

# WIRRAL COUNCIL

## SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE – 12

MARCH 2013

<b>SUBJECT:</b>	<b><i>DELIVERING VALUE FOR MONEY, CULTURE AND LEISURE FACILITIES</i></b>
<b>WARD/S AFFECTED:</b>	<b><i>ALL</i></b>
<b>REPORT OF:</b>	<b><i>KEVIN ADDERLEY, INTERIM STRATEGIC DIRECTOR, REGENERATION AND ENVIRONMENT</i></b>
<b>KEY DECISION?</b> <i>(Defined in paragraph 13.3 of Article 13 'Decision Making' in the Council's Constitution.)</i>	<b><i>NO (delete as applicable)</i></b>

### 1.0 EXECUTIVE SUMMARY

1.1 This report provides a summary of progress in the provision of Leisure and Cultural Services which include the Floral Pavilion, The Museums Service and Leisure Centres. Libraries and Parks and Countryside have been dealt with in separate reports. Members are asked to note the report.

### 2.0 BACKGROUND AND KEY ISSUES

2.1 This report has been requested as part of the work programme for the Sustainable Communities Overview and Scrutiny Committee. The Corporate Plan for 2012/13 includes the goal to 'Provide high quality, value for money Leisure and Cultural facilities for Wirral residents' with a specific focus on promoting the Council's leisure facilities to encourage greater take-up of services and a target to increase the number of Wirral residents participating in sport and physical activity by 1%.

2.2 During 2012/13 the Museums Service has been undertaking extensive refurbishment work to the Williamson Art Gallery and the Priory. The works at the Williamson are nearing completion and as well as providing general improvements to the galleries there is also a shop, café (run by a social enterprise) and improved facilities for schools. The works will be complete in June this year and the gallery will be fully open to the public. During 2012/13 the Museums Service has developed a Heritage Strategy for Wirral which has been reported separately to this scrutiny committee.

2.3 The number of Wirral residents participating in sport and physical activity is measured by Sport England's Active People Survey which asks adults if they have undertaken at least 30 minutes of moderate intensity sport every week. Wirral's participation levels have increased each year since the survey commenced in 2005 when it was measured at 32.6% of the population. It is 41.8% for 2011/12 which was the date of the last survey. This makes Wirral the highest performing authority in Merseyside and amongst the 10% top performing authorities in the country.

- 2.4 Wirral Leisure centres have seen a rise in usage with the number of members of the Invigor8 membership scheme increasing from 5355 in 2011 to 6336 in 2012 and around 1736,000 visits to Leisure Centres every year. In recent years there has been increased marketing and promotion by the Council's corporate marketing team as well as the availability of on-line booking. Wirral continues to offer free swimming in school holidays for juniors and all the year round for over 60s.
- 2.5 The Floral Pavilion has continued its success since opening four years ago. The average booking level for events is 71% against a market which has seen a fall this year of 13% in audiences for subsidised theatre outside London. There has been an average of 575 events per year. These are currently 102,893 subscribed patrons on the database and in 2011-12 there were 143,822 customers. The catering and bar operations have also performed well.

Work is continuing to develop the conference and meetings market and a new programme of events has been developed for the conference space promoted as the 'Blue Lounge' which is proving very popular.

### **3.0 RELEVANT RISKS**

- 3.1 Leisure and Cultural venues are subject to reductions in income caused by economic conditions, competition and lack of investment in new facilities and marketing. A programme of investment is being undertaken in Leisure Centres and the Floral Pavilion linked to promotion and marketing campaigns.

### **4.0 OTHER OPTIONS CONSIDERED**

- 4.1 No other options have been considered as part of this report.

### **5.0 CONSULTATION**

- 5.1 Wirral residents were consulted on the future for Culture and Leisure Facilities as part of the 'What Really Matters' budget consultation.

### **6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

- 6.1 Volunteers are involved in many aspects of Leisure and Cultural provision from running sports clubs to providing front of house and customer care support at the Floral Pavilion.

### **7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

- 7.1 There are none arising directly from this report.

### **8.0 LEGAL IMPLICATIONS**

- 8.1 There are none arising directly from this report.

### **9.0 EQUALITIES IMPLICATIONS**

- 9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(b) No because there is no relevance to equality.

## **10.0 CARBON REDUCTION IMPLICATIONS**

10.1 There are none arising directly from this report.

## **11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

11.1 There are none arising directly from this report.

## **12.0 RECOMMENDATION/S**

12.1 Members are asked to note the contents of this report.

## **13.0 REASON/S FOR RECOMMENDATION/S**

13.1 This report is provided for Member's information.

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## **APPENDICES**

None.

## **REFERENCE MATERIAL**

*(Include background information referred to or relied upon when drafting this report, together with details of where the information can be found. There is no need to refer to publicly available material: e.g. Acts of Parliament or Government guidance.)*

## **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>

## Equality Impact Assessment Toolkit (from May 2012)

### Section 1: Your details Jim Lester

**EIA lead Officer:** Mark Smith

**Email address:** marksmith@wirral.gov.uk

**Head of Section:** Mark Smith

**Chief Officer:** Kevin Adderley

**Department:** Technical Services

**Date:** 26 February 2013

### Section 2: What Council proposal is being assessed?

*Delivering value for money, culture and leisure facilities*

**Section 2b:** Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

No If 'yes' please state which meeting and what date

Sustainable Communities – 12 March 2013...

Please add hyperlink to where your EIA is/will be published on the Council's website (see your **Departmental Equality Group Chair for appropriate hyperlink**)

.....

**Section 3: Does the proposal have the potential to affect.....** (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 4: Does the proposal have the potential to maintain or enhance the way the Council .....** (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity
- Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

**Section 5:**

**Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?**

**You may also want to consider socio-economic status of individuals.**

**Please list in the table below and include actions required to mitigate any potential negative impact.**

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>

**Section 5a:**        **Where and how will the above actions be monitored?**

**Section 5b:**        **If you think there is no negative impact, what is your reasoning behind this?**

**Section 6:** **What research / data / information have you used in support of this process?**

**Section 7:**        **Are you intending to carry out any consultation with regard to this Council proposal?**

**Yes / No** – (please delete as appropriate)

**If ‘yes’ please continue to section 8.**

**If ‘no’ please state your reason(s) why:**

(please stop here and email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for publishing)

## **Section 8: How will consultation take place and by when?**

Before you complete your consultation, please email your preliminary EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) for re-publishing.

## **Section 9: Have you remembered to:**

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to [equalitywatch@wirral.gov.uk](mailto:equalitywatch@wirral.gov.uk) via your Chief Officer for re-publishing?**