

Public Document Pack

Mid Devon District Council

Community Well Being Policy Development Group

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

Next ordinary meeting
Tuesday, 27 September 2016 at 2.15 pm

Those attending are advised that this meeting will be recorded

Membership

Cllr B A Moore (Chairman)
Mrs E M Andrews
Cllr Mrs A R Berry
Cllr F W Letch
Cllr Mrs E J Slade
Cllr Mrs H Bainbridge
Cllr Mrs G Doe
Cllr R J Dolley
Cllr Mrs C P Daw

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 - 12)

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 **Modernday Slavery**

At the request of the Committee to receive a short presentation regarding Modern Day Slavery.

6 **Environmental Health Fees and Charges** (*Pages 13 - 16*)

To receive a report from the Head of Human Resources and Development regarding Environmental Health Fees and Charges.

7 **Leisure Services** (*Pages 17 - 24*)

To receive a report from the Head of Human Resources and Development following a report at the Scrutiny Committee on 23 May 2016 in which multiple queries and items of recommendation were raised regarding the impact of increases to leisure centre charges.

8 **Identification of Items for the Next Meeting**

Note: This item is limited to 10 minutes. There should be no discussion on the items raised.

Public Health Plan for Mid Devon
Partnership Working in Environmental Health
RIPA Annual Review
Health and Safety Policy
Financial Monitoring
Performance and Risk
Future Policy Development

Stephen Walford
Chief Executive
Monday, 25 July 2016

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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.

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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

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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 7 June 2016 at 2.15 pm

Present

Councillors Mrs A R Berry, Mrs J B Binks, F W Letch, Mrs E J Slade, Mrs H Bainbridge, Mrs G Doe, B A Moore, R J Dolley and Mrs C P Daw

Apologies

Councillor(s) Mrs E M Andrews

Also Present

Councillor(s) C J Eginton, Miss C E L Slade, C R Slade and Mrs M E Squires

Also Present

Officer(s): Andrew Jarrett (Head of Finance), Simon Newcombe (Public Health and Professional Services Manager), John Bodley-Scott (Community Development and Regeneration Manager), Catherine Yandle (Internal Audit Team Leader), Lee Chester (Leisure Centre Manager), Amy Dugard (Consultation and Youth Involvement officer), Kevin Swift (Public Health Officer), Dawn Harris (Benefits Manager), Zoe Lentell (Communities and Governance Officer) and Julia Stuckey (Member Services Officer)

1 ELECTION OF CHAIRMAN (CHAIRMAN OF THE COUNCIL IN THE CHAIR)

RESOLVED that Cllr B A Moore be elected Chairman of the Group for the municipal year 2016/17.

Cllr Moore then took the Chair.

2 ELECTION OF VICE CHAIRMAN

RESOLVED that Cllr Mrs E J Slade be elected Vice Chairman of the Group for the municipal year 2016/17.

3 APOLOGIES AND SUBSTITUTE MEMBERS

Apologies were received from Cllr Mrs E M Andrews and Cllr Mrs J B Binks was permanently replaced by Cllr Mrs C P Daw.

4 PUBLIC QUESTION TIME

There were no members of the public present.

5 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.

6 CHAIRMANS ANNOUNCEMENTS

The Chairman thanked Members for giving him the opportunity to Chair the Group and said that he considered that there would be an interesting year ahead. He encouraged discussion but asked that Members kept their points pithy without repetition. He requested that presentations be brief and to the point and encouraged the reading of reports prior to meetings.

The Chairman reminded the group that there would be a joint meeting with the Decent and Affordable Homes Policy Development Group on 8th July regarding Public Health Enforcement.

7 MENTAL HEALTH MASTERCLASS

Officers from Devon County Council were unable to attend the meeting and it was **AGREED** that the rescheduled visit should be as a Member Briefing so that the full membership could benefit from it.

8 DEVON DISTRICTS SAFEGUARDING POLICY AND MID DEVON DISTRICT COUNCIL SAFEGUARDING GUIDANCE

The Group had before it a report * from the Head of Communities and Governance providing Members with the updated Safeguarding Policy, Guidance and Procedures.

The Consultation and Youth Involvement officer reminded the Group that Safeguarding was taken very seriously and that the Head of Communities and Governance had been working with other Devon Authorities to form a joint policy. This policy clearly defined the roles to be played. A training programme for officers and Members would be rolled out once the policy was agreed.

Discussion took place regarding the level of personal information that could be shared and information that was required by the MASH (Multi Agency Safeguarding Hub). Clarification was sought regarding who was the 'Lead Member' referred to in the policy. It was confirmed that the Lead Member was the Cabinet Member for Working Environment and Support Services.

It was **RECOMMENDED** that subject to an amendment to make clear that the Lead Member referred to within the report was the Cabinet Member for Working Environment and Support Services the Cabinet approve the Devon District Councils joint Safeguarding Policy and the MDDC guidance and procedures.

(Proposed by the Chairman)

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

9 EARLY HELP SERVICES 0.13.08

The Group had before it a report * from the Head of Communities and Governance updating Members on the latest developments with the Early Help Services (formerly the Troubled Families Programme).

The Community Development and Regeneration Manager outlined the contents of the report, explaining that The Troubled Families Programme was set up by Central Government in 2011 to 'turn around' the lives of 'the most troubled families' in Britain. The three-year funded programme was extended in 2014 for a further 2 years with the intention that the 'new approach' should be mainstreamed as part of the preventative services available to support children and families in need.

In Devon over the last two years, the Troubled Families Programme had evolved into 'Early Help'. Early Help described a range of multi-agency support services offered to children, young people and families in response to their emerging needs. 'Early Help' aimed to prevent the multiple and often complex needs of families escalating to a degree where they required more expensive specialist support or legal intervention. In this way the service had the dual objectives of protecting children and of reducing the costs of multiple interventions.

Discussion took place regarding;

- The occasional need to share personal information in instances where there were safeguarding concerns;
- The intention that working together could prevent vulnerable children 'slipping through the net';
- The reduction in cost, which had been higher in the first few years due to the initial cost of setting up and reviewing services.

It was **RECOMMENDED** that Cabinet approve the Working Practice Agreement for the sharing of information to support Early Help Provision.

(Proposed by the Chairman)

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

10 TAP FUND UPDATE 0.23.01

The Group had before it and **NOTED** a report * from the Head of Communities and Governance providing Members with a summary of spend for the Town and Parish (TAP) Fund in 2015/16 and to inform them of any changes to criteria for 2016/17.

The Communities and Governance Officer outlined the contents of the report which provided an update from the previous year and proposals for the coming year.

The officer explained that some changes had been made to criteria following recommendations from Devon County Council. Areas were now being classed by county ward rather than parish in the hope that smaller parishes would apply. The underspend pot was available on a first come first served basis.

Discussion took place regarding;

- Publicity and the fact that information had been issued to town and parish clerks. It was **AGREED** that this information should be sent again;
- The criteria had been set, which would be circulated to the Group;
- The use of the word 'innovative' and the fact that sometimes the issue that may help a parish may be more practical. The officer confirmed that parishes could apply for funding to help with issues in the community, whether or not they were innovative.

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

11 **REVENUE AND CAPITAL OUTTURN 2015/16**

The Group had before it and **NOTED** a report * of the Head of Finance presenting the revenue and capital outturn figures for the financial year 2015/16.

The Head of Finance outlined the contents of the report, explaining that the end of year overspend was £417K. This amounted to 0.5% of a budget of £8.2M.

Areas of overspend outside of the control of the authority included a reduction in the value of recycled glass (£54K) and GP Surgery rating refunds, where at least 5 had been successful. There were a further 42 surgeries in the District and approved refunds were budgeted for within the current budget. Redundancies in the services had been expensive but would reduce costs moving forward.

Areas highlighted as performing well in the last year had been the investment in Market Walk which delivered a profit of £189K and investment with CCLA which returned 4.5% interest. These investments had improved the overall figure by £250K.

Discussion took place regarding leisure services which had incurred redundancy costs and a reduction in income. It was hoped that the staffing structure now in place would increase income.

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

12 **PROPOSED CHANGES TO COUNCIL TAX REDUCTION SCHEME 0.40.53**

The Group had before it a report * from the Head of Finance providing members with details of the proposed changes to the Council Tax Reduction Scheme from April 2017.

The Head of Finance explained that Council Tax Reduction (CTR) (also known as Council Tax Support) was introduced on 1 April 2013 and replaced Council Tax Benefit, which had been previously fully funded by the Department for Work and Pensions (DWP).

CTR was a local reduction scheme. The scheme for working-age customers (those below the age to claim State Pension) was set out in the CTR Scheme Policy. The

requirement to have a policy was within S13A and Schedule 1a of the Local Government Finance Act 1992.

The scheme for pension-age customers was a national scheme and was prescribed within Government legislation. Pensioners were protected in order to receive the same level of support they received under the DWP Council Tax Benefit Scheme up to 31 March 2013.

The scheme had been discussed at a recent meeting of Chief Executives in Devon and it had been agreed that minor changes should be considered. In order to undertake any changes it was necessary to go out to consultation. It had been agreed that Devon County Council (DCC) would undertake the consultation. Proposed changes were to align to the current criteria for housing benefit claims and Universal Credit.

Results of the consultation would be fed back to the Group in September.

It was **AGREED** that a Member Briefing be put in place.

The Benefits Manager confirmed that single person discounts remained unchanged and that financial advice would be available to anyone adversely affected by changes.

It was **RECOMMENDED** that Cabinet note the reasons for the proposal, the consultation process and requirement to approve a revised scheme by 31 January 2017.

(Proposed by the Chairman)

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

13 **PUBLIC HEALTH/LEISURE 0.49.35**

The Group had before it and **NOTED** a report * from the Head of Human Resources and Development providing an update on current and proposed partnership and collaborative working to increase participation in physical activity and achieve public health objectives.

The Public Health Manager informed the Committee that Cllr Mrs J B Binks had raised the matter of promoting events and partnership projects in Leisure Services. It was agreed that a report be prepared looking at partnership working between Public Health and Leisure Services and external organisations where relevant.

The Officer outlined the contents of the report, highlighting the fact that Public Health and Leisure Services both had a key role in the Corporate Plan priority, to promote physical activity, health and wellbeing. He confirmed that Public Health were working with health partners and community groups to provide a stronger voice for health and wellbeing throughout the District, which in turn may support the financial sustainability of the Leisure Centres, working with schools and community groups to encourage young people to participate in sport and other physical activity, working with partners such as Devon County Council, the National Health Service and other partners on the public health agenda to address health inequalities and working to

develop cultural, sport, leisure and heritage facilities with activities that benefit the entire District.

The officer explained that the report contained statistical information regarding levels of activity for groups of different ages, geography, race, age, disability etc. and quoted that over the last 50 years, UK physical activity levels had declined by 20%. Projections indicated a further 15% drop by 2030. If trends continued by 2030 the average UK person would use only 25% more energy than if they had spent the whole day in bed.

The officer outlined some joint working that was currently taking place. A recent example was that Public Health Services and Mid Devon Leisure had been working with Active Devon, Age UK Mid Devon and Exeter City Football Club to expand the Walking Football programme into the Mid Devon region. The programme had already commenced in Uffculme and Cullompton to be followed by Crediton and Tiverton. The programme was aimed at both men and women aged 50+ years and was a slower version of the 'beautiful game' that should attract individuals with varying levels of fitness and mobility.

Officers were providing Cardiac Rehabilitation Exercises at the centres and staff with specialised training were providing services for the NHS as a direct referral.

Discussion took place regarding:

- Local groups, such as Upstream, were already available for activities such as walking and veteran sports;
- Influencing and working in collaboration with the (NEW) Clinical Commissioning Group and other NHS agencies
- The need to educate regarding nutrition as well as exercise;
- The possibility that Leisure Service activities could be taken out to rural villages and outreach opportunities more broadly.

It was **AGREED** that a six monthly update be added to future agendas.

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

14 **LEISURE SERVICES**

Councillor Mrs J B Binks had requested that the Group note appendix 1 of the attached report, regarding leisure services, which was considered by the Scrutiny Committee at their meeting on 23 May 2016.

It was **AGREED** that a report be prepared for the next meeting of the Group.

15 **PERFORMANCE AND RISK 1.23.15**

The Committee 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.

The Internal Audit Team Leader outlined the contents of the report and explained that performance for empty shops in all three towns was above target. Tiverton currently had 16 empty shops out of 249, in September 2009 this had been 30 out of 245. Crediton currently had 7 empty shops which in September 2009 had been 17 out of 114 and Cullompton currently had 8 empty shops which in September 2009 had been 17 out of 91.

The Officer reported that food premises inspections had improved, following the appointment of a new officer last October, and that performance was approaching the 100% target.

The Internal Audit Team Leader explained planned changes to the way in which retention of leisure members was recorded, to show an attrition rate, in line with UK Active benchmarking. This would be shown on the next report.

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

16 **MEMBERSHIP OF GRANTS WORKING GROUP**

It was **RESOLVED** that the Membership of the Grants Working Group comprise of the full membership of the Policy Development Group.

(Proposed by the Chairman)

17 **START TIME OF MEETINGS**

It was **AGREED** that the start time for meetings remain at 2.15pm.

18 **IDENTIFICATION OF ITEMS FOR THE NEXT MEETING**

Town and Parish Charter
Modern Day Slavery
Public Health Plan for Mid Devon, Incorporating Diet and Nutrition
Environmental Health Fees and Charges
Leisure
Well Being of Youth in Mid Devon
Partnership working in Environmental Health

(The meeting ended at 3.51 pm)

CHAIRMAN

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

AGENDA ITEM:

ENVIRONMENTAL HEALTH FEES AND CHARGES

Cabinet Member: Cllrs Colin Slade and Margaret Squires

Responsible Officer: Simon Newcombe, Public Health and Professional Services Manager

Reason for Report: To provide members with the revised fees and charges for statutory and discretionary functions within the Environmental Health team

RECOMMENDATION(S): That Cabinet approve the revised fees and charges for Environmental Health as set out in Appendix 1

Relationship to the Corporate Plan: Priority Area Community - Promoting physical activity, health and wellbeing. The statutory functions of Environmental Health directly protect the health and wellbeing of residents, workers and visitors across Mid Devon.

Financial Implications: The revised fees and charges are set out in Appendix 1 of the report. The fees have been updated to reflect current service delivery costs.

Legal Implications: There are no major legal implications. Where there are specific provisions under legislation, statutory functions or discretionary services for fees to be charged then these are indicated in the body of the report.

Risk Assessment: There are no major risks. A failure to update the relevant fees and charges could mean we are not able to adequately recover costs where we are able to do so.

1.0 Introduction

- 1.1 The Environmental Health team within Public Health Services carries out duties to ensure that private water supplies are safe and drinking water quality is acceptable to consumers under the Private Water Supplies (England) Regulations 2016. This includes the risk assessment of water supplies, the taking of and the analysis of water samples, and the investigation into the reasons why the results of some tests breach the regulatory standards.
- 1.2 Environmental Health are also responsible for issuing food export certification where a food business wishes to commercially export food outside the European Union. Food export certificates are issued to satisfy the particular requirements of each importing country that may require a detailed inspection of the consignment and processing requirements or simple documentation that the premises are subject to inspection by the local authority.
- 1.3 A food condemnation certificate may be issued where a food business has food that is no longer fit for purpose (for example freezer breakdown, out of date food, damaged stock). Environmental Health Officers will visit and certify the quantity of unfit food (often required for insurance purposes) and ensure that it is appropriately disposed of.

- 1.4 All food premises used for storing, selling, distributing or preparing food must register with the local authority as a food business establishment. Registration is free and enables environmental health to keep an up-to-date list of all premises operating in Mid Devon. The name and address of the food business and the nature of the food business will be held on the Public Register. A copy of the list or any entry on it may be provided to anyone who makes a request for such information under Article 31(1)(b) of Regulation 882/2004.
- 1.5 There is no legal obligation on part of the local authority to issue health certificates or food condemnation certificates and there is no requirement to make a particular charge for them or charge for any copy of entry in the food register.
- 1.6 Environmental Health enforce the standards at exhumations to ensure that respect for the deceased person is maintained, public health is protected and the conditions of the licence from the Ministry of Justice are met. There is currently no charge levied for this service.
- 1.7 A review of fees and charges is necessary to offset or cover the costs incurred by this authority in carrying out the above duties. Local Authorities can make reasonable charges to cover the costs of carrying out the duties in relation to private water supplies, subject to the maximum amounts set out in the Private Water Supplies (England) Regulations 2016. Section 93 of the Local Government Act 2003 contains powers for all local authorities to levy charges for 'discretionary services' i.e. where the authority has a choice whether or not to undertake the service such as the food related activities highlighted above.

2.0 Changes to the fees and charges

- 2.1 A breakdown of the Council's current and proposed charges in respect of the relevant services provided by Environmental Health is included in Appendix 1.

3.0 Summary

- 3.1 A review has been carried out of fees and charges and is necessary to offset or cover the costs incurred by this authority in carrying out its statutory duties under the Private Water Supplies (England) Regulations 2016 and for those discretionary services offered by the service as outlined above. This has resulted in the revised fees and charges schedule 1 as set out in Appendix 1. In order to compare fee structures a range of local authority service charges are benchmarked in schedule 2.

Contact for more Information: Jeremy Pritchard, Lead Officer – Environmental Health 01884 244605 or jpritchard@middevon.gov.uk

Circulation of the Report: Cabinet Member for Community Well-Being (Cllr Colin Slade), Cabinet Member for Working Environment and Support Services/Public Health (Cllr Margaret Squires), Management Team

Appendix 1

Schedule 1 - Environmental Health Charges

PRIVATE WATER SUPPLIES				
Activity	Maximum charge permitted	Current charge	Proposed charge	Comments
Risk Assessment and provision of report	£500	£190	£220 for up to 2 hours + £40 hour thereafter	A risk assessment is required for all private water supplies except for single domestic dwellings
Sampling visit	£100	£75	£80	Charge for a visit and sample (£15 discount if sampling also takes place at time of risk assessment)
Investigation	£100	£100	£100	Carried out in the event of a sample failure
Authorisation	£100	£100	£100	Issued for a temporary basis whilst remedial work is carried out to improve the supply
Gross Income over 12 months		£30,000	£34,000	Net income is roughly one third less due to South West Water analysis costs

FOOD SAFETY			
Activity	Current charge	Proposed charge (*no maximum charge applies)	Comments
Food Condemnation Certificate	£50	£100	Customer to arrange for removal of condemned food by approved contractor
Food Export Certificates	£50	£50 each	Includes a visit, if required
Food Export Certificate signing only	-	£23 each	No visit
Food Premises Registration: Individual copy of entry in Public Register	-	£12	
Food Premises Registration: Copy of entire list	-	£550	Paper copy
Food Premises Registration: Copy of entire list	-	£110	Electronic copy
Refresher Course in Food Safety in Catering	£15	£15	2-hour food hygiene (refresher) training course
PUBLIC HEALTH			
Exhumations	-	£600	Up to 7 hours of attendance (including an allowance for unsocial hours)
Income over 12 months	£300	£550	Infrequent demand for services other than export certification and food hygiene training

Schedule 2 – Benchmarking Local Authority Charges

PRIVATE WATER SUPPLIES			
Local authority	Activity	Charge	MDDC Proposed Charge
Cornwall Council	Sampling visit	£100	£80
	Risk Assessment	£278 (2 hours + £39 per hour on site) & £113 report (1.5 hrs)	£220 for up to 2 hours + £40 hour thereafter
North Devon District Council	Sampling visit (programmed)	£75	£80
	Sampling visit (single request)	£100	£80
	Risk Assessment	£200	£220 for up to 2 hours + £40 hour thereafter
	Investigation	£100	£100
	Authorisation	£100	£100
FOOD SAFETY and PUBLIC HEALTH			
Cornwall Council	Food Condemnation Certificate	£70 (per hour)	£100
	Food Export Certificates (site visit)	£117	£50
	Food Export Certificate (signing only)	£58.50	£23
	Exhumations	£949	£600
South Somerset Council	Food Condemnation Certificate	£97 (per hour)	£100
	Food Export Certificates (site visit)	£58	£50
	Food Export Certificate (signing only)	£23	£23
	Food Premises Registration: request for copies	<ul style="list-style-type: none"> • £12 (single) • £570 (paper copy entire list) • £114 (entire list electronic copy) 	<ul style="list-style-type: none"> • £12 (single) • £550 (paper copy entire list) • £110 (entire list electronic copy)
Teignbridge DC	Refresher Course in Food Safety in Catering	£31	£15

COMMUNITY WELL BEING PDG 2 AUGUST 2016

Appendix 1 within the report of the **Reviewing The Costs of Economy Working Group**, submitted to the Scrutiny Committee 23/05/2016

Cabinet Member: Cllr Colin Slade
Responsible Officer: Lee Chester, Leisure Manager – Development & Performance

Reason for Report: To provide members with an update on items within Appendix 1, reviewing the impact of increases to leisure centre charges.

RECOMMENDATION: To note the responses to the items raised, and note the results of Q1 performance with Leisure.

Relationship to Corporate Plan: Priority Area Community Aim 3: Promoting physical activity, health and wellbeing, Ensure the financial sustainability of our Leisure Centres.

Financial Implications: Reviewing the impact of membership changes and price increases on income generation.

Legal Implications: There are no specific legal implications.

Risk Assessment: There are no specific risks.

1.0 Introduction

1.1 At the Scrutiny Committee on 23 May 2016 a detailed report was submitted as appendix 1 within the *Reviewing The Costs Of Economy Working Group* report, which raised multiple queries and items of recommendation.

1.2 It was agreed that an update report to the Community Well Being PDG would be submitted; this report would also be circulated to the Scrutiny Committee as a formal update to agenda item *Reviewing The Effects Of Increases To Leisure Centre Charging* 18 July 2016.

1.3 *Reviewing The Effects of Increases to Leisure Centre Charging*; an overview on Q1 performance will be provided.

2.0 Queries and responses to items raised within the *Reviewing The Costs Of Economy Working Group* report.

2.1 **When members of Community Well Being PDG voted recently for a 30% reduction in discount to Zest 60+ in 2016, were they aware this would mean an immediate increase from £200-£240pa to £302pa for Zest membership which offers access only between 9am- 5pm?**

This was detailed within the paper submitted to the CWB PDG 2 February 2016 regarding Leisure Pricing. Amendments to the proposals were discussed by members within the group and recommendations were agreed.

2.2 This 50% increase was made with little advance warning to users and without consulting the Lords Meadow Leisure Centre Users' Panel. Why?

Letters were sent in early march following PDG recommendation and Cabinet approval in February, in line with the direct debit agreement. It would not be appropriate to inform Zest members of considerations to changes that have not yet been proposed, recommended and agreed by the elected establishment of Mid Devon District Council. All annual payers have been given significant notice of changes, as charges will not change until the renewal date for each individual member; for some this will not come into effect until March 2017.

2.3 The increase in state pensions during this time has been £4 per week maximum and many users need to budget expenditure on a weekly basis and cannot afford to pay in advance.

The opportunity to pay via Direct Debit has been introduced for existing 60+ members upon renewal.

2.4 Most customers on MTB (Means Tested Benefits) use the 'pay as you go' (PAYG) charges for the gym and these prices have risen from £2.50 per session to £4.80 per session - nearly twice as much - resulting in some users having to cut back from two weekly visits to one single visit.

As in the pricing paper from the February PDG, the previous structure offered 3 tiers of pricing, and it was recommended to reduce this to 2 levels of pricing, in line with other providers. All prices were benchmarked against other local providers. Following another benchmark exercise in June 2016, it is evident that the subsidy given for activities such as swimming, gym, and fitness classes that is offered by Mid Devon Leisure is still greater than local providers such as Leisure East Devon.

2.5 The impact of this increased charge could have been softened by extending the time frame to 8am-6pm for use of the Centre.

This will be considered in future reviews.

2.6 Are members aware that present membership charges include unwanted activities that many users do not use, such as dry side activities, court use and sauna, yet they do not have option to choose just gym and swimming or yoga and swimming?

The inclusive nature of the memberships is designed to encourage Zest members to diversify their leisure experience. Having a structure where members build their own packages is likely to make the structure more confusing, and conflicting to item 2.7 the simplifying of the structure.

2.7 We need a simpler membership structure that does not include unwanted activities which are 'junked in' to boost its offering.

What one member considers unwanted junk, another person considers a valued offering. Allowing tailor-made memberships is unlikely to simplify the structure.

- 2.8 The opportunity to renew at current prices was not offered to all existing Zest members, which is partial and unfair.**
A decision was made to extend this to memberships which expired in April only, where an opportunity to purchase a membership at 2015/16 prices was offered, rescinding any outstanding days on the membership at the time of renewal.
- 2.9 Are members aware of the financial benefits to the Centre of annual payments made up front or by 12 monthly direct debit instalments, even though average annual usage is about eleven months? Do we have figures monitoring the actual attendance over 12 month period?**
Annual advanced payments yield less income than 12 months of Direct Debit payments. The benefit is for the member to save costs, which is explained at reception. Individual attendance details are available at Zest member request.
- 2.10 Are members aware of the public health benefits of the Leisure Centre in helping an ageing population maintain fitness levels through active lives and social relationships? Many of them meet up socially in the coffee shop after class and spend money which keeps this facility going throughout the day for all users.**
There are several social groups that meet after sessions across all the leisure sites.
- 2.11 Are they aware that between 9am-4pm the Centre is used mainly by less affluent groups such as parents with small children under 5, shift workers, unemployed, GP referrals and retirees of 60+ who keep it ticking over?**
There are many valued user groups that use the facilities during the daytime hours. Customers who are parents with small children under 5, shift workers, unemployed, GP referrals and retirees of 60+, cannot all be considered as less affluent. Mid Devon Leisure offers a very supportive and clear criteria for subsidising access for those on means tested benefits.
- 2.12 Are members aware that no discount is given during the 2 week Christmas/New Year closure period and during the Easter break?**
The facilities are only closed on 25 & 26 December and 1 January. Some activities are limited during this time, however access across the sites is still timetabled. Any concerns Zest members have when the facilities do not offer sessions or access can be reviewed on an individual basis, comparing the pay as you go value with actual usage for the payment period or month. If Zest members feel that have not received full value for money a review of usage for the period paid for will be undertaken at request, on an individual basis.
- 2.13 Are members aware that all users of Monday classes are affected adversely because they are cancelled on 3 Bank Holiday Mondays pa without compensation to Zest 60+ users (early May, spring and summer)?**
This is negligible. As stated in 2.12 concerns Zest members have when the facilities can be reviewed on request. Many local authority services do not operate on bank holidays, with extended period over weekends and

Christmas where no reimbursement of council tax is offered. Many other classes are still accessible during the week, circa 45 fitness classes per site per week. Zest members can access the facilities across all 3 facilities.

- 2.14 Are members aware that inadequate staff cover for sickness and planned holidays or courses means that lessons are cancelled from time to time, without compensation being offered - often without enough notice to save a wasted journey? (Examples can be given.)**

This is regrettable and the team are progressing strengthening the resource of qualified instructors to cover sickness and holidays. As stated in 2.12 concerns Zest members have when the facilities can be reviewed on request.

- 3.0 Responses to recommendations proposed within the *Reviewing The Costs of Economy Working Group* report.**

- 3.1 Monitor trends and usage by Groups: We need careful monitoring of trends in visits to gym, classes and pool by all age groups, including young people, so as to identify gaps to fill and target groups through regular emailing of special offers and events.**

Data is collected at the point of sale and when transactions are recorded on the leisure management system. This data is reviewed by each strategic team to progress the business.

- 3.2 Value for money: We need to improve our service offering to give better value, if charges are to be increased.**

Noted. The Leisure service has extensive business and marketing plans for 2016/17. Suggestions regarding how value can be increased is always welcome.

- 3.3 Simplify structure: We need to simplify the structure of membership so people only pay for classes they want to use.**

There are wider implications to the business, and this has been discussed at leisure management level on previous occasions. This consideration will again revisited at future reviews. The membership structure has been simplified considerably for 2016/17, and will be reviewed again for the CWB PDG to consider proposals.

- 3.4 User panels: We need to respond to User panels through regular meetings with their representatives.**

This pilot format is in place at Exe Valley Leisure Centre. It is agreed that member engagement is vital at all 3 facilities, and a greater opportunity of inward and outward communication is required.

- 3.5 Better collaboration: We need to increase our offering of flat rate and subsidised activities and classes by increased collaboration with groups like Active Devon, Drink Wisely, Age Well et al, who are keen to support certain target groups like young parents, 60+ and health referrals.**

This is a target area for Leisure and Public Health going forward.

- 3.6 Public Health: We need to work with local GP practices and Health Centres to facilitate the use of 'on prescription' classes to Customers on MTB with health issues.**
Any member of the community that meets the criteria of means tested benefits will be eligible for subsidies. Leisure and Public Health will be working collaboratively on external partnerships to resource opportunities to expand on this. Examples of work already being undertaken are Cardiac Rehabilitation with Northern Devon Healthcare NHS Trust's Lead Nurse for Cardiac Support Service, and providing wellbeing programmes for juniors referred to the Intensive Family Intervention Team – Early Help.
- 3.7 Better customer experience: We need to offer better customer service through cleaner changing rooms, toilets and showers; answering telephone calls; responding to online enquiries; being able to cancel classes online as well as booking them; better information about special offers, events such as Active Devon support.**
Noted. Improvement plans have been implemented, and standards will continue to be targeted within the teams, measured and reviewed.
- 3.8 Monitor use by Means Tested Benefits users: We need to re-examine the prices of PAYG activities to everyone on Means Tested Benefits. A price increase rise from £2.50 to £4.80 per gym session to customers on discretionary MTB rates is not fair and will discourage use and lead to lower fitness levels in this group.**
The decision of how to progress this recommendation is within the remit of the elected members and groups. As with the current pricing, the affordability of attending the facilities is ultimately the responsibility of the customer. If they can afford to have a membership it can be utilised as much as the Zest members chooses. If they are unable to afford a membership we have a system for discounting per visit based on eligibility, and those discounts are still greater than other local providers.
- 3.9 Auto renewal: For everyone who can afford to pay up front or pay by direct debit, we need to eliminate income lost by 'void' months through agreed automatic renewal of membership. Failing that, to automatically generate reminders to customers to renew membership by email, letter or personal contact - even offering a free swim or gym pass for a friend as an incentive. I have never been contacted to renew my membership in the last 15 years and so I often leave it for a couple of months - as a result, the centre loses an income stream and a customer for a short while. It all adds up to a need for better customer care and customer**
Auto renewal of annual payments is an uncommon practise within leisure, although the concept would reduce the lag between membership expiry and renewal, and is a recommendation for the CWB PDG to consider. The current system of administrating annual members would require a review, with associated links to financial regulations and risk to ensure that auto collections are not met with legal challenges.
- 4.0 Scrutiny Agenda item, 18 July 2016. Reviewing The Effects Of Increases To Leisure Centre Charging. A review of performance has been completed comparing Q1 2015/16 to Q1 2016/17 in the areas of, Participation, Zest Memberships and Finance.**

4.1 **Participation.** Overall recorded participation has increased by circa 27,000. From 209,000 to 236,000. This is significant increase is mainly due to an anomaly in the headcount attributed to management bookings for groups and organisations within the dryside area from 2015/16. Participation in health and fitness continues to increase, and participation in the swimming pools is comparable.

4.1.1 **60+ participation,** has increased by circa 1,300 visits although a nominal reduction is evident at the weekends. Significant greater participation between 8am–1pm with a reduction from 2pm–10pm.

4.1.2 **Concessionary participation,** members and pay and you go cardholders have reduced by circa 1,200 visits across equally across the days and hours of the day. Although this is expected with less Zest members in this group.

4.2 **Zest Memberships.** Overall Zest memberships are very comparable from 2015/16 to 2016/17, with a growth of 18 zest members for the same period.

4.2.1 60+ memberships have increased by 12, whilst Adult Concessionary memberships have decreased by 140.

4.2.2 Junior concessionary memberships have increased by 10.

4.2.3 Members opting to pay via advanced payment has notably reduced by 134, although the attrition average for Q1 is 5.12% just under the target of 5%.

4.3 **Finance.** The income target for 2015/16 was £2,529,000, with an under performance of -£147k. In addition to recovering the deficit for 2015/16 the income targets have increased by £157k, resulting in an increase of the income target to £2,685,000, and an improvement in performance of circa £304k is required to achieve budget.

4.3.1 Overall, Leisure has collected circa £55k more income in Q1 2016/17, when compared to Q1 in 2015/16. £15k under recovered for the income target for Q1 2016/17.

2015/16			2016/17				
Area	Q1 Budget	Q1 Income	Area	Q1 Budget	Q1 Income	variance 15v16 Performance	Variance of 2016/17 Budget
Dryside	(59,885)	(35,533)	Dryside	(50,016)	(60,562)	(25,029)	(10,546)
Fitness	(202,222)	(188,323)	Fitness	(208,836)	(206,480)	(18,157)	2,356
Front of House	(62,116)	(67,949)	Front of House	(82,034)	(52,834)	15,115	29,200
Wetside	(241,226)	(217,593)	Wetside	(238,705)	(244,495)	(26,902)	(5,790)
Grand Total	(565,449)	(509,398)	Grand Total	(579,591)	(564,371)	(54,973)	15,220

4.3.2 Concessionary cash income has reduced by circa £2k when compared with the previous year in Q1. This can be a factor of price increases, and that the team are monitoring the eligibility of those applying for a means tested concessionary membership more closely. Equally there is evidence that movement from concessionary members to the full paying membership has taken place, as a number of these members want to have unlimited use of the facilities at peak times.

4.3.3 With very comparable volume of members in both adults and juniors, membership income has increased significantly. Income of £328k for 2015/6 Q1 was collected, compared to £352k for 2016/17 Q1. It is evident that movement from Zest members paying in advance to Direct Debit has taken place. At this time it is considered that whilst the structure of memberships and pricing is a very emotive matter, membership levels have not been adversely affected, and income growth is being achieved.

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