

COMMUNITY AND SOCIAL AFFAIRS COMMITTEE

13 NOVEMBER 2013

REPORT OF HEAD OF COMMUNITIES AND NEIGHBOURHOODS

COMMUNITY CENTRE REVIEW OF ROOM BOOKING INCLUDING ROOM HIRE CHARGES FROM 1ST APRIL 2013

1.0 PURPOSE OF REPORT

- 1.1.1 To present to members an independent report carried out on the current room booking arrangements, charging and marketing proposals for Melton Community and Children's Centres.

2. RECOMMENDATIONS

- 2.1 **Members agree to keep the current room booking fees for 2014/15 financial year (Appendix A) and to be increased by inflation thereafter.**
- 2.2 **Members request that the Head of Communities & Neighbourhoods presents a robust action plan for 22 January 2014 Community and Social Affairs Committee that addresses the recommendations in Appendix A.**
- 2.3 **Members note that 2013/14 room booking income is expected to ensure we are in a break even situation in relation to expenditure for 2013/14.**

3.0 KEY ISSUES

- 3.1 In 2012/13 it was agreed to implement a Community Caretaking role that was able to facilitate evening and weekend use of the Community and Children's Centres. This was on the basis that the costs would be met by income from room bookings and community use. The system has been working well and we have had no complaints or issues from users since the new caretaking system was introduced.
- 3.2 As can be seen from the report produced there are a number of inefficiencies and marketing issues that if addressed robustly should see income increased and also make it easier for the community to access the service and for staff in managing bookings and administration.
- 3.3 Management need to look at all the recommendations in more detail and ensure new procedures are efficient and maximise the potential for the community to be able to access and hire rooms thus increasing income that can be invested back into services.
- 3.4 One of the recommendations regarding access via the Council's internet will need to be considered by the current internal web development team to ensure that any new pages are easy for the public to find information on room bookings and clearly states how to book a room at any one of our Centre's.
- 3.5 The legal obligations concerning children and young people are underpinned by Section 11 of the Children Act 2004. Section 11 of the Children Act 2004 places a duty on; Local authorities and district councils that provide Children's and other types of services, including children's and adult social care services, public health, housing, sport, culture and leisure services, licensing authorities and youth services and a range of organisations and individuals to ensure their functions, and any services that they contract out to others are discharged having regard to the need to safeguarding and promote the welfare of children. At an organisational or strategic level the key features are;

3.6 The reason for maintaining the current charging structure for 2014/15 is to ensure we are not pricing the centre's too high in relation to comparable facilities locally and to make the facilities attractive and affordable to the local community, covering our costs at the same time.

3.7 The expected expenditure for 2013/14 to cover Community Caretaking costs is £8904.50 with an expected income of £9500.00. To date income confirmed is £4088.90. members should however, that other running costs are not covered.

3.8 In regards to Appendix A members are asked to note:

- The electronic booking system is payment in advance
- Section 3- a majority of the users are non-commercial therefore will benefit from the concession offered to them.

4.0 POLICY & CORPORATE IMPLICATIONS

4.1 This policy links directly into the council's charging policy but has no immediate effect on that policy.

5.0 FINANCIAL & OTHER RESOURCE IMPLICATIONS

5.1 Once the recommendations in Appendix A are considered and proposals worked up there may be some upfront investment required. There will also be a staffing resource requirement to ensure a robust action plan is developed and plan implemented, which will be met from existing resources..

6.0 LEGAL IMPLICATIONS/POWERS

6.1 There are no direct legal implications relating directly to this report.

7.0 COMMUNITY SAFETY

7.1 The Centre's have played a key role to date in reducing crime and anti-social behaviour and it is important that we ensure they can serve the community as efficiently as possible in order to ensure the public can engage in positive activities.

8.0 EQUALITIES

8.1 An Equalities Impact Assessment will be undertaken as part of the recommendations for 22 January Community and Social Affairs Committee.


9.0 RISKS

9.1 A detailed risk register will be drawn up for this project.

Probability

Very High A				
High B				
Significant		2	4	

Risk No.	Description
1	Improvements not implemented
2	Loss of key staff
3	Marketing is not sufficient
4	Sure Start Services Reduced

C				
Low D		3	1	
Very Low E				
Almost Impossible F				
	IV Negligible	III Marginal	II Critical	I Catastrophic
				
	Impact			

10.0 CLIMATE CHANGE

10.1 There are no climate change issues directly arising from this report.

11.0 CONSULTATION

11.1 This policy has undergone consultation with staff members, current users of the centre's and resident groups.

12.0 WARDS AFFECTED

12.1 All wards are affected

Contact Officer: Ronan Browne

Date: 21 October 2013

Appendices: Appendix A – Outline Marketing Strategy, Competitor Analysis and Electronic Booking System Analysis

Reference: X: Committees/CSA/2013-14/131113/HR- Community centre charging

Background Papers None