

INCOME GENERATION SUB-COMMITTEE

5th November 2020

Present: Councillor Steve Mackay (Vice-Chair) in the Chair
Councillors Agar, Barnes, Bayliss and Mitchell

Officers: Mark Baldwin, Head of Finance
Shane Flynn, Corporate Director – Finance and Resources
Alan New, Contracts and Performance Manager

12 Appointment of Substitutes

Councillor Barnes for Councillor Riaz.

13 Declarations of Interest

None.

14 Public Participation

None.

15 Minutes

RESOLVED: That the minutes of the meeting held on 30th July 2020 be approved as a correct record and signed by the Chairman.

16 Freedom Leisure - Proposed Fees & Charges For 2021

The Sub-Committee considered a report on the proposed Fees and Charges submitted by Freedom Leisure for the period 1st January 2021 to 31st December 2021 inclusive. The Contracts and Performance Manager presented the report and highlighted the main points. The only significant proposed increase in the monthly membership category was the Worcestershire "Joint Connected" with the intention to increase the charge by £8.50 per month (11.97%) for all new members wanting access to all 7 centres across the county. Existing members on this category would continue to retain their existing price band. The rationale for the above inflationary increase was due to the current investment taking place to enhanced facilities at Malvern Splash and Tenbury Pool.

Members were advised that the proposed changes are effective from 1st January, and therefore have to be considered in advance of the main budget process. In accordance with the Constitution, the fees and charges would be referred to full Council to determine.

In the ensuing discussion, it was clarified that the proposed fee for junior swimming at Perdiswell is £3.45, not £3.50 as stated in the report.

Reference was made to the fees and charges for tennis in parks. Officers explained that there are free sessions available. Officers will provide a briefing note on this for Members.

RESOLVED: That the Sub-Committee agreed to recommend to Council the approval of the Fees and Charges submitted by Freedom Leisure.

17 Quarter 2 Performance Report for 2020/21

The Sub-Committee received a report on Quarter 2 performance for the Income Generation. The Corporate Director – Finance and Resources presented the report and highlighted a number of key issues which will impact of the Council’s performance going forward.

The Corporate Director explained that the Council’s commercial strategy and income strategy will need to be updated. The former needs to be aligned with the City Plan, as income in future years will rely on the extent on which major capital projects are progressed. These require the Council to bid for additional resources. The related revenue costs also need to be understood. Furthermore, the impact of Covid-19 disruption also needs to be analysed.

The Corporate Director made reference to a potential property investment, for which site assessment work is required. Similarly, some assessment work needs to be done to support projects associated with the Future High Streets fund. It was proposed to fund these pieces of work from the Income Generation Reserve. Sub-Committee Members were happy to proceed on this basis.

Finally, the Corporate Director made reference to government’s scheme to cover lost income from fees and charges during the Covid-19 pandemic. As this is measured against the budget at the start of the year, any reduction in the budget will impact on the amount that can be recovered.

Officers responded to questions from Members on detailed aspects of the report.

RESOLVED: That the Sub-Committee note the Council’s Quarter 2 performance for 2020/21.

18 Any Other Business

None.

19 Minutes (Exempt Items)

RESOLVED: That the minutes (exempt items) of the meeting held on 30th July 2020 be approved as a correct record and signed by the Chairman.

Duration of the meeting: 7.00p.m. – 7.44p.m.