

Public Document Pack

Mid Devon District Council

Community Well Being Policy Development Group

Tuesday, 2 February 2016 at 2.15 pm
Exe Room, Phoenix House

Next ordinary meeting
Tuesday, 29 March 2016 at 2.15 pm

Those attending are advised that this meeting will be recorded

Membership

Cllr Mrs B M Hull
Cllr Mrs E M Andrews
Cllr Mrs A R Berry
Cllr Mrs J B Binks
Cllr R M Deed
Cllr F W Letch
Cllr Miss C E L Slade
Cllr Mrs E J Slade
Cllr Mrs H Bainbridge

A G E N D A

Members are reminded of the need to make declarations of interest prior to any discussion which may take place

- 1 **Apologies and Substitute Members**
To receive any apologies for absence and notices of appointment of substitute Members (if any).
- 2 **Public Question Time**
To receive any questions relating to items on the Agenda from members of the public and replies thereto.
Note: A maximum of 30 minutes is allowed for this item.
- 3 **Minutes of the Previous Meeting** (*Pages 5 - 10*)
To approve as a correct record the minutes of the last meeting (attached).
- 4 **Chairmans Announcements**
To receive any announcements that the Chairman may wish to make.
- 5 **Public Health Updates**
To receive a presentation from the Public Health Officer and a

representative from Devon County Council, updating the Group on the role of Public Health.

- 6 **Budget 2016/17 Update** (Pages 11 - 18)
To receive a report of the Head of Finance regarding budget proposals.
- 7 **Tourism Action Plan for 2016/17** (Pages 19 - 26)
To receive a report of the Head of Communities and Governance providing Members with details of the Tourism Action Plan (Appendix A) for 2016/17.
- 8 **Town Teams and Town Centre Projects Update** (Pages 27 - 30)
To receive a briefing paper by the Head of Communities and Governance advising Members of the work that is being done by the Town Teams and also to advise them of some of the Town Centre Projects which are currently being undertaken.
- 9 **Leisure Pricing** (Pages 31 - 38)
To receive a report of the Leisure Manager advising Members of the proposed leisure pricing strategy for 2016/17.
- 10 **CCTV Annual Report** (Pages 39 - 40)
To receive a briefing paper by the Head of Housing and Property Services providing an update on CCTV coverage in Tiverton.
- 11 **Identification of Items for the Next Meeting**
Note: This item is limited to 10 minutes. There should be no discussion on the items raised.

Inward Investment Strategy
Single Equalities Policy

Jill May
Interim Chief Executive
Monday, 25 January 2016

Anyone wishing to film part or all of the proceedings may do so unless the press and public are excluded for that part of the meeting or there is good reason not to do so, as directed by the Chairman. Any filming must be done as unobtrusively as possible from a single fixed position without the use of any additional lighting; focusing only on those actively participating in the meeting and having regard also to the wishes of any member of the public present who may not wish to be filmed. As a matter of courtesy, anyone wishing to film proceedings is asked to advise the Chairman or the Member Services Officer in attendance so that all those present may be made aware that is happening.

Members of the public may also use other forms of social media to report on proceedings at this meeting.

Members of the public are welcome to attend the meeting and listen to discussion. Lift access the first floor of the building is available from the main ground floor entrance. Toilet facilities, with wheelchair access, are also available. There is time set aside at the beginning of the meeting to allow the public to ask questions.

An induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter. If you require any further information, or

If you would like a copy of the Agenda in another format (for example in large print) please contact Julia Stuckey on:

Tel: 01884 234209

E-Mail: jstuckey@middevon.gov.uk

Public Wi-Fi is available in all meeting rooms.

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Public Document Pack Agenda Item 3

MID DEVON DISTRICT COUNCIL

MINUTES of a MEETING of the COMMUNITY WELL BEING POLICY DEVELOPMENT GROUP held on 8 December 2015 at 2.15 pm

Present

Councillors

Mrs B M Hull (Chairman)
Mrs E M Andrews, Mrs H Bainbridge
(substituting for Miss C E L Slade),
Mrs A R Berry, Mrs J B Binks, R M Deed,
F W Letch and Mrs E J Slade

Apologies

Councillor(s)

B A Moore and Miss C E L Slade

Also Present

Councillor(s)

C J Eginton, C R Slade and R L Stanley

Also Present

Officer(s):

Jill May (Head of HR and Development), Andrew Jarrett (Head of Finance), Amy Tregellas (Head of Communities and Governance and Monitoring Officer), Rob Fish (Principal Accountant) and Julia Stuckey (Member Services Officer)

42 APOLOGIES AND SUBSTITUTE MEMBERS

Apologies were received from Cllr B A Moore and from Cllr Miss C E L Slade (who was substituted by Cllr Mrs H Bainbridge).

43 PUBLIC QUESTION TIME

There were no members of the public present.

44 MINUTES OF THE PREVIOUS MEETING

The Minutes of the last meeting of the Group were approved as a correct record and **SIGNED** by the Chairman.

45 CHAIRMAN'S ANNOUNCEMENTS

The Chairman had no announcements to make.

46 MEETING MANAGEMENT

The Chairman indicated that she intended to take item 10 on the agenda before item 6.

47 DRINK WISE AGE WELL

The Chairman welcomed Mr Darren Walker, Prevention Worker from Drink Wise, Age Well to the meeting.

Mr Walker explained that the Drink Wise Age Well project was self-funded through the National Lottery and was one of five throughout the country that had been set up as a trial. There was an aspirational aim to be country wide. This was a seven year project, the first year had been research and they were now in the second year which was implementation. Year 7 would be evaluation.

The project had three strands. The first strand covered prevention and involved marketing, education and knowledge. The project looked specifically at the over 50's and their relationship with alcohol. Research had shown that the over 50's were the fastest growing group that had a harmful relationship with alcohol. In Devon, rural isolation, lack of transport and life changing events that happen in that age group were all a cause. The prevention team were working in the community spreading the word, through events, festivals, stalls and by talking to employers.

The second strand of the project was the Resilience Team which was community driven, aiming to get to those that may be isolated out into the community, trying to connect with them to avoid the triggers that might lead to drink.

The third strand involved working with hospitals and GP surgeries to work with those that already had an alcohol problem.

Mr Walker explained that the group worked as a signpost to direct clients to options such as Alcoholics Anonymous, Age UK and other agencies that could support them.

Mr Walker thanked the Committee for their time.

48 GRANT PAYMENTS TO EXTERNAL ORGANISATIONS 2016/17 (0.30.23)

The Group had before it a report * from the Grants and Funding Officer regarding Grant Payments to External Organisations 2016/17, the minutes of a meeting of the Grants Working Group, which had met following the last meeting of this Group and an amended proposed recommendation.

The Head of Communities and Governance explained that funding for the Grand Western Canal had been removed from the Grants Budget. Future funding for this would be from the New Homes Bonus and a meeting would be put in place for January to allow a longer term business case to be discussed.

The Officer explained that the Working Group had met and their recommendations were included within the report.

Discussion took place regarding:

- The grant to the Crediton Arts Centre that the Working Group had recommended remain unchanged although its main purpose was not to help vulnerable people;

- The grant to Community Housing Aid Nightstop that was recommended to be cut by 20% and the fact that most of their clients were Exeter based but Mid Devon was contributing a higher grant.

It was **RECOMMENDED** to the Cabinet that:

- a) The grant for the Grand Western Canal be removed from the grants budget and be paid from the New Homes Bonus;
- b) The revised grant allocations for 2016/17 be approved.

(Proposed by Cllr R M Deed and seconded by Cllr Mrs H Bainbridge)

and

- c) That the authority put in place procedures to ensure that monitoring of activity and finances of those in receipt of grants took place in the future;
- d) And that the Community Well Being Policy Development Group, Grants Working Group, be involved in any initial discussions regarding the setting of proposed cuts to future grants.

(Proposed by the Chairman)

Note:- i) Report previously circulated and attached to Minutes.

ii) A proposal to remove the grant for the Crediton Arts Centre was not supported.

iii) Cllr J B Binks declared a personal interest as she knew some members of the Crediton Arts Centre.

49 **FINANCIAL MONITORING (0.52.27)**

The Committee had before it and **NOTED** a report * from the Head of Finance presenting a financial update in respect of the income and expenditure so far in the year.

The Officer informed the Group that there was an adverse variance of £229k at the time of the report. Areas under the responsibility of this PDG with a negative variance were Planning Services at £120k and Leisure at £70k. Planning was due to enforcement action that had taken place in Cullompton and Leisure was predominantly due to a decrease in income and some extra maintenance at the centres.

The Officer further explained that monitoring since the report had been produced showed a larger variance, which was in part due to the cost of restructuring at Leisure Centres.

The Head of Human Resources and Development explained that the Leisure Service had been through a robust reorganisation and was now undertaking a more strategic approach. This would free-up officer time to promote the business. Some long-term

members of staff had left and the centres were in a transition period at the moment. A strong steer from Finance stated that the Leisure Service needed to break even by 2019-20. Cuts in formula grant meant that discretionary services must break even. The service needed to get new customers and not alienate existing customers. A very experienced management team was now in place with specific targets and aims, new teams of duty managers would be more efficient and more stream lined.

Discussion took place regarding free parking in the long stay car parks leading up to Christmas and the need to ensure that this was clearly signed.

Note: - * Report previously circulated and attached to Minutes.

50 DRAFT BUDGET 2016-17 (1.07.06)

The Group had before it and **NOTED** a report * from the Head of Finance presenting options available for it to consider in order for the Council to set a balanced budget for 2016/17.

The Officer outlined the contents of the report stating that Service Managers had been tasked with producing savings and substantial savings had been found, however there was still a budget gap of £827k. It had been reported that the Treasury had reached agreement with four government departments, including the Department for Communities and Local Government, for an average of 30% cut in government funding over the next four years. There was no question that the formula grant would be cut and it was now likely that the Revenue Support Grant of £1.7m would disappear entirely by 2019/20.

Consideration was given to the following table:

Reconciliation of Major 2016/17 Budget Variances

Variances	Amount £000
<i>External items outside of our control</i>	
Reduced formula grant settlement	597
Increased pension contributions - auto enrolment	110
NIC rebate removed from contracted out pensions	180
NNDR GP surgery appeals	100
Pay award circa	100
Falling commodity prices for recycling	125
<i>Subtotal</i>	1,212
<i>Other changes</i>	
Deficit on our 2015/16 budget taken from reserves	187
Increase in sinking funds for asset replacement	132
Increased interest payable	78
Decrease in Collection Fund surplus	32
Income from garden waste scheme	(250)
Increased leisure income	(155)
Increased income from investments	(102)
Contributions from town and parish councils	(100)
Increase Council tax income	(95)
Other net savings	(112)

Discussion took place regarding:

- Take up of the garden waste collection scheme had been higher than expected and to date 6000 permits had been sold, it was hoped that there would be further uptake in March;
- The salary bill was reduced by £130k due to redundancies;
- It was hoped that Devon County Council would enter an agreement for the savings made by a reduction in waste to landfill;
- Customer Services providing for more and more areas to be completed on line, which was a cheaper service to provide;
- Areas of uncertainty such as the level for the Council Tax Freeze Grant, the New Homes Bonus and the level of the Council Tax referendum;
- A number of assumptions such as the level of salary increase, car parking fees and income flows.

The Head of Finance explained that a further report would be presented in the New Year.

Note: - * Report previously circulated and attached to Minutes.

51 **PERFORMANCE AND RISK (1.30.23)**

The Group had before it and **NOTED** a report * from the Head of Communities and Governance providing Members with an update on performance against the corporate plan and local service targets for 2015-16 as well as providing an update on the key business risks.

Discussion took place regarding the number of empty shops in the main towns.

Note: - Report previously circulated and attached to Minutes.

52 **ANTI SOCIAL BEHAVIOUR STATISTICS (1.34.34)**

The Group had before it a briefing paper * from the Head of Housing and Property Services updating Members on anti-social behaviour performance for the last 12 months.

The Officer outlined the Anti-Social Behaviour (ASB), Crime and Policing Act 2014, explaining that during February, March and April 2015, five training sessions had been arranged and run by the Community Safety Partnership (CSP) to inform local officers how the new ASB legislation would be implemented in Mid Devon. 55 staff had received this training including council staff from Housing, Environmental Health and the District Officers; Police Officers and PCSOs, and Housing Officers from seven different Registered Social Landlords (Housing Associations).

The Officer informed Members that the Closure Power had been used in Mid Devon, and had been reported in the local paper, to stop people living in a particular property. He explained that this process had taken approximately three weeks prior to a hearing at the Magistrates Court as statements had been needed from the Police, Social Services and neighbours had been interviewed. The Order was in place until March 2016; in the meantime the Housing Service would apply for possession on Absolute Grounds for Procession, for anti-social behaviour.

Note: - Report previously circulated and attached to Minutes.

53 IDENTIFICATION OF ITEMS FOR FUTURE MEETINGS

Leisure Pricing
Budget
Town Team Update (all three areas)
Grant Recipient Presentation
Young Carers
Citizens Advice Bureau
Inward Investment Strategy
Public Health Update
Single Equalities Policy
Economic Development Strategy
CCTV Annual Report

(The meeting ended at 4.05 pm)

CHAIRMAN

Cabinet & Policy Development Groups 14 January 2016

Budget 2016/17 - Update

Portfolio Holder Cllr Peter Hare-Scott
Responsible Officer Head of Finance

Reason for Report: To consider options available in order for the Council to move towards a balanced budget for 2016/17.

RECOMMENDATION: To consider and agree the updated budget proposals for 2016/17 included in Appendix 1.

Relationship to Corporate Plan: To deliver our Corporate Plan's priorities within existing financial resources.

Financial Implications: Now the Council has received notification of its Formula Grant Settlement it is imperative that it matches current and ongoing expenditure plans to estimated sources of income/funding.

Legal Implications: It is a statutory requirement for the Local Authority to set a balanced budget.

Risk Assessment: Service Managers and Finance staff have assessed volatility in income and large contractor budgets, taking account of current and estimated future demand patterns. This position has been revised based on an additional 2 months of financial monitoring information. In addition prudent levels of reserves will also continue to be maintained.

1.0 Introduction

1.1 On the 17 December 2015 the Council received formal confirmation of its Formula Grant Settlement. Our provisional formula grant award for 2016/17 amounts to **£3.04m**. This is unlikely to change significantly and is approximately £130k lower than what we first estimated.

As a direct consequence this increased the draft 2016/17 General Fund budget deficit but other savings proposals have helped to reduce the deficit to circa **£405k**.

1.2 Despite this it is both prudent and a legal obligation that we set a balanced budget and therefore further savings will be required.

1.3 It is useful that the formula grant announcement gave provisional figures for the three years following up to 2019/20: As we had predicted the Revenue

Support Grant, which currently stands at £1.7m, will completely disappear by 2019/20. The current and provisional future formula grant amounts are:

	15/16	16/17	17/18	18/19	19/20
	£m	£m	£m	£m	£m
Revenue Support Grant	1.7	1.02	0.5	0.18	0.00
Business Rates	2.0	2.02	2.06	2.13	2.19
Total Formula Grant	3.7	3.04	2.56	2.31	2.19

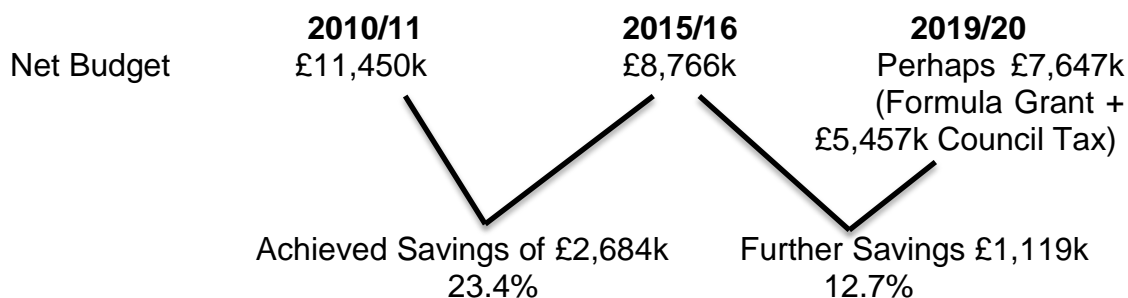
Slotting the provisional Business Rate Retention and Revenue Support Grant figures into the Medium Term Financial Plan shows that by 2019/20 we will need to find approximately **£1.1m** of savings, close to the amount we previously forecast. At this point we still have no details on the proposed changes allowing Councils' to retain more of the business rate income.

2.0 2016/17 General Fund Budget - Revised Position

- 2.1 Since the first round of PDGs and Cabinet meetings the Finance team and service managers have been revisiting a range of budgets to strive to deliver more savings or increase income levels.
- 2.2 This process has improved the General Fund budget by circa £422k (see **Appendix 1**) and now only leaves a budget gap of **£405k**. This reflects a lot of hard work and constructive negotiation over the past 2 months.

3.0 Conclusion

- 3.1 The Council still has approximately one month until the Cabinet will meet on the 11 February 2016 to formally recommend the overall budget and level of Council Tax for 2016/17 and officers will continue to work towards delivering a balanced budget position.
- 3.2 As has been said, on a number of occasions over the past few years, the Council's financial future is going to become increasingly challenging year on year and it is worth reflecting in terms of past, present and the future.



- 3.3 To date we have used the New Homes Bonus grant to fund economic development projects, help fund our capital programme and to fund certain "one off" revenue projects. Some other local authorities are already using the New Homes Bonus grant to various degrees to help fund their day to day spending (revenue expenditure).
- 3.4 So should we use more of ours in a similar fashion? The concern is one of *sustainability*. We do not know whether this funding will be provided

indefinitely. In fact the Department of Communities and Local Government is currently conducting a consultation where there is a proposal to cut the grant awarded to District Councils for new dwellings from six years to four. On top of this there is also consideration of changing the proportions awarded to district and upper tier authorities. This could result in Mid Devon receiving less and Devon County Council receiving more each year.

In the recent grant settlement we had a provisional forecast of our New Homes Bonus grant for future years:

	15/16	16/17	17/18	18/19	19/20
	£m	£m	£m	£m	£m
New Homes Bonus grant	1.6	1.8	1.8	1.2	1.1

You will notice the decrease after 2017/18 where the sum drops to £1.1m by 2019/20.

- 3.5 So how much New Homes Bonus grant do we currently hold? **Appendix 2** shows our predicted balance at 31 March 2015 to be £2,969k. We could fund the budget deficit from this grant which would mean that **£801k** of New Homes Bonus would be used to help fund the 2016/17 budget (the shaded area). However if the reserve is utilised in this manner there will be less monies available to fund future capital and economic projects.
- 3.6 Should this level of supported funding continue year on year then it would comprise circa 73% of our expected grant in 2019/20 and leave little available for capital. Clearly this would be a strategy involving considerable risk in the long term, especially if the grant were to be stopped in its entirety, which is a possibility.
- 3.7 It is also worth mentioning that as a district we are comparatively poor in terms of assets with much of the capital programme funded from “Right to Buy” receipts and the New Homes Bonus grant. We do not have a large portfolio of surplus assets which we could sell and use for new capital projects, some of which could reduce our annual running costs.
- 3.8 As the government is now paying central grants much more on a basis of “payment by results” more authorities are seeking financial security by striving to become self-financing. As an authority we too have broadened our approach. The Tiverton Market Walk project is an example where Mid Devon now has additional income from the shop units to help support the revenue budget, but with increased risks if those units are not let. We also have the benefit of the feed-in tariff from the solar panels installed on Phoenix House and other locations. Whilst this income is beneficial and has helped our position, the amounts that we need to balance our budget in the foreseeable future are significantly higher.
- 3.9 Members have now approved a draft Corporate plan with key defined focus areas, the question is how those aspirations can be met with a *sustainable* budget base, ideally with as much as possible under our own control. Going forward difficult and challenging decisions on the scope and extent of service delivery will be required to meet this objective.

Contact for more information: Andrew Jarrett – Head of Finance
Background Papers: Draft 2016/17 Budget Papers
Grant Settlement Email
File Reference:
Circulation of the Report: Management Team, Members & Relevant Service
Managers

2016/17 Budget Changes (since Nov PDG's)

	£
Budget gap estimated at November/December PDGs and Cabinet	826,890
<u>Confirmed Changes</u>	
Central government Formula grant worse than expected	130,000
Sparsity grant funding + maybe homelessness	(100,000)
Employers pay award based on officers on below SCP18	15,000
Salary reductions after redundancies (elections, CF, Comms, Econ Dev) + backfunding	(130,000)
Grant budget savings	(15,000)
Moorhayes utility saving re solar panels	(2,000)
Add extra planner matched by increased income	
	<hr/> 724,890
<u>Further Proposals and Work in Progress</u>	
2% Council tax increase (No Council tax freeze grant available)	(50,000)
Increased car parking income	(141,000)
Use some of Market Walk "profit"	(150,000)
some form of member budget - i.e. £500 per member for local stuff	21,000
DCC share of waste saving	
Sinking fund for amenity car parks	
Review position on grass cutting	
Apprentice levy - check when starts 0.5% of pay bill - not until 2017	
HRA recharges	
Check HB subsidy	
Change of £1 coins - costs of conversion of car park machines	
New budget gap after the above changes/revisions	<hr/> 404,890 <hr/>

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Appendix 2**New Homes Bonus (NHB) Summary**

	£k
Balance at 31/3/15	(1,887)
2015/16 award	(1,613)
Estimated use of NHB to fund 15/16 capital programme	531
Projected balance at 31/3/16	(2,969)
2016/17 provisional award	(1,800)
	(4,769)

Monies Committed in 2016/17 General Fund Budget

Community Development	21
Business Development	43
Digital Strategy Staffing	102
Business Development	100
Legal Services	18
Corporate Training	12
Recycling premises move	100
Budget deficit funding	405
	801

**Available for 16/17 Capital Funding / Economic Development
Projects**

	(3,968)
2015/16 capital programme slippage funding	1,766
2016/17 capital programme funding	1,091
Projected balance at 31/3/17	<u><u>(1,111)</u></u>

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COMMUNITY WELL BEING PDG 2 FEBRUARY 2016

TOURISM ACTION PLAN 2016/17

Cabinet Member Cllr Richard Chesterton
Responsible Officer Head of Communities and Governance

Reason for Report: To provide members with details of the Tourism Action Plan (Appendix A) for 2016/17.

RECOMMENDATION: That the Cabinet approves the Tourism Action Plan (Appendix A) for 2016/17

Relationship to Corporate Plan: A thriving economy is one of the Council's key corporate priorities within the Corporate Plan and tourism is a key strand of this

Financial Implications: Where appropriate external funding sources will be sought to deliver projects within this action plan. However, there will be some costs such as the market research but this will be funded from the Economic Development budget.

Legal Implications: No legal implications.

Risk Assessment: None

1.0 Introduction

- 1.1 This report provides members with details of the work programme in terms of tourism for the 2016/17 financial year, which is attached as Appendix A.
- 1.2 The Council's new Corporate Plan for 2016-2020 includes growing the tourism sector under the Economy priority and the public consultation, which is currently ongoing, is indicating that the public believe that tourism should be a key area of focus for the Council.

2.0 Tourism Strategy

- 2.1 The Tourism Strategy is in the process of being drafted and as part of this process a couple of pieces of work need to be completed in order for us to understand our market. Research will be completed to ascertain what tourists want to see in Mid Devon and what we have in terms of our tourism offer (e.g. accommodation providers and tourist attractions). The outcome of this research will be to identify any gaps that we have and this information will feed into the drafting of the strategy.
- 2.2 It is anticipated that the tourism strategy will come forward to members by the end of the 2016/17 financial year.

Contact for more Information: Amy Tregellas, Head of Communities and Governance

Circulation of the Report: Cllr Richard Chesterton and Management Team

Tourism Action Plan 2016-2017

OBJECTIVE	ACTIONS/COMMENTS	TIMESCALE & RESPONSIBLE OFFICER
Understanding our market		
Conduct market research to identify our visitors and who we want to attract in the future	<p>Who are our visitors? What do they want to do here? USP's for Mid Devon? Complete tender document for research.</p> <p>Investigate and appraise any other recent visitor surveys undertaken by neighbouring authorities and appraise potential providers of the service. Commission and undertake a targeted visitor survey during the main 2016 Season (June to Sept)</p>	<p>End of March 2016 to appoint a company</p> <p>Economic Development Manager and Consultation and Youth Involvement Officer</p> <p>Once completed feed into the Tourism Strategy</p>
Audit Mid Devon's attractions, hotels, B&B's, venues in order to identify gaps and create partnerships.	<p>Create a database to capture this information and engage with businesses.</p> <p>Undertake a desk based audit of internally available databases. Business Rates, Environmental Health Licenses, alcohol licenses, Planning, Tourism quality inspections and classifications, Advertising.</p>	<p>Audit to start Jan 2016</p> <p>Economic Development Manager and Consultation and Youth Involvement Officer</p> <p>End of march 2016 to appoint a company</p> <p>Once completed feed into the Tourism Strategy</p>

Tourism Action Plan 2016-2017

OBJECTIVE	ACTIONS/COMMENTS	TIMESCALE & RESPONSIBLE OFFICER
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Partnership Working		
Heart of Devon Tourism Partnership (HODTP)	The HODTP is the key local Destination Marketing Organisation that is a key part of the official tourism marketing and promotion network that radiates down from Government via VisitEngland. Whilst several key Mid Devon Businesses are in the partnership, it is now considered essential that MDDC fully engages as a committed partner. MDDC should then play a full role ensuring that best tourism and business interests of the District are fully represented and promoted.	Initial meeting with HODTP in Dec 2015. Negotiations Jan to March 2016 with a view to Partnership and active membership. Economic Development Manager (until March 16) and the Town Centre and Tourism Officer
Mid Devon Attractions Group (stakeholders)	This is a very important private sector led group of influential tourism sector decision makers in the District. It requires continued support and some resourcing to enable it to grow further into a more influential body with its own marketing and events programme.	March 2016 for next meeting Economic Development Manager (until March 16) and the Town Centre and Tourism Officer

Tourism Action Plan 2016-2017

OBJECTIVE	ACTIONS/COMMENTS	TIMESCALE & RESPONSIBLE OFFICER
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Developing a brand		
<p>To improve the quality of the Tourism Offer in Mid Devon. Visitors insist on having a varied and quality experience underpinned by robust quality assurance schemes. This is particularly important in Mid Devon where the industry is dominated by small / medium enterprises and any new business ideas are most likely to come from the small business/farming sector.</p>	<ol style="list-style-type: none"> 1. Business Support to pro – actively support tourism business development growth and advice on grants. 2. A “Welcome to Mid Devon initiative” with volunteer guides initially developed with the town teams and then rolled out to cover wider rural areas. This should embrace guided walks, history and heritage trails and specialist events. Need some support to improve visitor information via the TIP network and any facilities in the towns and villages. 3. A targeted campaign to attract /see developed new initiatives that are seen as attracting further appropriate visitors. This could include accommodation in the Towns, new all-weather attractions serving the main transport routes, working with coach operators /group travel providers to put together Mid Devon based packages. 4. Investigate developing a market town brand with town teams and councils. 5. Develop a social media presence as part of our marketing campaign e.g. pinterest, facebook, twitter 	<p>December 2016 Better Business for All work – Economic Development Officer</p> <p>Town Centre and Tourism Officer to work with Town Teams and co-ordinators (the Grants and Funding Officers and the Town Centre Manager), Museum, National Trust, volunteers (guides).</p> <p>Town Centre and Tourism Officer</p> <p>Town Centre and Tourism Officer</p> <p>Town Centre and Tourism Office</p>

Tourism Action Plan 2016-2017

OBJECTIVE	ACTIONS/COMMENTS	TIMESCALE & RESPONSIBLE OFFICER
Developing a number of promotional projects		
Develop a number of specific promotional projects which offer particular merit for attracting additional visitors to Mid Devon.	<ol style="list-style-type: none"> 1. Food and Drink Producer Trails 2. Food and Drink Festivals and Events 3. Arts and Crafts Events and Festivals 4. Develop and promote our USP's once the research is concluded. This may be rural activities and pursuits, heritage assets, walking routes, gardens, food and drink. 5. Support the Crediton Trail project (cycle track). 6. Investigate the next steps to support and develop the Exe Valley Way project (cycling / walking). <p>These projects may be potentially eligible for grant support from external agencies and specific local business and community resources.</p>	During 2016 Economic Development Manager (until March 2016) and the Town Centre and Tourism Officer, with help from other team members with appropriate expertise's and links to town teams

Tourism Action Plan 2016-2017

OBJECTIVE	ACTIONS/COMMENTS	TIMESCALE & RESPONSIBLE OFFICER
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Improving our Town Centres		
Support Town Teams to deliver projects that increase footfall and improve the vibrancy of the town centres.	Cullompton projects – Festival development (two food festivals), Pop up museum, Sheep noticeboards, Travel guide, Townscape heritage, Display boards at Services.	Grants and Funding Officer (PB) All projects to be completed by December 2017
	Crediton projects - Crediton Flag Project, Food Festival, Crediton Town Square Canopy Design Competition and consultation project, Town entrance signage design.	Grants and Funding Officer (PT) To be complete by December 2016
	Tiverton projects – Tivvy Bumper, Age UK Dementia project.	Town Centre Manager To be completed by December 2016

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Briefing Note for Community Well Being PDG Update on Town Teams and Town Centre Projects

The purpose of this briefing paper is to make Members aware of the work that is being done by the Town Teams and also to advise them of some of the Town Centre Projects which are currently being undertaken.

Cullompton Town Team

The Cullompton Town Team has been established for a number of years now and since April 2013 has brought in £114,000 of funding to deliver projects within the town. It is made up of representatives from business, community and voluntary groups and local authorities.

Penny Bayer (Grants and Funding Officer) continues to provide support and assistance to the Cullompton Town Team.

Projects that have been delivered over include:

- The first Cullompton food and drink festival which took place on Saturday 10th October and was a success
- Cloth trade project
- Shopfront scheme
- Tidying up 'grot spots' in the Town
- Sheep notice boards
- Archive Project

They are working on the following projects:

- Further food and drink projects and festivals for 2016
- Townscape Heritage Initiative – potentially up to £1m external funding to support improvements to town centre conservation area
- Public art projects including improving the entrance to the town
- Tourism projects including town guide, events listing, interactive touch screen information, coach tours
- Art House project

The Cullompton Town Team were recently successful in being awarded £7,500 from the High Street Innovation Fund to help them take forward their future plans.

Cullompton Farmers Market

The Cullompton Farmers Market were awarded money from the High Street Innovation Fund in 2015 to help them set up a community shop in the town centre. The Consultation and Youth Involvement Officer is currently working with them to help them develop their business plan and take this project forward.

Crediton Town Team

The Crediton Town Team is the newest Town Team but it is already delivering projects for the community. It is made up of representatives from business, community and voluntary groups and local authorities.

Paul Tucker (Grants and Funding Officer) continues to provide support and assistance to the Crediton Town Team.

Projects that have been delivered over include:

- Crediton Festival 2015
- Christmas plans 2015
- Inaugural St Boniface celebration event 2015

They are working on the following projects:

- Crediton Festival 2017
- Crediton Food Festival 2016 (this will be the 8th festival)
- Crediton flags project 2016
- Improving signage on the entry points to the town
- Café culture and improving the use of Crediton Town Square
- Tourism projects
- Creating a 'community and cultural' hub for the town
- St. Boniface celebration and re-enactment/birth of the Christmas Tree on his Feast Day on 5 June 2016, the inaugural event in June 2015 proving to be a greater success than the Town Team had anticipated.

Tiverton Town Team (Portas Team)

Some of the projects being worked on by the Portas Team are:

- The 3rd Feast of St James taking place on 23rd July 2016
- Literary Festival for 2016
- Coach Parking
- Business Improvement District

The Town Centre Manager is working with the Portas Team on the development of the Business Improvement District (BID). A Town Centre Partnership will be set up for the businesses to take forward the BID, with the support of the Portas Team and Council, and a meeting is taking place on the 1st March to take this forward.

Tiverton Museum of Mid Devon Life

The Museum were awarded money from the High Street Innovation Fund for the Tivy Bumper sculpture trail in 2016. The Town Centre Manager is working with the Museum on this project and it is progressing well with approximately 20 bumpers being funded.

Age UK

Age UK were also awarded money from the High Street Innovation Fund for a dementia friendly town centre project. The Town Centre Manager is working with Age UK on this project and currently assisting them with finding additional sources of funding to make the project happen.

Tiverton Town Centre Projects

The Town Centre Manager is working on a number of projects, which include:

- Improving the street scene of the town centre particularly around the area of coach parking
- Working with colleagues and landlords to look at empty flats above shops in the town centre
- Looking at the night time economy and this can be improved for families
- Working with businesses on a proactive approach to town centre security and reducing the amount of shoplifting
- Looking at the programme of events for 2016 and working on the Christmas programme

Tiverton Pannier Market

The team are working on the following:

- Improving the general market days
- The Electric Nights events for 2016
- Continental Markets
- Working with the Town Centre Manager on the Christmas programme for 2016

The Market Manager is retiring in March 2016 so recruitment of a replacement is currently underway.

Joint working

It is envisaged that by having officers working with and supporting the three towns in the District that we will be able to work together on certain projects and also to share best practice.

This is already starting to take place and an example is a project for coach parking. Officers are working with the Town Teams across the District to develop a package of information that can be promoted to coach companies and proactively marketed with the aim of bringing in tourists.

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**COMMUNITY WELL-BEING PDG
2 FEBRUARY 2016**

AGENDA ITEM:

Leisure pricing for the financial year 2016/17

Cabinet Member Cllr Colin Slade
Responsible Officer Leisure Manager – Development & Performance

Reason for Report: To advise Members of the proposed leisure pricing strategy for 2016/17.

RECOMMENDATION(S): That the PDG recommend to Cabinet the strategy and price increases proposed.

Relationship to Corporate Plan:

Financial Implications: An increase in income of £133k will arise if current Membership levels are maintained.

Legal Implications: None arising from this report.

Risk Assessment: Leisure Services have a live membership base of circa 3500 adult Zest Members, and circa 2460 Junior Zest Members. An increasing number of the current membership base has purchased a membership subsidised from the full paying rate, through promotions and deals, and via an age related product for people over the age of 60. Other members have received a loyalty initiative where memberships were frozen from 2013/14 fees.

To continue to offer subsidies which are not related to a means tested measure, will restrict the income potential for the service.

The proposals in this report will have an impact on current members, who in some cases will be affected by increases in fees and changes in existing products. The rationale for any changes will need to be recognised and understood by all stakeholders.

1.0 Introduction

1.1 Over recent years the level of subsidy given to Zest members has increased to levels where memberships are continuing to grow, but income has started to be negatively affected through deals and agreements, some of these deals have already been discontinued, such as *'15 months for the price of 9'*.

1.2 The membership base has shifted significantly to advanced payments, and although this does provide a cash income injection, it has been achieved by offering discounts in comparison to members that pay by 12 monthly Direct Debit instalments, and many existing Zest Members have converted their membership in order to capitalise on the discounted rates.

- 1.3 In 2013 a bespoke promotional product was introduced to give Zest members over the age of 60 a significantly subsidised membership product, if paid in a lump sum and only used at off peak times.
- 1.4 Within a review conducted by the Strategic Leisure Management Team, it has been agreed to propose a streamlining of our products, pricing and literature in order to simplify the information for staff and customers, and maximise income potential. This would include a reinforcement of the policy that was implemented in 2010, where subsidies are only given to those on means tested benefits, ie those not able to afford access to the facilities at the full rate of charge.

2.0 60+ Memberships

- 2.1 These are Zest Memberships purchased in a lump sum, and are valid for 12 months. The sole criteria are that the member is over the age of 60 years, and that the membership is used is used at off peak times.
- 2.2 The subsidies for these memberships range from 50% - 58%.
- 2.3 It is proposed that the current products will be discontinued when the current 12 month period has elapsed for each individual member, and a new agreement on a Lifestyle, or Lifestyle Plus membership will be offered.
- 2.4 Leisure services currently have 4 Zest membership types in this category as follows:

Membership Type	Members	2015/16 Fee
60+ Off Peak Lifestyle (Swimming and Pool Activities)	272	£ 200
60+ Off Peak Lifestyle Plus (Swimming, Classes & Fitness Studio)	110	£ 240
60+ Off Peak Zest Bonus(Swimming & Fitness Classes)	70	£ 220
60+off Peak Zest Bonus(Swimming & Fitness Studio)	156	£ 220
Total Members	608	

- 2.5 Concessions will still be available to those on a means tested basis, where a **'Lifestyle Plus Concessionary'** product will be offered; this will apply to new and existing Zest Members.
- 2.6 It is proposed that all existing Zest Members with a 60+ membership will be honoured with a 12 month grace period at **'Lifestyle Plus Concessionary'** fees of £25.00 per month via Direct Debit, regardless of means tested eligibility, following expiry of the current annual period.
- 2.7 An opportunity to pay for the **'Lifestyle Plus Concessionary'** membership fee for the full 12 month period will still be available, although no further discounts will be offered.
- 2.8 Following the grace period of 12 months, the membership fee will be brought in line with current Lifestyle Plus Loyalty membership fees, at £36.00 per month, with the exception that means tested criteria can be evidenced and the Lifestyle Plus Concessionary agreement will continue.

2.9 If current membership levels are maintained this will increase income by circa £43k (net) by the end of the 12 month grace periods.

2.10 Following an audit of 7 other leisure providers in Devon and West Somerset, there is no evidence that any other provider has a product for their members on the basis of age in excess of 60 years. A summary of the audit for membership fees and charges can be found in **appendix 1**.

3.0 **Lifestyle Memberships**

3.1 These are Zest memberships purchased either via a monthly Direct Debit or a lump sum for 12 months in advance, and currently offer unlimited access to the following:

- Swimming Pool and Pool Activities
- Adult Swimming Lessons
- Racket Sports
- Sauna

3.2 Currently the lump sum for 12 months in advance is calculated at 12 months membership for the price of 9. It is proposed that for 2016/17 this offer is reduced to 12 months for the price of 11.

3.3 In order to simplify the products, Racket sports and Sauna will be removed from the Membership benefits.

3.4 Nominal increases in Monthly Direct Debit charges will apply for 2016/17.

3.5 It is proposed to increase **Loyalty** prices held at 2013/14 rates from £25.45 to £28.00 (10%) to come inline with 2016/17 charges. This will impact on circa 60 Zest members.

3.6 If current membership levels are maintained this will increase income by circa £3k (net).

4.0 **Lifestyle Plus Memberships**

4.1 These are Zest memberships purchased either via monthly Direct Debit or a lump sum for 12 months in advance, and currently offer unlimited access to the following:

- Swimming Pool and Pool Activities
- Adult Swimming Lessons
- Racket Sports
- Sauna
- Fitness Classes
- Fitness Studio

4.2 There are currently two concessionary levels that apply to this Zest membership:

- **Level 2** for students, and those on disability living allowance
- **Level 3** for those in receipt of means tested benefits

- 4.3 These Concessionary Memberships are subsidised by 47% of the full paying fee at £21.20 per month.
- 4.4 It is proposed to simplify the structure of the Levels 2 and 3 and amalgamate into a single concessionary membership level. Following an audit of 7 other leisure providers in Devon and West Somerset, there is no evidence that any other provider has more than one concessionary level of membership fee. As with the current Level 2 & 3 Zest memberships there will be peak and off peak restrictions, although access to the swimming pools will not be restricted in order to increase participation. A summary of the audit for membership fees and charges can be found in **appendix 1**.
- 4.5 It is proposed to reduce the level of subsidy for the concessionary members and increase the monthly Zest membership fee from £21.20 to £25.00, (18%) this will still offer a subsidy of 38% of the full fee. This will affect circa 400 Zest members.
- 4.6 Currently the lump sum for 12 months in advance is calculated at 12 months membership for the price of 9. It is proposed that for 2016/17 this offer is reduced to 12 months for the price of 11.
- 4.7 It is proposed to increase **Loyalty** prices held at 2013/14 rates from £33.15 to £36.00 (8.5%) to come inline with 2016/17 charges. This will impact on circa 512 Zest members.
- 4.8 If current membership levels are maintained this will increase income by circa £46k (net)
- 5.0 **Junior Memberships**
- 5.1 There are two Zest membership types in this category purchased via monthly Direct Debit, and currently offers access to the facilities as follows:
- **Junior Lifestyle**
 - Group swimming lessons
 - Parent and toddler sessions
 - Teen fitness activities
 - **Junior Lifestyle Plus**
 - Group swimming lessons
 - Public Swimming
 - Parent and toddler sessions
 - Teen fitness activities
 - Racket Sports
 - Discounts on selected sessions
- 5.2 It is proposed to increase both Junior Zest membership fees by 5%, as supervised lessons and activities incur significant staffing costs.
- 5.3 Each of these membership types have a concessionary level for those in receipt of means tested benefits and are subsidised from the full paying fee.

- 5.4 It is proposed to reduce the level of subsidy for the concessionary members and increase the Monthly zest membership fee as follows:
- Junior Lifestyle Level 3, from £15.00 to £17.50 (16%)
 - Junior Lifestyle Plus Level 3, from £18.70 to £22.50 (20%)

These memberships will continue to receive subsidies of the full fee of 19% and 15% respectively. This will impact on circa 300 members.

- 5.5 If current membership levels are maintained this will increase income by circa £37k (net).

6.0 **Summary**

- 6.1 With other less significant increases in fees based on current membership levels, the net increase for memberships will be circa £130k.

- 6.2 Level 2 and 3 prices will be amalgamated into a single concessionary fee for Zest memberships and casual prices.

- 6.3 Other changes to casual prices, secondary spend, series of lets and rents are within 0 – 5%. Level 1 fees for Casual swimming for Adults and Juniors will not be increased to encourage participation.

- 6.4 Understandably there will be some movement of members following the increase in charges, and the focus will be on new business in order to meet the proposed budget increase of £155k for Leisure Services in 2016/17.

- 6.5 The headline changes will need to be handled sensitively, openly and directly with each Zest member well in advance of any changes.

- 6.6 Consideration to the potential impact will need to be understood by all team members and support services, in addition to senior managers and elected members.

- 6.7 Simplifying literature, pricing structures and website will be completed in line with the launch of the new pricing and marketing strategy.

Contact for more Information: Lee Chester, 01884 234901 / lchester@middevon.gov.uk

Circulation of the Report: Cllr Colin Slade, Management Team

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Leisure Price Comparisons - Memberships 2015-16.

Leisure Provider	Monthly Direct Debit	Contract Length	Joining Fee	Annual Lump Sum	Concessionary Direct Debit	Concessionary Joining Fee	60+ Annual Membership Options	Notes:
Wellington (Tone Leisure)	£39.50	12	£0.00	£395.00	£23.00	£15.00	N/A	Like for Like facilities. Pro rata payment.
Leisure East Devon	£34.00	6	£25.00	£374.00	£25.50	£25.00	N/A	Like for Like facilities.
Exeter Riverside	£36.55	12	£0.00	£397.74	N/A	N/A	N/A	Like for Like facilities. Pro rata payment.
Exeter University	£37.00	12	£0.00	£430.00	N/A	N/A	N/A	Like for Like facilities.
North Devon	£38.95	12	£0.00	£420.66	N/A	N/A	N/A	Like for Like facilities. Pro rata payment.
Tonbridge (1610)	£35.00	3	£22.00	£350.00	£29.00	£22.00	N/A	Like for Like facilities.
Teignbridge	£32.00	6	£25.00	£352.00	£25.60	£25.00	N/A	Like for Like facilities.
Average	£36.15	9	£24.00	£388.50	£25.80	£21.75	N/A	
Mid Devon	£34.80	12	£40.00	£360.00 9 months	£21.20	£21.20	£200-£240	
Mid Devon Proposed 2016/17	£36.00	12	£40.00	£396 11 months	£25.00	£25.00	£25.00 per month	

Note: Membership comparison against the *Lifestyle Plus* equivalent

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Report for Community Well-Being Policy Development Group Meeting Tiverton Town CCTV Annual Report

1. Overview

The CCTV System continues to be well used by the Tiverton Policing Team in liaison with the CCTV Supervisor. There are a total of 16 camera covering the town centre and Pannier Market area. In addition there are also some operational camera monitoring the entrances and exits of the multi-storey car park.

2. CCTV Surveillance

The CCTV Supervisor is employed on a part-time basis but continues to volunteer as both a police volunteer and for MDDC by putting in many extra hours per week.

In the run up to Christmas it was very busy with an increase in shoplifting in the town centre and the police were running several operations over this period. Many additional hours were covered by the CCTV Supervisor, averaging in the region of 10-15 hours voluntary hours per week. As normal the operator worked until the early hours of the morning assisting the police in monitoring the Evening & Late Night Economy periods.

The Community Safety Officer and CCTV Supervisor are currently investigating the possibility of the Street Pastors assisting with monitoring of the CCTV system when the Supervisor is unavailable. If there are volunteers willing to work with MDDC on this then there will be a series of training sessions, monitoring and assessment during a trial period.

3. Incidents

During the last six months there have been 25 formal requests for footage from Tiverton police made to the CCTV Supervisor. This requires searching for footage of a specific incident, burning evidence to disc and supplying a written statement for court use. Much of this will relate to recorded evidence for when the cameras are unmanned.

When the CCTV Supervisor is on duty he has links with the police that include reporting incidents as they happen to duty police officers and helping with specific police operations within the town that may include drugs or shoplifting work.

An example some of the incidents that the cameras have assisted with are as follows:

- Damage to vehicles
- Damage to property
- Anti-social behaviour
- Theft of bicycle

- Protection of vulnerable persons
- Assaults - including use of knives
- Footage of individuals connected with burglaries out of town centre
- Domestic incidents
- Robbery from premises
- Shoplifting
- Missing Persons
- Search for persons or vehicles connected to incidents out of town centre

Whilst Tiverton isn't a high crime area there are continually crimes occurring that the police are dealing with. Many do not result in prosecution or appear in the local press or one reason or another.

If a serious incident occurs then the CCTV Operator may be called out by the police to search for any related footage.

4. CCTV Stakeholder Group

A group of interested parties including Tiverton Town Council, the Police, Street Pastors, Tiverton Against Retail Crime Association (TARCA) and the licensed trade meet to discuss the use of the system, the benefits and any trends or issues arising. This is coordinated by the Community Safety Officer and will meet several times a year, based on issues or concerns from members.

5. System Issues

Over the last six months there have been continual problems with one or two cameras experiencing operating issues at any one time. In consultation with CCTV experts it appears that the issues relate to the age of the equipment. The original system was installed as far back as 1998 and whilst some of the cameras and hardware have been replaced over that time the main infrastructure is still the same. For example the system is still using original wiring. We have been advised that unless there is new infrastructure and equipment we are likely to keep experiencing these non-specific, intermittent issues with the existing equipment.

The council is therefore planning to replace the existing system, reusing or relocating any camera units and equipment where possible. Technical specs and quotes are currently being obtained. Funds have been allocated to this within the capital budget and approved by Management Team.

For further information contact the Community Safety Officer on 01884 234996 or email communitysafety@middevon.gov.uk