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25 September 2017

Dear Sir/Madam

**LEISURE, PARKS AND WASTE MANAGEMENT (OVERVIEW AND SCRUTINY)
COMMITTEE**

A meeting of the above mentioned Committee has been arranged to take place on **TUESDAY 3 OCTOBER 2017** at **6.00 p.m.** at the **COMMITTEE ROOM**, District Council House, Lichfield to consider the following business.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Neil Turner', is written over a light blue horizontal line.

Neil Turner BSc (Hons) MSc
Director of Transformation & Resources

To: **Members of Leisure, Parks and Waste Management (Overview and Scrutiny)
Committee:**

Councillors Matthews, (Chairman), Mrs Banevicius (Vice-Chairman) Rayner (Vice-Chairman) Mrs Allsopp, Mrs Bacon, Miss Fisher, Mrs Pullen, Salter, Mrs Tranter and B.W. Yeates



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AGENDA

1. Apologies for Absence
2. Declarations of Interest
3. To approve as a correct record the Minutes of the Meetings held on 26th June 2017 (copy attached)
4. Work Programme (copy attached)
5. Lichfield Garrick (presentation)

Briefing Papers to be issued separately:

*Briefing Papers were introduced after the Overview and Scrutiny Committee Co-ordinating Group requested that the length and volume of agendas be addressed. Briefing papers, which are intended to provide Members with information on relevant issues, are an alternative to placing items on the Agenda. If Members wish a paper to be discussed it can be included on the Work Programme and scheduled for a future meeting.



**LEISURE, PARKS AND WASTE MANAGEMENT
(OVERVIEW AND SCRUTINY) COMMITTEE**

28 JUNE 2017

PRESENT:

Councillors Matthews (Chairman), Miss Hassall (Vice-Chairman) Mrs Allsopp, Mrs Bacon and Mrs Tranter

APOLOGIES FOR ABSENCE were received from Councillor Mrs Banevicius (Vice-Chairman), Miss Fisher, Mrs Pullen, Salter and B. W. Yeates.

(In accordance with Council Procedure No. 17 Councillor Eadie, also attended the meeting).

ALSO PRESENT: Councillor Rayner

The Committee was formally introduced to Billy Webster who had been appointed as the Assistant Chief Executive.

MINUTES SILENCE

The Committee held a minutes silence to mark the passing of the Lichfield City Council Town Clerk, Mr Christopher Moulten.

INTRODUCTION FROM THE CHAIRMAN

The Chairman, Councillor Matthews presented to the Committee the key functions of Overview & Scrutiny and its role in supporting and adding value to making the decisions for the District through targeted work and investigations.

DECLARATIONS OF INTEREST

There were none made.

MINUTES

The Minutes of the Meetings held on 8th March and 18th April 2017 were taken as read, approved as a correct record and signed by the Chairman.

RESOLVED: That the Minutes of the Meetings held on 8th March and 18th April 2017 be approved as a correct record

TERMS OF REFERENCE

The Committee discussed the work programme for the Committee over the Municipal Year. It was noted that the work of this Committee focused on the services that were really front facing for residents including waste collection along with parks and leisure.

WORK PROGRAMME AND FORWARD PLAN

The Cabinet Member for Operational Services, Leisure and Waste reported that during a recent conference by the LGA, there was specific focus on the effect and value that physical strategies were having on non-participants and hard to reach individuals and groups. He suggested that there could be some value in an investigation as to whether the council's physical strategy was hitting the right audiences and actually changing individuals and groups who were deemed as inactive to becoming active in any way.

It was then suggested that it would be beneficial to invite the Garrick Theatre to the October meeting to discuss any advantage and benefit to the recently approved Cultural Exemption at this stage and going forward. Further to provide an update on the recent appointment of a fundraising post, current approach and benefits gained. Finally to share their plans for mitigating against car park closure during the construction phase of the Friarsgate Development.

These additions were agreed by the Committee.

RESOLVED: That the Work Programme and Forward Plan be noted.

COMMERICAL OPPORTUNITIES WITHIN PARKS & OPEN SPACES

The Committee received a verbal report and presentation by the Cabinet Member for Operational Services, Leisure and Waste and the Head of Leisure & Operational Services (LOPS) on the new structure and commercial direction for Leisure & Operational Services and associated opportunities to generate growth and additional income within the service.

A summarisation of the current and future budget challenges were reported and it was noted that the two options were evident, either to scale back services or find new ways to finance them through innovation and increased income, the latter being the preferred option.

During the presentation it was reported that the majority of LOPS service was non statutory but highly important to residents and so the focus is now on how best to maintain and improve services by doing things differently. It was welcomed that with the new Head of Service had brought new and innovative ideas and a renewed focus on delivery.

The Cabinet Member then asked the Committee for ideas in generating income.

The Committee firstly discussed options for Beacon Park including concerts, outdoor cinema and events similar to those provided by such attractions as Trentham Gardens. Other suggestions were more car shows, park runs and garden festivals as organisers could take the lead resulting in less resources required by the Council.

Stowe Pool was also debated and it was felt that this facility was not used enough. Ideas included a floating restaurant and events on Stowe Fields. It was noted that the HLF project included Stowe Pool.

Members felt that more events in Burntwood could be provided as the parks available including Redwood Park could host them.

It was suggested that income with waste could be maximised with trade disposal and it was reported that this was already being considered. It was suggested that full facilities management could be offered including waste disposal, grass cutting and sub contracted cleaners.

The Committee felt that Lichfield District needed to be branded better, raise its profile and stop being a hidden gem. It was noted that a move to mirror the commercial sector in terms of marketing & sales would be essential going forward. It was also noted that any event, idea would have to be market tested to ensure its potential to be successful and sustainable . Members considered maximising exposure with other large attractions in the District including Drayton Manor and the NMA to provide concessions on tickets prices.

The Cabinet Member thanked the Committee for their input and agreed to take all the suggestions and considerations on board when deliberating the way forward for the service.

RESOLVED: That the suggestions for raising income within the leisure and Operational Services be considered further by the Cabinet Member.

(The Meeting Closed at 7.59 pm)

CHAIRMAN

LEISURE, PARKS AND WASTE MANAGEMENT (OVERVIEW AND SCRUTINY) COMMITTEE DRAFT WORK PROGRAMME FOR 2017-2018 (v6)

Item	28 June 2017	3 Oct 2017	17 Jan 2018	19 March 2018	Details/Reasons	Link to 2017/18 One Year Action Plan	Officer	Member Lead
Policy Development								
Terms of reference	✓				Annual review of the terms of reference of the Committee		CL	
Commercial Opportunities within Parks & open Spaces	✓				Initial introduction to the item		CC	
Alternative delivery and capital funding model					Potential Task Group		CC	
Stowe Pool HLF					Potential Task Group		CC	
Garrick Theatre		✓			To review progress following recent recruitment and VAT exemption status		CC	
Physical & Sports strategy				✓	Review of current strategy and investigate it's reach within the District and effectiveness in changing residents from inactive to active		CC	
Briefing Papers								
Leisure Outsourcing	✓							
Green Waste Subscription Implementation Process			✓					

LEISURE, PARKS AND WASTE MANAGEMENT (OVERVIEW AND SCRUTINY) COMMITTEE DRAFT WORK PROGRAMME FOR 2017-2018 (v6)

IN ADDITION TO THE ABOVE MEETINGS, THE FOLLOWING WILL ALSO TAKE PLACE:

Item	Sep	Oct	April	Details	Reasons	Officer	Member Lead