

Key Decision Required:	NO	In the Forward Plan:	NO
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CABINET

8 NOVEMBER 2013

REFERENCE FROM CORPORATE MANAGEMENT COMMITTEE OF 16 SEPTEMBER 2013

A.1 CORPORATE MANAGEMENT COMMITTEE WORKING PARTY – EFFICIENCY SAVINGS AND INCOME GENERATION

BACKGROUND

The Committee received a report which informed it of the outcomes of the two Working Party meetings that took place throughout August and to invite the Committee to consider the outcomes of those meetings and other proposals where efficiency savings or income generation on behalf of the Council may be identified.

In line with the £2 million savings required to be made by the Council during this financial year, the Corporate Management Committee agreed to set up a Working Party to discuss ways in which this figure could be achieved or contributed towards.

The Working Party met on 16 and 19 August 2013 and agreed that the following be reported back to the Committee:

- Leisure Service's Fees and Charges

Income generation was a prominent feature of the talks and suggestions included monthly promotions for the Council's gym facilities and the Marketing budget be managed better by becoming centralised.

It was made clear to Members that if they were minded to increase membership fees, this could have adverse effects in that it would likely reduce the number of members renewing their memberships and would be a deterrent to those residents wishing to maintain a healthier lifestyle.

- Council's Existing Assets

Explore and develop or dispose of those Council assets where proven to be surplus to requirements or in prime location, the feasibility of relocating to a less expensive site, thereby maintaining the facilities but raising revenue by disposing of the prime sites and, in doing so, give consideration as to whether these, or the land they occupy, could be used for housing or commercial development.

- Careline

Explore potential of the service and look at potential for expanding into the retail sector as a security service. It was also suggested to market the service for a wider range of people rather than just the elderly.

- Joint Activities with Town and Parish Councils

Explore the potential for the Council entering into partnerships with Town and Parish Councils to jointly undertake specific services (e.g. grass cutting.)

COMMITTEE RECOMMENDATIONS / COMMENTS TO CABINET

Cabinet is now asked to consider the recommendations and comments of the Committee and determine its response if any:

The Committee **RECOMMENDS** to **CABINET** that:

1. Whilst the Committee was pleased to further investigate ways of increasing income or identifying efficiency savings, it was of the opinion that now was not the time to consider any increase in leisure centre membership fees; and
2. It explore and develop, or dispose of, those Council assets where proven to be surplus to requirements or in prime location, the feasibility of relocating to a less expensive site, thereby maintaining the facilities but raising revenue by disposing of the prime sites and, in doing so, give consideration as to whether these, or the land they occupy, could be used for housing or commercial development.

The Committee **COMMENTS** to **CABINET** that, subject to ascertaining what was planned or had been started in terms of identifying efficiencies etc., it would be worthwhile for the Working Party to consider comparisons with other local authorities to see where Tendring's Leisure Services' fees and charges sat by way of such comparisons and that the potential for running facilities cheaper in terms of energy (e.g. solar panels) be explored.

PORTFOLIO HOLDER'S COMMENTS / RECOMMENDATIONS TO CABINET

Comments will be provided directly at the meeting.