 |
| 9. | National Civil War Centre- Newark Museum Visitor Update 2015-16 | 26- - 28 |
| 10. | Health and Wellbeing/Health Scrutiny | To Follow |
| 11. | Chairman's Update | To Follow |

CONFIDENTIAL AND EXEMPT ITEMS

None

NEWARK AND SHERWOOD DISTRICT COUNCIL

Minutes of the meeting of the **LEISURE & ENVIRONMENT COMMITTEE** held in Room G21, Kelham Hall, Newark on Tuesday, 26th January 2016 at 6.00 pm.

PRESENT: Councillor A.C. Roberts (Chairman)

Councillors: R.V. Blaney (Ex-Officio), M.G. Cope, R.A. Crowe, R. Crowe, P.C. Duncan, R.J. Jackson, J.D. Lee, N.B. Mison, Mrs S. Soar, D.B. Staples and Mrs L.M.J. Tift.

48. APOLOGIES FOR ABSENCE

An apology for absence was received on behalf of Councillor Mrs G. Dawn.

49. MINUTES OF THE MEETING HELD ON 24TH NOVEMBER 2015

AGREED that, subject to the amendment above, the Minutes of the meeting held on 24th November 2015, be approved as a correct record and signed by the Chairman.

50. DECLARATION OF INTERESTS BY MEMBERS AND OFFICERS

NOTED that no Member or Officer declared any interest pursuant to any statutory requirement in any matter discussed or voted upon at the meeting.

51. DECLARATION OF ANY INTENTIONS TO RECORD THE MEETING

The Chairman advised that the proceedings were being audio recorded by the Council.

52. ORDER OF BUSINESS

The Chairman with agreement of the Committee changed the order of business on the agenda. Agenda item No. 7, National Civil War Centre – Room Hire Rates, was taken as the first item of business, the agenda resumed it stated order thereafter.

53. NATIONAL CIVIL WAR CENTRE – ROOM HIRE RATES

The Committee considered the report presented by the Business Manager National Civil War Centre, which updated the Committee regarding formalising the current rates of room hire at the National Civil War Centre, reflecting the rates at the Palace Theatre.

AGREED (unanimously) that the pricing schedule be approved as part of the adopted fees and charges document.

54. LEISURE AND ENVIRONMENT COMMITTEE REVENUE BUDGET 2016/17-2020/21

The Committee considered the report presented by the Assistant Business Manager Financial Services, which informed Members of the budget and scales of fees and charges for the areas falling under the remit of the Leisure and Environment Committee for 2016/17 and future years.

The current draft budget showed a reduction in 2016/17. Direct service expenditure including deferred and capital charges, and all central services recharges currently showed an overall decrease of £308,490 against 2015/16 budget. When central recharges and capital were excluded the saving increased to £379,030. The budget figure included an average of 2% inflation on expenditure and income. It also assumed a 1% increase in salary and wages costs overall in 2016/17 and future years. Major variations between 2015/16 and 2016/17 were itemised in the report.

The Assistant Business Manager informed the Committee of savings that could be achieved from the Grounds Maintenance budget through devolution to Newark Town Council. The Council currently had a two year contract, which may end through the devolution agreement. Employees would TUPE across to Newark Town Council and £170,000 could be removed from the budget.

A Member sought clarification regarding the total cost 2018/19 for Active4Today being reported as £481,000, which is an increase from £378,800 and asked if an answer could be provided regarding those differences. The Assistant Business Manager confirmed that the management fee to Active4Today was £285,270 with other costs (insurance, legal, CMT) of £ 27,870 making a direct cost of £313,140 to which are added £168,330 capital charges.

A Member asked whether there was Government guidance regarding charges for Dog Breeding. The Director – Community confirmed that when the Government bring in a requirement the fee would be based on Government guidance.

A Member commented on the good service provided by Environmental Health Pest Control and felt that the price for the service could be increased.

Members discussed the charge for collection of stray dogs and whether that was too expensive. The Director – Community confirmed that the Government insisted that all Local Authorities charge a minimum fee of £25 and also expected the Council to recover reasonable costs; £83 was considered a reasonable fee for this service. Members were informed that on average a dog a day was being collected.

The Chairman thanked the Assistant Business Manager and her team for all their work in preparing the budget.

AGREED (unanimously) that:

- (a) the Grounds Maintenance budget be adjusted for the three years 2018/19 to 2020/21 to reflect both costs and income under the devolution agreement;
- (b) the final Committee budget as shown at Appendix A be recommended to Policy & Finance Committee at its meeting on 25th February 2016 for inclusion in the overall Council budget; and
- (c) the scales of fees and charges as shown at Appendix B be recommended to Policy & Finance Committee at its meeting on 25th February 2016 and Council on 10th March 2016.

55. PPROPOSED SPORTS HUB DEVELOPMENT AT BOWBRIDGE ROAD, NEWARK

The Committee considered the report presented by the Deputy Chief Executive which provided an overview of progress on the proposed sports hub development at Bowbridge Road, Newark.

The Leader of the Council commended the report and commented on the huge amount of work that had been undertaken by Newark Town Council, the Deputy Chief Executive and the former Chairman of Lincoln Football Club. He expressed his confidence in the leadership of Newark Sports Association and the partnership agreement appended to the report. Having a sport hub adjacent to the new leisure centre was a great opportunity which needed to be delivered in a way which was sustainable. It was commented that the proposals had already been changed due to funding and may change again to involve Active4Today regarding the booking system.

A Member commented on the work that had been undertaken to protect the Newark cricket club and that the report clearly set out the importance of cricket, the additional pitch at the Kelham Road site and the enhancement of the existing club facilities.

A Member raised concern regarding the potential risk to the Council as role of guarantor and the current costs incurred in terms of significant officer time. He agreed with the desire to see this project happen, however felt that this project was for the benefit of the Newark community and hoped future projects would be rolled out to other parts of the district. It was also commented that there was nothing included in the partnership agreement regarding the need to engage with deprived areas within the district or equal opportunities and therefore no obligation on that partnership which was unsatisfactory.

The Deputy Chief Executive confirmed that at this stage the Council was not asking for any capital or revenue costs, but was trying to define the relationship of the partners and set out the funding. If funding was required a report would be submitted for consideration, although it was hoped that there would be no cost implication as the funding would be achieved from a community share offer, where clubs and organisations would contribute. A sustainable business plan would engage people and young children.

AGREED (unanimously) that:

- (a) the feasibility study for the proposed sports hub development at Bowbridge Road, Newark be noted and approved;
- (b) a recommendation to the Policy and Finance Committee that the Deputy Chief Executive, in consultation with the Chairman and Major Opposition Spokesperson of the Policy and Finance Committee together with the Chairman and Major Opposition Spokesperson of the Leisure and Environment Committee, be given delegated authority to conclude a Partnership Agreement between Newark & Sherwood District Council, Newark Town Council and NSA relating to the delivery of the sports hub project and in relation to its future operation and management, with such agreements recognising the District Council's role as accountable body in the delivery of phase 2 of the Sports Hub project and the potential financial risks that may arise as a consequence. The Partnership Agreement will reflect the

document attached at Appendix 1 to the report, with such amendments as may be necessary to satisfy the relevant funding bodies; and

- (c) a further report be brought to the Leisure and Environment Committee on 28 June 2016 after a detailed business plan has been developed for the project.

56. ACTIVE4TODAY BUSINESS PLAN 2016/17

The Committee considered the report presented by the Director of Communities Active4Today, which sought Committee consideration regarding the Active4Today Business Plan and Performance Framework.

The Active4Today 2016/17 Business Plan, Performance Framework and Management Fee had been considered by the Working Party with the Company making revisions to the relevant documents. The additional management fee request for 2016/17 was £124,876, excluding Southwell Leisure Centre Trust.

Members raised concern regarding the price increases and also the drive to increase the number of customers having direct debit. It was felt that people on benefits may feel excluded if they could not commit to the direct debit scheme due to financial constraints and the report had indicated a decline in attendance from people on benefits.

The Director for Communities Active4Today confirmed that the decline in attendance was seasonal and there were offers available to low income groups. Active 4Today had secured 4,600 members and were striving to achieve 5,000 members on Active cards, paying by direct debit, in order to achieve their predicted budget. The Active card scheme also provided key information regarding the customer.

AGREED (unanimously) that

- (a) the Active4Today 2016/17 Business Plan, Performance Framework and the request for additional management fee in 2016/17 of £124,876 to ensure the company's cash-flow requirements can be met, be approved; and
- (b) the additional management fee be paid on a phased basis.

57. PERFORMANCE MANAGEMENT UPDATE – MID YEAR UPDATE 2015/16

The Committee considered the report presented by the Business Manager Policy & Commissioning which provided the Committee with a selection of performance information falling under the remit of the Leisure and Environment Committee.

A Member sought clarification as to why there was no information regarding the number of paying visitors – National Civil War Centre for September to January 2016. The Business Manager confirmed that an answer would be provided to the Committee.

AGREED (unanimously) that:

- (a) the report be noted; and
- (b) the information regarding the number of paying visitors – National Civil War Centre for September to January 2016 be provided to the Committee.

58. HEALTH AND WELLBEING/HEALTH SCRUTINY

The Chairman provided an update on the Health and Wellbeing Board he attended on the 6 January 2016. The meeting included the following: an update regarding the Care Act 2014; Report on the Nottingham Wellbeing Award Scheme; Report from the Health and Wellbeing Implementation Group; Joint Health and Wellbeing workshop update; and a Report on devolution in Nottinghamshire.

A Member provided an update on the Health Scrutiny meeting that he had attended on the 18 January 2016. The key item on the agenda was the work of the Health and Wellbeing Board and the importance of community involvement in achieving improvement to health. It was urged for the District Council to engage with Town and Parish Councils regarding health and wellbeing, in order for Members to be actively involved in trying to promote healthier life styles.

The meeting had also discussed Road Traffic Accidents in the district, mortality rates being twice the national average for Nottinghamshire. The meeting had concluded that no further work would be undertaken regarding this issue. The Member commented that further work was required in schools regarding this.

The meeting closed at 7.40pm.

Chairman

GENERAL FUND BUDGET PERFORMANCE REPORT TO 31 JANUARY 2016

1.0 Purpose of Report

- 1.1 This report compares the General Fund Leisure & Environment Committee net expenditure for the period ending 31 January 2016 with the profiled budget for the period.
- 1.2 At its meeting on 10th March 2016, Council recommended that responsibility for developing the Council's Museum and Heritage strategy and decision making in respect of the Palace Theatre, Cultural Services, Museums and Collections including the Civil War Centre and Parks and Open Spaces (including Newark Castle and grounds and Queen's Sconce) be removed from the remit of the Leisure & Environment Committee and placed within the remit of the Economic Development Committee. The changes were to take effect from 1st April 2016.
- 1.3 This report concerns details about the 2015/16 budget, therefore has been presented in the pre 1st April format including details about the budgets for the Palace Theatre, Museum and Parks and final accounts for 2015/16 will be presented using the budgets set in March 2015.
- 1.4 Future reports to Leisure & Environment Committee will refer to the budgets which are now included in the remit of this Committee. A revised list of budgets for this Committee for 2016/17 is attached at Appendix B of this report.

2.0 Background Information

- 2.1 The Council's Constitution states that the Section 151 Officer shall present to the Policy Committee, at least twice in each financial year, budgetary control statements showing performance against the approved estimates of revenue expenditure and income. The appropriate Chief Officer will report on any major variances from planned budget performance.
- 2.2 It also states that budget performance monitoring information shall be provided to the appropriate Committee on a quarterly basis.
- 2.3 Where it appears that the amount included under any head of the approved budget is likely to be exceeded or the budgeted amount of income under any head is unlikely to be reached then budget officers are required to find savings elsewhere in their budget. In circumstances where savings cannot be identified it will be necessary to consult with the Section 151 Officer and ultimately take a report to the Policy Committee.

3.0 Proposals

- 3.1 The attached appendices detail performance against budget for the period to 31 January 2016 for those budgets within the remit of the Leisure & Environment Committee. This report considers the costs of providing services rather than 'below the line' costs such as borrowing costs and interest, contributions to and from reserves, government grants and income from Council Tax and retained Non Domestic Rates.
- 3.2 The format of the report identifies direct expenditure, i.e. employee costs and running expenses, both of which can be controlled by the budget officer, however central

recharges and capital charges, are not reported as they are largely outside their control. Income is shown separately. The figures do not include recharges for support services (either income or expenditure). A significant number of transactions take place 'below the line', i.e. shown in the General Fund account rather than identified to a particular service. This is in line with the CIPFA Code of Practice and includes such things as transfers to and from reserves.

- 3.3 Under the Accounting Code of Practice Local Authorities are required to show capital charges for the use of their assets based on the current market value. These amounts are included within the estimates to show the true cost of delivering local services however they are reversed 'below the line' in the overall cost of services therefore not impacting on the Council Tax payer. Variations on 'capital charges' are therefore not an area for concern.
- 3.4 The introduction of International Financial Reporting Standards (IFRS) for the financial year 2010/2011 has resulted in a change in the way the Council accounts for grants received from third parties. These changes mean that income and expenditure is charged direct to the service accounts and, at the year end, any under spend is transferred to reserves and any overspend is transferred from reserves.
- 3.5 Support services (e.g. HR, Financial Services, Business Unit management – such as Leisure Centres) are charged to individual budget heads at the end of the financial year and are reported here for noting only. The direct costs of providing those services are scrutinised as part of the relevant Committee.
- 3.6 Capital charges are applied to accounts at the end of the financial year and are reversed 'below the line' so has no impact on the Council Tax payer. These are reported here for noting only.

4.0 Performance Comments

- 4.1 The total for direct service net expenditure shows an under spend of £153,776 against the profiled budget for the period to 31st January 2016. All managers are very aware of the current financial environment and challenges facing local government in the future and are ensuring that only essential expenditure is incurred. The detailed performance figures are shown at Appendix A. Due to the timing of the Committee cycle and deadlines for report preparation there will be a verbal update of any major changes to the figures presented at the meeting.
- 4.2 Variations from the profiled budget to 31st January 2016 are itemised below:
 - 4.2.1 Employee Costs –
 - No significant variances.
 - 4.2.2 Premises –
 - Repairs and renewal budget of £31K has been set up ready for various schemes but invoices have not yet been processed/received.
 - A number of other smaller underspends across all services on repairs and maintenance and rates budgets.

4.2.3 Transport –

- Mainly due to fuel prices remaining steady and not increasing as originally estimated. Also due to newer vehicle fleet being more fuel efficient. A saving at year end cannot be guaranteed as fuel prices may fluctuate.
- The waste transfer station in Brunel Drive is now open and fully operational. This has resulted in further savings in fuel costs which has been built into the 2016/17 base budget. It is also anticipated to result in savings on vehicle repairs and tyres, but as yet, that cannot be quantified.

4.2.4 Supplies and Services –

- Purchase of licensed bar provisions at the Palace Theatre is £12k below budget, whilst artistes fees are below budget by £40k. Both are reflected in a reduction of income and are a result of the ongoing capital works.
- Following the transfer of leisure management to a private company there is now an actual payment for the management and support at Southwell Leisure Trust. This payment has always been made however it was previously accounted for as an internal recharge and therefore not reported as part of budget performance.
- Elsewhere within the committee budget there are other small underspends on a number of budget heads. At this stage it is not possible to predict a likely outturn figure though the estimated year end position will be reported verbally at the meeting.

4.2.5 Income –

- The audit of the Cattle Market accounts for 2014/15 has not yet been completed and the 2014-15 yearend provision remains outstanding in this report as the NSDC invoice to the Cattle Market has yet to be finalised and raised. This is anticipated to be in the region of £100k.
- As a result of the ongoing building works throughout the summer the number of visitors to the museum has not met the initial projections in the annual budget, resulting in a shortfall in admission fees and sales income. At the Policy & Finance Committee on 15th November 2015 members approved a programme of future developments at the National Civil War Centre – Newark Museum. 2016 will see further re-enactments in the town, both around the Civil War and the death of King John at Newark Castle in 1216 and these are anticipated to increase visitor numbers during the year.
- Income at the Palace Theatre is currently close to budget, despite the impact on productions and shows whilst the integration works are undertaken.

4.2.6 Major income streams - At the meeting of the Budget Working party on 18th July 2012, it was agreed that future performance reports should highlight any areas where there were significant differences between anticipated and actual major income streams. The variance on the income from the National Civil War Centre – Newark Museum is shown above.

4.2.7 A verbal report on the draft position at the year-end will be given at the meeting, however it should be realised that there is still a lot of work ahead to determine the actual year end position which will be reported in of June 2016.

5.0 RECOMMENDATION

The overall position of the Leisure and Environment Committee net expenditure compared to budget at 31 January 2016 is approved. Officers continue to look for additional savings throughout the financial year.

Reason for Recommendation

To advise Members of the current net expenditure compared to service budgets for the period ending 31 January 2016.

Background Papers

Nil

For further information please contact Amanda Wasilewski on ext 5738

David Dickinson
Director - Resources

PERFORMANCE REPORT FOR THE PERIOD ENDING 31st January 2016

	<u>Base Budget 2015/16</u>	<u>Profile Budget 31-Jan-16</u>	<u>Actual Expenditure 31-Jan-16</u>	<u>Variance</u>	<u>Budget Officer Comments</u>
EMPLOYEES	5,061,400	3,264,966	3,267,155	2,189	
PREMISES	1,068,220	557,773	467,596	(90,178)	
<i>General</i>	773,670	427,382	365,863	(61,519)	Repairs and Renewal budget of £31k has been set up ready for schemes but not yet invoiced. There are other underspends across all services on repairs and maintenance amounting to £14k with a £7k underspend on sewerage and water. The NDR payment for the NCWC is outstanding and is estimated to be around £15k.
<i>Electricity</i>	169,080	80,205	73,638	(6,567)	
<i>Gas</i>	125,470	50,187	28,094	(22,092)	Fuel usage is unpredictable and to date it has been a relatively mild winter.
TRANSPORT	1,383,230	900,494	831,967	(68,527)	Mainly due to fuel prices remaining steady and not increasing as originally estimated. Also due to newer vehicle fleet being more fuel efficient. A saving of £60k looks likely to be achieved by the end of the financial year. The new waste transfer station is now open in Brunel Drive which will result in an annual saving in fuel costs and repairs. Savings on fuel have been taken into account in the preparation of the 2016/17 budget. Due to new vehicles, there is a £22k underspend on tyres and a £19k underspend due to warranties. There are however overspends of almost £35k on fitters due to increased need for repairs to street cleaners etc.
SUPPLIES AND SERVICES	2,228,080	1,899,399	1,834,553	(64,846)	Following the setting up of Active4Today there is now an actual payment (£77k) to the company for management & support at Southwell Leisure Centre Trust - this payment has always been made but was previously shown as a recharge between the Council budget heads. Elsewhere there are small savings on a number of budget heads within supplies and services. At this stage it is not possible to predict the likely outturn figure. Expenditure on the purchase of new refuse bins is showing £24k under budget, however these monies are committed to be spent as order has been placed. Budget for Comms on waste collection increased but only recently spent. Purchase of licensed bar provisions at the Palace Theatre is below budget by £12k, while artists fees are also below budget by £40k. This is due to the closure of the Palace Theatre for building works. While agency repayments are overspent by £11k, this is offset by additional income for the same amount. Overall saving of £25k on Contractual and professional services. There is no spend shown against the budget for internet charges for NCWC £25k, however this is expected to be spent by the end of the financial year. There is also unspent equipment repairs & renewals budget for NCWC of £12k which will be spent as orders have now been placed.
TRANSFER PAYMENTS	0			0	
TOTAL EXPENDITURE	9,740,930	6,622,632	6,401,271	(221,362)	
INCOME	(4,914,900)	(2,995,451)	(2,927,866)	67,585	
<i>General</i>	(1,449,820)	(1,104,971)	(1,066,675)	38,297	The audit of the cattle market accounts for 2014/15 has not yet been completed and the 2014-15 yearend provision remains outstanding in this report as the NSDC invoice to the Cattle Market has yet to be finalised and raised. This is anticipated to be in the region of £100k. Following devolution of the operation of Newark market to the Town Council there is now external income for the Refuse & Street Cleaning service. Income has also been received from Gedling Brough Council for staff secondment.
<i>Leisure Centres</i>	(1,895,830)	(294,932)	(314,674)	(19,743)	The management and operation of the Leisure Centres transferred to Active4Today with effect from 1st June 2015.
<i>Refuse</i>	(811,860)	(755,230)	(779,460)	(24,230)	Income from trade refuse contracts exceeds the budget (net of the element payable to NCC) by £39k. It is anticipated that unless there any contract cancellations this will be a saving at the end of the financial year.
<i>Workshop Rents</i>	(23,590)	(11,511)	(12,932)	(1,421)	
<i>Car Parks</i>	(8,400)	(6,664)	(4,478)	2,186	Machines not yet in operation at Sconce & Devon Park
<i>Culture</i>	(725,400)	(822,143)	(749,646)	72,497	As a result of the ongoing building works throughout the summer the number of visitors to the museum has not met the initial projections in the annual budget, resulting in a shortfall in admission fees and sales income. At the Policy & Finance Committee meeting on 5th November 2015 members approved a programme of future developments at the National Civil War Centre - Newark Museum. Income at the Palace Theatre is in line with original budget.
TOTAL INCOME	(4,914,900)	(2,995,451)	(2,927,866)	67,585	
NET EXPENDITURE	4,826,030	3,627,181	3,473,405	(153,776)	
MEMORANDUM ITEMS					
<i>Support</i>	2,628,960	0	0	0	Support services are charged to budget heads at the end of the financial year. The direct costs of providing central services are scrutinised in the relevant portfolio.
<i>Capital</i>	613,940	0	0	0	Capital charges are applied to accounts at the end of the financial year and reversed 'below the line' so have no impact on the Council Tax payer.
<i>Recharged Support Services</i>	(1,668,550)	0	0	0	
TOTAL PER BUDGET BOOK	6,400,380	3,627,181	3,473,405	(153,776)	

BUDGET SUMMARY

Appendix B

LEISURE & ENVIRONMENT COMMITTEE

CODE	DESCRIPTION	2015/16 BASE BUDGET	2016/17 BASE BUDGET	MORE/ (LESS)	2017/18 BASE BUDGET	2018/19 BASE BUDGET	2019/20 BASE BUDGET	2020/21 BASE BUDGET
A10701	UPKEEP OF DYKES	11,220	11,530	310	11,790	11,930	12,160	12,390
A11002	DOMESTIC REFUSE COLLECTION	2,175,080	2,278,930	103,850	2,276,870	2,300,210	2,341,160	2,346,830
A11101	PUBLIC CONVENIENCES	213,090	78,560	(134,530)	80,410	82,270	83,920	85,610
A11103	SEWERAGE WORKS	26,470	35,900	9,430	28,310	28,780	29,340	29,920
A11104	STREET SWEEPING	661,380	623,230	(38,150)	629,870	634,690	642,920	622,880
A11106	PEST CONTROL	66,350	44,050	(22,300)	44,450	44,650	44,960	45,160
A11107	DOG CONTROL	62,430	74,820	12,390	75,920	76,780	77,820	78,690
A11110	NATIONAL ASSISTANCE ACT BUR	4,850	5,050	200	5,180	5,180	5,270	5,370
A11135	ENV HEALTH PROACTIVE	425,710	438,450	12,740	443,120	447,510	451,850	456,190
A11136	ENV HEALTH REACTIVE	398,120	365,980	(32,140)	372,340	376,280	380,240	384,250
A11137	BRUNEL DRIVE DEPOT ADMIN	0	0	0	0	0	0	0
A11201	LOWDHAM CEMETERY	3,790	(920)	(4,710)	1,090	1,010	1,020	1,030
A11202	WALESBY CEMETERY	3,470	(470)	(3,940)	1,020	940	950	960
A11301	GROVE LEISURE CENTRE	25,240	0	(25,240)	0	0	0	0
A11305	SOUTHWELL LEISURE CENTRE	169,200	189,940	20,740	183,520	185,380	187,180	189,800
A11306	NEW LEISURE CENTRE	(27,940)	0	27,940	0	0	0	0
A11307	DUKERIES LEISURE CENTRE	254,540	0	(254,540)	0	0	0	0
A11319	SPORTS DEVELOPMENT	199,530	0	(199,530)	0	0	0	0
A11321	NEIGHBOURHOOD CENTRES	99,290	99,090	(200)	104,540	106,310	107,450	108,590
A11322	BLIDWORTH LEISURE CENTRE	236,800	0	(236,800)	0	0	0	0
A11339	NEWARK SPORTS HUB	7,030	29,160	22,130	29,920	30,190	30,580	30,990
A11442	ARTS DEVELOPMENT	68,860	65,260	(3,600)	66,440	67,130	67,950	68,770
A11575	LEISURE CENTRES	0	0	0	0	0	0	0
A11576	NEW COMPANY - LEISURE	0	481,470	481,470	449,720	448,940	447,980	447,600
A11582	LIFE SAVING	3,980	4,390	410	4,520	6,260	6,370	6,440
A11731	STREET NAMING	57,590	60,620	3,030	61,430	61,680	62,570	63,460
A12214	FAIRS	0	0	0	0	0	0	0
A12221	NEWARK LIVESTOCK MARKET	(140,980)	(193,810)	(52,830)	(193,650)	(191,430)	(191,280)	(191,200)
A15003	BRUNEL DRIVE DEPOT	0	0	0	0	0	0	0
A15024	CATERING SERVICES	0	0	0	0	0	0	0
A26901	VEHICLE POOL WORKSHOP	0	0	0	0	0	0	0
A26910	VEHICLE POOL NSH	0	0	0	0	0	0	0
	TOTAL	5,005,100	4,691,230	(313,870)	4,676,810	4,724,690	4,790,410	4,793,730

REVIEW OF PEST CONTROL AND DOG WARDEN SERVICES

1.0 Purpose of the Report

- 1.1 To review the Animal Welfare and Control services provided within the Environmental Health Business Unit and to provide options for future service delivery methods.

2.0 Overview

- 2.1 The Animal Welfare and Control (AWC) service provides two very distinct elements of service delivery. The Council is required by statute (sec 149 - Environmental Protection Act 1990) to provide a service for dealing with stray dogs found in its area. In Newark and Sherwood this duty is discharged by the AWC officers undertaking part of their role as 'dog wardens'. The Business Unit has in place comprehensive working practices for collecting, seizing, detaining, returning and disposing of stray dogs.
- 2.2 The second element of the service that is provided is that of a pest control service. A small range of common pests are treated on a request basis on the payment of a fee. This is provided in both domestic and business premises. In addition to this the team also have a small number of annual commercial contracts to deliver pest control services for local businesses.
- 2.3 Over the past few years the staffing of the Animal Welfare and Control team has been reduced from 4.0 FTE to 2.5 FTE, consisting of two Animal Welfare and Control Officers. Additional support is provided from a joint post managed from within the Waste, Litter and Recycling Business Unit. This shared post provides 18.5 hours of support and the nature of these duties now include a variety of tasks that would historically have been undertaken by the Animal Welfare and Control Officers (AWCO); these include cleaning the kennels, feeding dogs, administering medication, collecting stray dogs and delivering dogs to our off-site kennelling contractor. This person is also responsible for managing and issuing contracts for the provision and emptying of dog waste bins.
- 2.4 One of the Animal Welfare and Control Staff has recently left to work in the private sector and therefore there is currently a vacancy for this post. It would seem an opportune time to review the model of service delivery and explore all options of alternative delivery mechanisms.

3.0 Pest Control Service

- 3.1 Although the majority of local authorities provide a pest control service, there is no legal requirement to do so and therefore this is a discretionary service. In most instances the provision of the service in local authorities arose from the historic need to control rats, mice and public health pests such as bedbugs in the general population, and these services continued to be provided, often on a commercial basis.
- 3.2 The services provided by the Council's pest control team have reduced over the years. A comprehensive range of pest treatments was provided through the 1990s. However, with a

reduction in staff and more competition from the private sector the range of pest treatments now provided has been reduced. Set out below is the current list of pests treated and the treatment charge for 2015/16.

Pest Control Domestic	2016-2017
Survey of domestic premises	£30 including VAT reduced to £15 plus VAT for means tested benefits. This cost is deducted from any subsequent treatment.
Mice or rats (in house or garden), fleas, bedbugs at domestic premises.	£60 including VAT reduced to £30 including VAT for those on means tested benefits.
Wasps at domestic premises	£60 inc VAT (reduction to £30 for means tested benefit) £10 inc VAT for each additional nest if treated at one visit.
Cluster flies at domestic premises	£80 inc VAT
Pest Control Commercial	2016-2017
Survey of commercial/business premises	£42
Insect treatment - commercial/business premises	£62 per hour + materials + VAT
Rodent treatment - commercial/business premises	£62 per hour + materials + VAT
Wasp treatment - commercial/business premises	£97 +VAT and £21 + VAT for each additional nest if treated at one visit

3.3 The charging for pest control was introduced in Newark and Sherwood around 13 years ago.

3.4 Income

As stated above all treatments are now delivered on a chargeable basis. The income from pest control is dependent on customer demand and the weather. During the summer months the largest demand is for the treatment of wasp nests. The numbers of nests present is very dependent on the temperatures experienced through the winter as very cold weather and cold springs tend to kill the hibernating queens.

3.5 The income for the pest control service is split into budget codes, insects, rodents and commercial contracts. The budget out-turn for the past three years is set out below.

	2012/13	2013/14	2014/15	2016/17
Rodents	12,036	10,652	15,432	10,000
Insects	14,428	18,471	20,703	15,200
Contracts	8,759	9,232	8,921	9,990
Total	£35,223	£38,355	£45,056	35,190

3.6 Service Costs

For the 2014/15 budget year the decision was made to separate out the budget for pest control as previously there been a single budget for the whole AWC service. This made it very difficult to ascertain accurately the costs attributable to each element of the service.

3.7 There are four main areas of cost within the pest control budget.

- Salaries
- Vehicles and transport
- Goods and services
- Central support costs

3.8 Staffing numbers have been reduced over the past few years, which has reduced salary costs. In the main, the salaries budget consists of 1.0 FTE Animal Welfare and Control Officer. However as stated above the service is supported with a shared post from the Waste, Litter and Recycling Business Unit, which results in a relatively small sum of additional salary costs. In addition, since the team are based at Brunel Drive depot, day to day supervision is provided by the Grounds Maintenance Officer, and a proportion of his salary (12%) is charged to this budget.

3.9 The AWC service operates three vehicles which have been purchased outright. For budgetary purposes the pest control element of the service contains the cost of one vehicle. The current year budget for this is £4,200.

3.10 A summary of the 2016/17 base budget is set out below.

Pest Control Budget A11106		Costs
Salaries (does not include NI or superannuation)	AWC officer	£21,962
	Support Officer	£4518
	Grounds Maintenance Officer	£4,317
Transport		£4420
Supplies and services		£14330
Total of direct costs		£54550
Income		£42720
Net expenditure before Central Support Charges		£11,830
Central support Total		£28,900

3.11 Customer Information

Over the past few years the demand for the service has fallen considerably. The table below shows the data for the three main pests that are treated.

	2011-12	2012-13	2013-14	2014-15	2016/17
RATS	297	167	120	168	
MICE	139	124	97	110	
WASPS	634	214	337	333	

- 3.12 Without extensive research it is difficult to say exactly why the demand had dropped. There is no doubt that there is far more local competition for customers than existed previously, especially for the treatment of wasps. Many local companies now undercut the cost of the council service. The low price structure is achieved by because many of these companies are small 'one man' enterprises that have limited overheads.
- 3.13 A second factor may have been a significant price increase introduced following a recommendation by the budget working party. The cost of a rodent treatment increased from £25.00 to £55.00 and the cost of a wasps nest treatment was increased from £55.00 to £60.00 for domestic clients and £80 to £95 for commercial clients.
- 3.14 For many years the Pest control service carried out customer satisfaction surveys. The overall satisfaction with the pest control service was normally around 94%. The cost of the service was often cited as a reason for dissatisfaction as was the ability to respond quickly. The Service currently has a target response of 5 working days. However, where the situation demands a more immediate response (such as rats inside houses) every effort is made to respond as soon as practicable. The response time was extended to 5 days following the reduction in staffing levels from 4 FTE to 2 FTE. There is an additional impact on response times for the demands of the dog warden service. Pest control duties have to be put on hold when dog control work requires two officers to attend or an officer is absent from work.
- 3.15 The weather also has an impact on the number of calls that are received. Mild autumns and cold springs (which have been the norm in the last few years) both have affect the demand for the service. Mild autumns allow rodents to remain in their natural habitat away from domestic properties and this lowers customer demand. Cold weather in the spring can kill the emerging Queen wasps and reduce the number of viable colonies that build nests later in the summer.
- 3.16 The service has always offered a reduction to customers in receipt of means tested benefits. In 2014/15 the percentage of customer that requested service that were in receipt of a benefit is shown below

Pest	% treatments carried out for households in receipt of benefit
Rats	10%
Mice	9%
Wasps	10%

- 3.17 The service does not collect data on the age demographic of the customers. However, the officers carrying out the work are of the opinion that there is no particular age group under-represented in the customer base.

4.0 Dog Control Service

- 4.1 The local authority is statutorily required to provide a dog warden service. The legal requirement is set out in the Environmental Protection Act 1990, and it places a duty on the local authority to put in place arrangements for the seizure, holding and disposal of stray dogs in the district. This duty used to be a joint enforcement role with the police,

however, the police have been relieved of this duty and it is now the sole responsibility of the local authority. There is also a requirement to provide an out of hours' service. This does not need to be a full dog warden service but a reception facility where members of the public can take a stray dog when the district council service is not available.

4.2 The range of services provided by the Dog Warden are:

- Seizure of stray dogs
- Investigation of dog fouling complaints
- Enforcement of Dog Control Orders
- Investigation of dangerous dog incidents
- Installation of dog fouling signs
- Advice on dog bin installation to parish councils

4.3 Service Costs

Salary costs of the service have been reduced over the past few years. In the main the salaries budget consist on 1.0 FTE Animal Welfare and Control Officer. As stated above the service is supported with a shared post from the Waste, Litter and Recycling Business Unit. There is also day to day supervision provided by the Grounds Maintenance Officer, who charges a proportion of his salary (12%) to this budget. These additional salary costs are set out in the table below.

4.4 The dog control element of the service bears the cost of two vehicles. The current year budget for this is £8,400.

4.5 Supplies and services budget costs are a combination of equipment, materials and contractual services. The largest element is contractual services. The service pays a third party provider for the provision of kennelling facilities and for providing an out of hours' reception point. The total cost of this element of the service is £14,556. The remaining element of contractual services is the fee paid to the Cleansing Team to empty the dog bins in the district. This cost of this service is passed on to the owners of the dog bins, for example town and parish councils.

4.6 Income

Income for this service is generated from charges applied for the reclaiming of seized dogs by the owners. The scale of charges is shown below. In 2014/15 there were 300 dogs seized by the dog warden and of these 112 were reclaimed by their owners. The remaining dogs are passed to a dog rescue centre for re-homing.

4.7 The income received from reclaiming stray dogs in 2014/15 was £8,932. This is the income received from owners that collect their dogs and pay the appropriate fee. The income for £2015/16 shows a reduction to £4,000. However, it should be noted that a reduction in income is a consequence of a reduction in the numbers of dogs seized and therefore this also matched by a reduction in the costs of kennelling the stray dogs

4.8 The 2016/17 summary budget for the dog warden element of the Animal Welfare and Control service is set out below.

Dog control Budget A11107		Costs
salaries	AWC officer	£21,962
	Support Officer	£4518
	Grounds Maintenance Officer	£4317
Transport		£8,400
Supplies and services		£55,200
Total of direct costs		£104,340
income		£50190
Net expenditure before Central support charges		£54,150
Central support		£22,870

5.0 Options Appraisal

As part of the Council's commissioning framework 12 potential models of delivery are identified. The review has examined all of the models and those that were discounted as not appropriate, applicable or achievable for this service area are recorded below.

1. Voluntary sector partnership

The nature of a statutory service, particularly means there is unlikely to be an appetite from the voluntary sector to undertake this activity in partnership with the Council

2. Public sector partnership

A public partnership could involve the combination of a local authority and other public body in delivering a service. The Council has its collaboration agreement with Gedling BC and Rushcliffe BC and there are opportunities to explore a partnership approach with either of these authorities.

3. Social enterprise / Staff mutual

There is no staff appetite for this model.

4. Delegate or devolve service

The nature of a statutory service, particularly with dog warden functions means there is unlikely to be an appetite from the Town or Parish Councils to undertake this activity.

5. Outsource service in its entirety

There does not appear to be a market to provide a fully outsourced option with a single provider. A partial outsourced option is considered within the public private partnership/joint venture model.

6. Cease the service

It would be possible to cease the pest control element of the service, but not the dog control service, which is statutory.

7. Mixture of approaches

A mixed form of delivery is considered as part of the public/private partnership/joint venture.

8. Joint Commissioning

This is discussed below.

9. Improve the in-house service / scale down

This is considered a viable option and is discussed in more detail below.

10. Shared Service

See comments above in option 2.

11. Public and private sector partnership

There are options to look at private sector partners. This is discussed in more detail below.

12. Do Nothing

There is an option to retain the service in its current format. This option is discussed in more detail below.

6.0 Service Options

- 6.1 Currently the full Animal Welfare and Control Service is provided in-house. There are a number of options identified above for future provision of the service that warrant consideration.
- 6.2 As stated above the Council has no statutory obligation to provide the pest control element of the service. Therefore, consideration should be given as to whether this element of the service continues to be provided. Over the past few years the cost of the pest control service has been reduced and the direct costs (not taking account of central support) of providing this service are now £11,830 based on the 2016/17 base budget.
- 6.3 At various times over the past few years during the budget process the option of discontinuing the pest control service has been discussed. It has been difficult in previous years to fully identify the costs of the service and any savings that could be made but the splitting of the budget has now allowed for this. Some Members have also indicated their support for maintaining the service arguing that it provides a competitive, trusted service that is used and liked by many of the residents.
- 6.4 The options for the shape of any future service provision can be formulated dependent on the outcome of the above consideration. These are shown in the table below. The options available are varied and some are dependent on the key question of whether both a pest control and dog warden service is continued to be provided, whether the authority decides to provide only the statutory dog control functions. It is crucial that this question is addressed before any due consideration can be given as to how services might be delivered in the future. The options set out below provide details as to the most viable option for

future service provision but have been framed to try and include options for both the continuation of the discretionary pest control service and the options should this element of the service be discontinued.

6.5 Do Nothing

The vacant post could be advertised and filled and the service would continue to operate with no significant change. There could be increased focus on building new business for the pest control service.

6.6 Public and Private Sector partnership

There are many private sector organisations that currently provide pest control services and dog warden services on contract to local authorities. However, market research has not revealed a supplier that would provide both services. This does not preclude the potential to have two contractors providing different elements of the service. The employee currently in post may be subject to TUPE regulations if this option is pursued.

6.7 Joint Procurement

As a variation on the above option, Bassetlaw District Council has indicated its interest in undertaking a joint procurement exercise with Newark and Sherwood of the dog warden service. This would only be for dog warden services as Bassetlaw no longer provide a pest control service.

6.8 Public Sector Partnership

Rushcliffe BC who are part of the Gedling Newark & Sherwood and Rushcliffe (GNSR) collaboration agreement have a *wholly council owned* operating company known as 'Streetwise'. They are currently considering whether their pest control service should be *put into* this company. There may be an opportunity to work with *Rushcliffe* to incorporate the Newark and Sherwood pest control *and dog warden* service into the same company.

6.9 Improve the in house service / scale down

Amend the job description of the current post holder to that of dog warden services only and provide the statutory element of the service with support from in-house staff. This 'downsizing' option carries risks to the resilience of the remaining dog warden service. An alternative to this would be to outsource the dog warden element of the service

6.10 The dog warden element of the service is the function that the local authority is statutorily required to provide. There are private sector companies that provide this service for local authorities. This would mean that no pest control service would be provided by the Council. Information on local providers of pest control services could be made available on the internet to assist residents seeking help

Pest Control and Dog warden services	Option	Advantages	Disadvantages
	Do Nothing	Easy implementation. Opportunity to grow the service and increase income	No major on-going savings
	Private sector provision	Potential for reduced costs. Supplier contract could provide more staff resilience and improve response times.	Less flexibility of staff resource, as this may be constrained by contractual obligations. Current in-house staff are available to support EH business unit if required. Obtaining single provider of both services may be problematic.
	Public sector partnership	Continue to provide local service. Maintain greater control of service provision. Opportunity to expand commercial element of service	Competing in a well populated market place. Different authorities may have different priorities
Dog warden only	Option	Advantages	Disadvantages
	Improve the in-house service / scale down	Some cost savings. Flexibility of job role. Current in-house staff are available to support EH business unit if required	Response to changing needs and circumstances may require variation of contract.
	Private sector provision	Potential for reduced costs. Supplier contract could provide more staff resilience and improve response times. Opportunity for joint procurement	Less flexibility of staff resource. Current in-house staff are available to support EH business unit if required.
	Public sector partnership	More staff resilience and improve response times	Different authorities may have different priorities

6.0 **Other Considerations**

6.1 **Vehicles**

Currently the vehicles used to provide the service have been purchased. Any reduction in the service provided or outsourcing would allow for the sale of some or all of these vehicles

6.2 **Day to Day Supervision**

This element of the service is currently provided by the Grounds Maintenance Officer. A proportion of his salary costs are contained within the budget. Some of the options being explored would not require the same level of supervision and therefore in these circumstances reduction in the requirements of this post is likely.

6.3 Brunel Drive - Administrative and Operational Support

As stated above there is a shared post that currently provides both administrative support and operational support to the AWC service. This post is a 50/50 shared post with Waste, Litter and Recycling business unit. It has recently been agreed that this post will now work full time for the Waste, Litter and Recycling Business Unit. The support to the Animal Welfare team will now be provided from the Corporate Administration team. However, the Brunel Drive staff will continue to provide some elements of the service for example taking payment and releasing dogs from the kennels. Therefore there will be a saving on the cost of this post.

7.0 Financial Comments

- 7.1 Ceasing the discretionary pest control service will achieve small annual revenue savings, although as other services transfer or cease there will be the potential to reduce the cost of central services and achieve further savings across the Council's revenue budget as a whole.
- 7.2 It will be necessary to continue to provide the statutory dog warden service but until the alternative delivery methods are appraised the financial cost cannot be quantified.
- 7.3 It is not likely that the full net cost (before central services) shown in the tables at 3.10 and 4.8 will be saved as the admin and operational support will be used elsewhere in the District Council.

8.0 Equalities Implications

- 8.1 The Council does currently offer a reduced rate for pest control treatments for customers in receipt of specified benefits. The report outlines the percentage of customers that take advantage of this offer.
- 8.2 It is unlikely that this same reduction will be available from the private sector if Members decide not to provide a pest control service in the future.

8.0 RECOMMENDATIONS that:

- (a) **Members consider whether the discretionary pest control element of the service should continue to be provided;**
- (b) **Members consider the options available for the future provision of the service and identify a preferred future model of providing the service; and that,**
- (c) **a further report be brought to the committee once the preferred option has been explored in detail.**

Reason for Recommendation

To ensure that the provision of the pest control and dog warden services continue to meet the needs of the Council

Background Papers

Nil

For further information please contact Alan Batty 655467

Karen White Director - Safety

ANNUAL REPORT DETAILING THE EXEMPT REPORTS CONSIDERED BY THE LEISURE AND ENVIRONMENT COMMITTEE

1.0 Purpose of Report

1.1 To provide the Leisure & Environment Committee with a list of the exempt business considered by the Committee for the period 20 May 2015 to date. Members have the opportunity to review the exempt reports and request further information. The rule is defined in paragraph 18 of the Constitution entitled 'Right of Members to Request a Review of Exempt Information'.

2.0 Background Information

2.1 The Councillors' Commission at its meeting held on 25 September 2014 proposed a number of changes to the Constitution, one of which being that 'the Committees undertake an annual review of their exempt items at their last meeting prior to the Annual Meeting in May', this was ratified by the Council on 14 October 2014.

2.2 Members will be aware that, they have the opportunity to request under Rule 18 of the Access to Information Procedure Rules, that exempt information should be released into the public domain if there are substantive reasons to do so.

3.0 Proposals

3.1 The following table provides the exempt business considered by the Leisure & Environment Committee for the period 20 May 2015 to date:

Date of Meeting	Agenda Item	Exempt Paragraph	Opinion of Report Author as to current status of the report
27 October 2015	Active4Today Budget Issues	4	Information remains confidential
24 November 2015	National Civil War Centre and Palace Theatre Catering Update	3	No longer exempt

4.0 RECOMMENDATION

That the Report be noted.

Reason for Recommendation

To advise Members of the exempt business considered by the Leisure & Environment Committee for the period 20 May 2015 to date.

Background Papers

Nil.

For further information please contact Nigel Hill – Business Manager Democratic Services on Ext: 5243.

David Dickinson
Director Resources

NATIONAL CIVIL WAR CENTRE – NEWARK MUSEUM VISITOR UPDATE 2015-16

Members will be aware that following the decision of Council on 10 March 2016, the remit of the Leisure and Environment Committee changed and as such the National Civil War Centre now sits within the remit of the Economic Development Committee. However, as the Leisure and Environment Committee requested the report prior to the change in the remit, the report is included on this agenda.

1.0 Purpose of Report

1.1 To update Committee on visitor numbers to the National Civil War Centre.

2.0 Background Information

2.1 In 2013 Newark and Sherwood District Council approved the development of the Old Magnus Buildings into a Centre for Civil War Learning. This vision developed into the National Civil War Centre, a nationally recognised attraction, dedicated to telling the story of the British Civil Wars.

2.2 Underpinning this vision, a set of strategic objectives were also approved, including:

- Enhancing Newark’s tourist appeal
- Creating a positive visitor experience at the site which yields economic benefits from repeat visits and positive referrals
- Maximising new income streams to ensure the ongoing future viability of the NCWC
- Preserving the heritage of the district by investing in a Grade II* Listed building.

2.3 The Centre opened its doors for the first time on the 3rd May. The launch event captured both the public and the media’s attention with around 1,000 re-enactors from the Sealed Knot, English Civil War Society and History Re-enactment Workshop bringing Newark Castle, Queen’s Sconce, Riverside Park, Market Square and NCWC to life.

3.0 The Current Position

3.1 Since opening, the NCWC has welcomed 28,401 visitors (1.5.15 to 28.2.16). The following table summarises these visitor numbers;

	May - August	Sept - Feb	Total
Day passes	13,567	8,037	21,604
Groups	516	309	825
Discount	61	350	411
Annual Pass	2,407	1,746	4,153
Free Entries	903	505	1,408
Total	17,454	10,947	28,401

3.2 The summary of Day and Annual Pass visits is summarised below;

	May - August	Sept - Feb	Total	
Adults	7,173	4,254	11,427	44%
Concessions	6,440	4,193	10,633	41%
Children	2,355	1,328	3,683	15%

The percentage of children varies from around 4% during term time to 30% during school holidays.

3.3 It is anticipated that over a full 12 month year the Centre would have welcomed over 30,000 visitors.

4.0 Marketing Intentions 2016/17

4.1 Benefiting from the experience and research of 2015, the 2016 marketing intention is to target visitor segments that have enjoyed and appreciated NCWC to date.

4.2 It is anticipated that regional radio advertising will be delivered by Global FM stations including 'Gold' and Classic FM. The demographic of these stations match the family and over 50 years segments which are crucial visitor elements. This regional focus will be augmented with advertising on Notts TV, benefitting from our close relationship with Spool Films and our award winning visuals.

4.3 Leaflet distribution will be targeted within a 90 minute drive time at major population centres such as Leicester, Derby, Coventry and Warwickshire in addition to Lincolnshire and Nottinghamshire. There will be a code used for tracking effectiveness.

4.4 Local newspaper advertising will be targeted with linked reader offers for the start of the 2016 season, ensuring that visitors benefit from the impact of the combined service in the Visitor Information Centre.

4.5 Long term growth in the groups market will be approached through a combination of advertising and editorial in Coach Monthly Magazine, CDC Coach Tourism Yearbook and attendance at Group Travel shows including Group Leisure and Travel Show and 50+ Shows.

4.6 The successful PR activity across both traditional print and broadcast media and our social media channels will be maintained, capitalising on every opportunity to promote the Centre as an interesting tourist destination.

4.7 As part of the strategy to drive tourism to the Centre and to Newark re-enactment events on both early May Bank Holiday and May 8th to celebrate the 370th anniversary of the end of the 3rd Siege is intended.

5.0 Proposals

5.1 The report is for noting. Consideration should be given to future Committees receiving regular performance and development updates.

6.0 Equalities Implications

6.1 Visitor numbers include all elements including visitors with disabilities, accompanying carers, concessions including senior citizens and those in receipt of unemployment benefits. The NCWC is an accessible building with lift, handrails and ramps to enable all members of the community equal access.

7.0 Impact on Budget/Policy Framework

7.1 Any increases in visitor numbers will impact on the income received. Expenditure to support any activities must be maintained within existing budgets to ensure the full benefit is realised.

8.0 RECOMMENDATION

That the National Civil War Centre progress report be noted and regular updates are brought to the Committee.

Reason for Recommendation

To advise Members of the Leisure and Environment Committee of the progress of the National Civil War Centre.

Background Papers

Nil

For further information please contact Michael Constantine on Ext 5766

Matthew Finch
Director - Customers