

**BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK**  
**JOINT MEETING OF THE REGENERATION & DEVELOPMENT AND**  
**ENVIRONMENT & COMMUNITY PANEL**

**Minutes from the Meeting of the Joint Meeting of the Regeneration & Development and Environment & Community Panel held on Wednesday, 22nd July, 2015 at 6.00 pm in the Committee Suite, King's Court, Chapel Street, King's Lynn**

**PRESENT:** Councillors Mrs K Mellish (Chairman), L Bambridge, Mrs C Bower, A Bubb, Mrs J Collingham, Mrs S Collop, C Crofts, Mrs S Fraser, G Hipperson, M Chenery of Horsbrugh, P Kunes, J Moriarty, P Rochford, C Sampson, M Shorting, T Smith, Mrs S Squire, Mrs E Watson, Mrs J Westrop, D Whitby and Mrs A Wright

**Portfolio Holders**

Councillor P Beal, Portfolio Holder for Coastal and Tourism

Councillor B Long, Portfolio Holder for Environment

Councillor Mrs E Nockolds, Portfolio Holder for Culture, Heritage and Health

**Officers:**

Chris Bamfield, Executive Director Commercial Services

Ian Burbidge, Policy and Partnerships Manager

Adam Garford, Sports Development Manager, Leisure Trust

Laura Hampshire, Regeneration Project Officer

Ray Harding, Chief Executive

Dr Ian Mack, Vice Chairman, Leisure Trust

Nina McKenna, Head of Programming and Marketing, Leisure Trust

Simon McKenna, Chief Executive, Leisure Trust

Ostap Paparega, Regeneration and Economic Development Manager

Roger Partridge, Senior Sports Development Manager, Leisure Trust

RD&EC29 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors A Beales, N Daubney, M Hopkins (T Bubb substitute), M Howland, A Tyler, M Tilbury.

RD&EC30 **MINUTES**

**RESOLVED:** The minutes from the Joint Panel Meeting held on 24<sup>th</sup> June 2015 were agreed as a correct record and signed by the Chairman.

RD&EC31 **DECLARATIONS OF INTEREST**

There was none.

RD&EC32 **URGENT BUSINESS**

There was none.

RD&EC33 **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

There was none.

RD&EC34 **CHAIRMAN'S CORRESPONDENCE**

There was none.

RD&EC35 **MATTERS REFERRED TO THE PANEL FROM OTHER COUNCIL BODIES AND RESPONSES MADE TO PREVIOUS PANEL RECOMMENDATIONS/REQUESTS**

There was none.

RD&EC36 **LEISURE TRUST UPDATE**

(i) Alive Leisure

The Chief Executive of Alive Leisure presented the Panel with information on the first seven months operation of the Trust. The arrangements had been put in place in order to deliver significant financial savings to the Council. Those present were reminded that a lot of work had been involved in setting up the complex arrangements. Alive Leisure was an independent Trust and a Charity. The arrangements also involved Alive Management Limited and the Borough Council.

Alive Leisure went live on 1<sup>st</sup> September 2014 and as part of the contractual arrangements Alive Leisure was required to present to the Panel twice a year.

The Chief Executive of Alive Leisure explained that a Trust Board had been established, made up of volunteers which were bound by Articles of Association.

The Panel was provided with an overview of the Alive Leisure Board structure. The Trust had established several Committees, including Governance, Audit and Strategy Committees, all which reported to the Alive Trust Board of Directors.

The Chief Executive explained that a lot of work had been carried out since the arrangements went live, which included the development of

various policies and plans. Those present were reminded that Alive Leisure's Business Plan had previously been presented to the Regeneration, Environment and Community Panel.

The Trust was a Charity and therefore had established charitable objectives as follows:

- To promote for the benefit of the public, particularly in West Norfolk, activities regardless of age, ability, infirmity, financial hardship, social or economic circumstances.
- An active and healthy lifestyle.
- Advancement of the arts, culture or heritage, drama, creative dance, movement, music for everyone.

To meet the charitable objectives of the Trust, various initiatives and activities had been provided, such as the Alive Leisure Card, inclusive activities and a GP referral programme.

The Chief Executive of the Trust provided detail of the Trust's performance for the first seven months of operation. A surplus of £154,000 had been achieved. In accordance with agreed arrangements the first £50,000 of the surplus went to Alive Leisure with the rest of the surplus being split 50/50 between the Council and Alive Leisure. A recent meeting between Alive Leisure and Alive Management had been held and both Boards of Directors had agreed to reinvest part of their share of the surplus and proposals on how to reinvest were being considered. The remaining surplus available to the Leisure Trust would be used to build up their reserves.

The Chief Executive of Alive Leisure explained that there had been some challenges since the arrangements went live. Dealing with three different entities had been challenging as this involved three sets of bank accounts, auditors etc. There had also been some issues with IT services and the provision of an online booking system and delays in the production of the accounts, due to the complexity involved, but issues were in the process of being resolved.

Those present were provided with statistics relating to Key Performance Indicators which had been set up by the Trust. The Key Performance Indicators would be used for benchmarking next year. The Panel was informed that the subsidy per user had decreased since 2013/2014. This was because operational costs had reduced due to the new arrangements. The Chief Executive of Alive Leisure reminded those present that it was difficult to benchmark against 2013/2014 as the facilities were still under Council operation for part of the year.

Customer care surveys had been conducted and a Net Promoter Score produced of 20% for Alive Leisure and 67% for Alive Corn Exchange.

The Head of Programming and Marketing for Alive Leisure provided those present with details of recent popular shows at the Corn

Exchange, she explained that many shows had been sell outs. Standing gigs had also been introduced which increased capacity. The Corn Exchange also recently celebrated its most successful day ever with 2,000 customers in one day coming in to three sell out performances of Sing-a-Long Frozen.

Those present were informed that the 2014 Pantomime was the most successful Panto ever at the Corn Exchange with over 21,000 visitors. A customer satisfaction survey had been sent out following the Panto with customers giving 4.7 out of 5 for the venue and 4.7 out of 5 for the show.

The Head of Programming and Marketing for Alive Leisure reminded those present that Alive Leisure had launched a new website and also used social media. An Alive rewards referral scheme had been introduced which gave customers the chance to win prizes, donated by local businesses, if they referred a new customer.

The Chairman thanked the representatives from Alive Leisure for attending the meeting and invited questions and comments from the Panel, as summarised below.

In response to a question from Councillor Bubb, the Chief Executive of Alive Leisure explained that the proposed new road and housing development surrounding Lynnsport had not had a negative effect on use of the facility at the present time and no complaints had been received. He commented that some of the consultation events had been held at Lynnsport.

Councillor Moriarty asked how the net promoter scores were calculated in relation to the customer satisfaction surveys. The Head of Programming and Marketing explained that scores were given out of one to ten. Scores of 0-6 were considered detractors, 7-8 were discounted and 9-10 were included as promoters. The score was then worked out from the difference between promoters and detractors.

The Vice Chairman, Councillor Mrs Wright asked if there were any plans to promote more classical music concerts at the Corn Exchange. The Head of Programming and Marketing explained that she worked closely with King's Lynn Festival and it was hoped that a year round programme could be provided in the future. The Vice Chairman requested that consideration be given to the different types of classical music which could be provided and asked that Alive Leisure keep classical music within their programming vision. The Head of Programming and Marketing commented that she looked to provide a broad cross section of shows, which would assist in meeting the Trust's Charitable Objectives.

#### (ii) Alive Sports Development

The Senior Development Manager and Sports Development Manager from Alive Leisure provided those present with an overview of Sports Development. A summary of events was provided which included the Grand East Anglian Run, Fit for Work Games, Hunstanton Bowls Tournament and the Inter Village Games.

The Sports Development Manager explained that lots of work was carried out with young people in the Borough and initiatives included the sports link programme, which linked children with sports clubs by getting the club to come into schools to deliver sessions. The Sports Development Team also delivered Sportivate which was aimed at 14-25 year olds and involved the provision of 6 to 8 week courses.

The Team also worked within the leisure centres and provided school sports offer at a discounted rate, for example groups could come in and use the skate park or climbing wall. All of the High Schools in the Borough had been engaged in the programme.

The Sports Development Team also worked with local clubs and organisations to assist with providing assistance with applying for grants and work was also carried out in the community, offering activities such as 'get back into' and beginners programmes.

Those present were provided with information on initiatives in villages such as the village sports co-ordinator scheme and the Inter Village Games. Some villages had also provided a summer sports programme which provided activities for children and families.

The Sports Development Team were also involved in the provision of inclusive activities for people with disabilities and this included a wide range of ongoing initiatives such as adapted sports days. The Sports Development Team worked to assist in making activities sustainable.

The Chairman thanked the Sports Development Team for their presentation and invited questions and comments from the Panel, as summarised below.

In response to a question from Councillor Moriarty, the Chief Executive of Alive Leisure confirmed that Time Credits were still accepted at the facilities.

The Chairman, on behalf of both Panels thanked all those involved in setting up the new arrangements and hoped that it continued to be successful.

**RESOLVED:** That the Environment and Community Panel be provided with twice yearly updates on the work of the Leisure Trust.

The Regeneration and Economic Development Manager and the Regeneration Project Officer presented the Cabinet report which detailed the Stage 1 approval from the Heritage Lottery Fund Parks for People funding programme for the Seafront gardens and associated open spaces of the Green in Hunstanton.

The Regeneration and Economic Development Manager explained that the project would involve a comprehensive restoration of the seafront area to celebrate the original vision of Hunstanton. The project would include activities and training events to engage local people and increase the awareness of the heritage of the town.

The Regeneration and Economic Development Manager informed those present that representatives from the Heritage Lottery Fund had visited the project area. A stage 2 bid would now be put together and submitted and, if successful, the Heritage Lottery Fund would contribute 80% of the project cost - £656,600. The Council would fund the remaining 20% - £164,145. Those present were provided with a breakdown of how the money would be spent which included capital works and activities. Activities included the recruitment of two apprentices, training for volunteers and other awareness raising activities.

The Regeneration Project Officer informed those present that the Stage 2 submission would be put together and submitted in February 2016. It was hoped that a decision on Stage 2 would be available in June 2016 and then works could be planned to start out of season in late 2016.

The Chairman thanked the officers for the report and invited questions and comments from the Panel, as summarised below.

The Chairman commented that she was not unsupportive of the scheme, but suggested that the project could be perceived as a lot of money to be spent on a Green Space area. She asked how consultees would be engaged in out of season periods. The Regeneration and Economic Development Manager explained that the consultation period would be ongoing throughout the Stage 2 bid development process and as soon as the initial concept was available consultation on the scheme would commence. The Regeneration and Economic Development Manager explained that the Heritage Lottery Fund had given Stage 1 approval to the scheme meaning that they felt that it would be a worthwhile and beneficial scheme which they were prepared to potentially award funding to.

The Executive Director explained that the money would be used for much more than just the Green Space area and would improve shelters, fencing, paths etc. The Executive Director explained the potential award of funding would enable the Council to carry out works

to future proof the area and any future capital funding required in the area would be reduced.

Councillor Mrs Bower commented that tourism was very important for Hunstanton and the areas included in the project were well used by visitors, but were in need of attention. She commented that the project would be a very good investment for the Council as if tourism grew, so would the local economy.

Councillor Mrs Watson reiterated the comments made by Councillor Mrs Bower. She explained that a lot of the street furniture was in a bad state of repair. Councillor Mrs Watson commended the apprentice opportunities available during the project.

In response to a question from Councillor Smith, the Regeneration and Economic Development Manager explained that a lot of work would be put in to the Stage 2 bid and it was hoped that funding would be awarded. There was no 'plan b' and if funding was not awarded by the Heritage Lottery Fund the project would not proceed.

In response to a question from Councillor Crofts, the Regeneration Project Officer explained that there were two sets of public toilets included within the project area. Structural condition surveys would be completed to ascertain the amount of work required, but it was likely that both sets would, at the very least, be refurbished.

The Portfolio Holder for Coastal and Tourism reminded those present that he had previously conducted a survey on the toilets in Hunstanton. He explained that other public toilets in Hunstanton had recently been refurbished, but unfortunately had subsequently been vandalised.

Councillor Crofts commented that he felt 'pay to use' toilets should be installed in Hunstanton. The Portfolio Holder for Coastal and Tourism explained that this type of facility could be expensive to run. Councillor Bubb agreed with the comment made by Councillor Crofts.

The Executive Director, Commercial Services acknowledged that Members of the Panel had commented on the provision of pay to use toilets in the past and an item could be added to the Panel's Work Programme to investigate the issue further.

The Portfolio Holder for Environment, Councillor Long explained that the Government had recently announced schemes to assist with the regeneration of coastal towns through the Coastal Communities Fund. The Regeneration and Economic Development Manager felt that tourism and coastal resorts were quite high up on the Government's agenda, consequently funds were becoming available for regeneration projects. The Regeneration and Economic Development Manager explained that the Council would be looking at other opportunities to bid for funding for other coastal projects as they became available.

**RESOLVED:** That the Regeneration & Development and Environment & Community Panel supported the recommendations to Cabinet as set out below.

That Cabinet is recommended to:

- a) Note the State 1 project approval from the HLF.
- b) Delegate authority to the Chief Executive in consultation with the relevant Portfolio Holder to develop the proposals to a Stage 2 submission.
- c) Approve the Council's contribution of £164,145 to the project if the stage 2 application is successful as detailed in Section 4 of the report.
- d) Request a further report to Cabinet in February 2016 prior to submission of the Stage 2 scheme.

### RD&EC38 **RECYCLING FUNDING**

The Policy and Partnerships Manager presented those present with information on the successful application of £272,606 for funding to deliver an innovative behaviour change programme to increase recycling rates.

The project would support people in permanently changing their habits around how they handled waste in the home. It would be carried out on the basis of establishing behavioural change.

Work would be carried out to engage the community. An engagement specialist would be recruited and Time Credits would be used as an incentive to become community recycling champions.

Preparatory work was underway for the two year project. Data on recycling levels was being prepared and collated and information on the project had been provided to the media and Councillors through the Members Bulletin. Once all the preparatory work and procurement processes had been completed it was hoped that the project would commence in the autumn. The Policy and Partnerships Manager agreed to come back to the Environment and Community Panel in approximately six months to provide an update on the project.

The Chairman thanked the Policy and Partnerships Manager for his presentation and invited questions and comments from both Panels, as summarised below.

Councillor Mrs Watson commented that it was important to work with children in schools and educate them on the benefits of recycling.

Councillor Moriarty referred to reference of Section E in the report, which had been omitted. The Policy and Partnerships Manager apologised for the error and explained that section E was a reference to the original bid and set out the details of tonnages collected and the



amount of contaminates. He agreed to circulate the information to the Panel.

The Portfolio Holder for Environment, Councillor Long commented that although the Borough Council was one of the first to bring in and promote recycling, there was still a lot of educating the public to be carried out. He agreed that work in schools to educate children should be carried out and awareness of what could be recycled and why items were recycled should be carried out.

In response to a question from Councillor Smith, the Policy and Partnerships Manager explained that the online programme provoked the user to carry out different activities and then feedback through the system. The project team would also work to engage with users of the programme in developing it.

The Policy and Partnerships Manager referred to working with school children. He explained that the Policy and Partnerships team already engaged with local schools and would utilise their existing links with the schools to promote this project.

**RESOLVED:** (i) The Regeneration & Development and Environment & Community Panel supported the Recycling Project.  
(ii) That an update on progress be presented to the Panel in approximately six months.

RD&EC39 **PANEL WORK PROGRAMME AND FORWARD DECISION LIST**

The Chairman invited Members of both Panels to contact her if they had any items which they would like to add to the work programme.

Councillor Crofts referred to the next update from the Leisure Trust which was scheduled to take place in November. He asked if prior to the meeting, a tour of Lynnsport could be conducted.

Councillor Shorting asked if an update on the effect of wind turbines in the Wash on the fishing industry could be provided at a future meeting.

**RESOLVED:** (i) The work programme and forward decision list was noted.  
(ii) That the above items be considered for inclusion on the Panel Work Programme.

RD&EC40 **DATE OF THE NEXT MEETING**

The next joint meeting of the Regeneration & Development and Environment & Community Panel was scheduled to take place on Wednesday 2 September 2015 at 6.00pm in the Committee Suite, King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX.

**The meeting closed at 7.35 pm**