

COMMUNITY & SOCIAL AFFAIRS COMMITTEE

19 JUNE 2013

**REPORT OF STRATEGIC DIRECTOR (CM) & HEAD OF COMMUNITIES &
NEIGHBOURHOODS**

LEISURE VISION UPDATE

1.0 PURPOSE OF REPORT

- 1.1 To update Members on the progress that has been made in taking forward the development of the Leisure Vision Project, setting out potential next steps and to seek member's approval to recommend to the Policy, Finance and Administrative Committee, the formal earmarking of £1,000,000 from the Capital Receipts Reserve, as a Melton Borough Council Contribution towards the development of this project.

2.0 RECOMMENDATIONS

It is recommended that

- 2.1 **Members approve the Leisure Vision as attached at Appendix B**
- 2.2 **Members note and provide initial comments on the summary of results at Appendix C from the borough-wide leisure Consultation as detailed in 3.5 which will be subject to further detailed analysis.**
- 2.3 **Members consider and comment on the initial Phasing Plan attached at Appendix D**
- 2.4 **Members note the next steps in regards to the Open Space, Sports and Recreation Study as detailed in section 3.7 of the report.**
- 2.5 **Members recommend to the Policy, Finance and Administrative Committee that an earmarked capital receipts reserve be created containing £1,000,000 earmarked from General Fund Capital Receipts as the Melton Borough Council contribution towards this project.**
- 2.6 **Members request officers to liaise with the Leisure Board for their views on the viability of appointing a Specialist Leisure Development Partner alongside other potential routes for developing this project and for those views to be reported back to the next meeting of this Committee.**
- 2.7 **Members recommend to the Policy, Finance and Administration Committee a further allocation of £30,000 from the Corporate Priorities Reserve to provide the necessary consultancy support to this project prior to a full business case and feasibility being submitted for consideration.**

3.0 KEY ISSUES

- 3.1 In the previous report to this committee on 19 September 2012, members received an indication of the stages that would need to be completed, in order to adequately develop a full Leisure Vision for the Borough and the Town of Melton Mowbray. An early aspect of that vision was the understanding as to what local people and sports clubs and users consider as their "aspiration" for further/better provision through a consultation process;

and demand/supply projections based on demographics, provision and projected uptake levels to identify any specific current/future 'gaps' in supply, to be completed by a specialist firm of external experts.

- 3.2 As part of that report Members approved the allocation of £30,000 from the working balance, in addition to staff time to act as 'pump-priming' funding for the project including the consultation and demand analysis.
- 3.3 This project is being sponsored by the Melton Community Partnership and to facilitate this process a Leisure Board has been established to oversee the development of this project, although it cannot act as an accountable body. The Council will have a key role in taking forward this project with other partners and the Board has developed Terms of Reference clearly identifying the role and purpose of the board and these are attached as Appendix A.
- 3.4 At the MCP meeting of 18 April 2013 and Leisure Board of 21 May 2013 a Leisure Vision has been approved and this is now presented for members comment and approval so that all parties are aligned as to the Vision that this project is seeking to achieve, as set out at Appendix B.

3.5 **Consultation on the Leisure Vision**

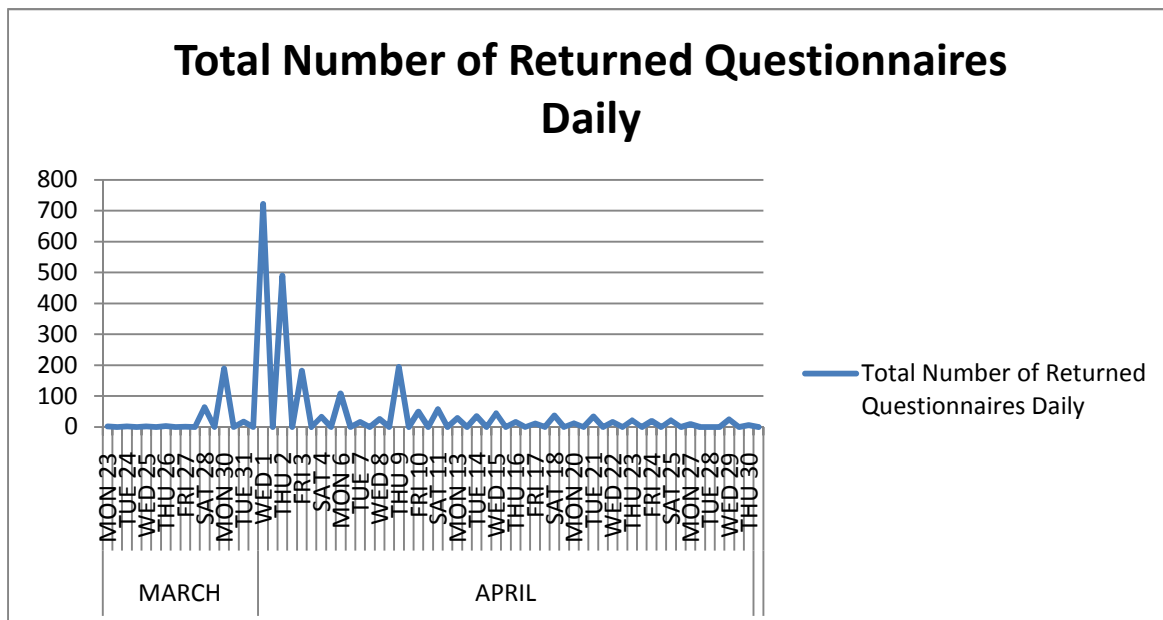
In order to provide a statistically robust piece of consultation, critical for any funding bids, a survey was undertaken of all households in the borough. The consultation methods included use of the Council's website, extensive road shows, the Melton Times, and use of Council outlets and the Councillors Surgery Stall. In total 2,443 responses were received by the end of April consultation closure date. The results of the consultation are attached as Appendix C and some key headlines are summarised below:

- 46% use a leisure or sports facility at least once a week
- 41% less than once a month
- 72% likely (to some degree) to use a new facility
- Over 80% travel for up to 30 mins to play sports and physical activity
- 72% feel dance and Exercise is very/important in the new centre
- 84% feel that a cafe is very/important in the new centre
- 70% feel Physiotherapy is very/important in the new centre
- 55.9% feel 'lack of facilities' being a barrier to participating in sport and physical activity

At this stage the consultation was about gathering views from local people upon what sports provision is considered to be needed, how this would serve the whole of the Borough, which facilities need improving to provide for these needs and in what regard are new facilities needed. Further and detailed analysis of the consultation responses is currently underway in order to support the evidence business case for a new centre.

Facilities Survey Returns Evaluation

This consultation exercise has provided valuable information around the needs and aspirations of our community and will provide part of the evidence base, as advised above. Members may be interested to view a breakdown indicating the high and low count of responses. Members will recall that the survey was dispatched to every household week commencing 18 March 2013, the closing date for responses was 30th April 2013.



The above chart shows that the highest numbers of returns submitted before cut off were submitted on Wednesday 1st & Thursday 2nd April, there were also a larger number of returns identified on Thursday 9th April one week after the spike in returns behaviour, after this point there is a steady decline in the number of surveys returned through the month of April.

3.6 Following this wider consultation it is now planned to hold detailed discussions with local sports clubs together with a more detailed analysis of data and information and a Customer Insight exercise. This information should enable a firm foundation to be developed for the needs which would be fed into the overall project development.

3.7 Demand/Supply Analysis

As referred to in 3.1 above an initial piece of demand/supply analysis has been commissioned, from external leisure experts KKP, however, due to the level and extent of the feedback, changes in partners plans for investment in sports and leisure facilities, more updated census data being available and the loss of the Core Strategy, a more substantive piece of work is required building on the initial work that has been undertaken. The Leisure Board was consulted on this at its last meeting and concluded that this was the best way forward to ensure a robust process was undertaken and document produced that can also be relied upon for funding bids etc.

3.8 SEQUENTIAL SITE ASSESSMENT

As part of the project and in order to identify the most appropriate location for a facility of this type, a specialist external party has been commissioned (GL Hearn) to undertake a sequential site search for the best suitable, viable and available location. This work is currently being concluded and following which discussions will need to take place with relevant land owners. This assessment will be a critical submission as part of any future planning application to ensure that any choice of location can be properly evidenced.

3.9 NEXT STEPS AND PHASING PLAN

In order to set out the phasing for this project and its various elements, a plan has been developed and this will be reviewed, on a regular basis, in order to keep the various stakeholders updated on the progress with the project. This document sets out at a high summary level the purpose of the various stages that have to be undertaken and will be reported back to this committee and the Leisure Board/MCP as appropriate. Phase 1 and 2 of this plan are attached at Appendix D.

As part of the next steps for this project, there are two potential routes that have been identified for taking it forward, that of:

A traditional procurement route, preceded by soft market testing and financial feasibility/business planning work and contract options as follows:

- a) Similar to that undertaken for Parkside e.g. appoint design team, followed by letting build contract, then letting managing agent contract; or,
- b) As for Waterfield Leisure Centre – procure a Design, Build, Operate, Manage (DBOM) contract with a Leisure Operator partner.

Alternatively consideration could be given to the engagement of a Leisure Specialist as a Development Partner to lead on the project for the Council.

The development style, timelines, risk profiles and procurement routes for both would differ and require detailed consideration. .

3.10 LEISURE SPECIALIST DEVELOPMENT PARTNER OPPORTUNITY

An opportunity has arisen to consider an alternative route for leisure specialist input, versus a more traditional route such as that set out above. This would be through consideration of the appointment of a Leisure Development Partner to work in conjunction with stakeholders, to understand and develop market opportunities, to consider the financial implications of different options and potentially through to partnered procurement of any building work/other contracts that might be required.

A proposal has been recently received from a development company, following exploratory discussions regarding their 'offer' and a high level precis of their proposal is attached as exempt Appendix E to this report. In order to properly and fully consider this opportunity it is suggested that members may wish to request officers to bring this and the other options above, in more detail, to the Leisure Boards attention for their views, and for officers to report back with their comments to this committee in September 2013.

In this context the soft-market testing, as suggested in the next steps above, could either run in parallel to this process or to await the outcome, as a potential alternative route which may or may not be necessary at that stage.

4.0 POLICY AND CORPORATE IMPLICATIONS

- 4.1 The Council has decided it wishes to work with the MCP to take forward a Leisure Vision for the Borough. This report sets out the next steps to develop this approach.
- 4.2 There will be an expectation that this project looks to deliver an Olympic and Paralympic Sports Legacy.

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

- 5.1 To properly progress this project a number of actions regarding consultation, needs and potential feasibility studies have had to be undertaken.

Members are asked to approve and recommend to the Policy, Finance & Administrative Committee a further revenue budget allocation of £30,000 to continue to act as pump priming for this project from the Corporate Priorities Reserve. This will provide additional expert advice, as needed, on property, procurement and Leisure profession matters, as well as additional funding for the extension of the Demand/Supply work in conjunction with Local Plan budgets.

- 5.2 The project will need to be subject to full financial feasibility and business planning assessment in respect of the revenue implications. Capital funding for the project will need to be sought through out the life of the project. Reports will be brought back to members and partners at key stages so that they are fully updated on the various strands of work within this project.

6.0 LEGAL IMPLICATIONS/POWERS

- 6.1 In parallel with this work further discussions will take place with the Melton Community Partnership to ensure there is involvement/ownership with the developing activity. As indicated previously preliminary steps are being taken to secure legal advice concerning the options for a vehicle to deliver the vision in due course. It is always good practice to have relevant professionals on hand as the project is developed rather than receive their advice part or halfway through a process such as this.

Legal advice will be required in respect of any arrangements that the Council may wish to put into place with regards to this project.

7.0 COMMUNITY SAFETY

- 7.1 There are no specific implications arising from this report, although it is possible that some members of the Community may propose services and facilities which may improve the offer to young people and potentially reduce Anti-Social Behaviour.

8.0 EQUALITIES

- 8.1 Equalities Impact Assessments will be required as the development of the Vision progresses further taking into account 'Hard to reach' groups. The consultation survey has captured some useful equalities data which will be analysed as part of the consultation analysis, members will note that based on the summary (Appendix C) an initial view suggests that the breakdown is similar to the Borough Profile.

9.0 RISKS

9.1 Probability

↓

Very High A				
High B				
Significant C				
Low D				
Very Low E				
Almost Impossible F				
	IV Neg- ligible	III Marg- inal	II Critical	I Catast- rophic

→
Impact

Risk No.	Description
1	Improper consideration of procurement and 'management' options resulting in poor quality and a project not value for money
2	Adequate involvement and consultation with the Community- resulting in poor community buy-in participation and usage of facility
3	Difficulties with site selection, unable to locate suitable site for new facility
4	Adequate funding for proposals: capital and revenue-project becomes undeliverable

10.0 CLIMATE CHANGE

10.1 There are no specific implications arising from this report.

11.0 CONSULTATION

11.1 This report proposes carrying out preliminary consultation with the Community prior to engaging with Sports Clubs and Organisations. The initial Project Mandate and Business case has been approved by the Council's Programme Board.

12.0 WARDS AFFECTED

12.1 All

Contact Officer C Marshall/H Rai

Date:

- Appendices :
- A- Leisure Board Terms of Reference
 - B- Leisure Vision
 - C- Consultation Results
 - D- Phasing Plan
 - E- Exempt Appendix

Background Papers: None specific

Reference : X : C'ttees,Council & Sub-C'tees/CSA/2013-14/19-06-13/Leisure - Vision