

Vibrant, Safe and Sustainable Communities Scrutiny Panel 5 February 2015

Time	6.00 pm	Public Meeting?	YES Ty	ype of meeting	Scrutiny
Venue	Committee Room 3	- Civic Centre, St P	'eter's Squar	e, Wolverhamptor	wW1 1SH
ChairCllr Stephen Simkins (Lab)Vice ChairCllr Andrew Wynne (Con)					
Labour					
Cllr Mary Bateman Cllr Greg Brackenridge Cllr Ian Brookfield		Cllr Bhupinder Gakhal Cllr Keith Inston Cllr Caroline Siarkiewicz		Cllr Tersaim Singh	
Conservative		Liberal Democrat		UKIP	
Cllr Barry Findlay		Cllr Richard Whitehouse		Cllr Malcolm Gwir	nett

Quorum for this meeting is three Councillors.

Information for the Public

If you have any queries about this meeting, please contact the democratic support team:

Contact	Deb Breedon
Tel/Email	01902 551250 or deborah.breedon@wolverhampton.gov.uk
Address	Democratic Support, Civic Centre, 2 nd floor, St Peter's Square,
	Wolverhampton WV1 1RL

Copies of other agendas and reports are available from:

Website	https://wolverhamptonintranet.moderngov.co.uk/uuCoverPage.aspx?bcr=1
Email	democratic.support@wolverhampton.gov.uk
Tel	01902 555043

Please take note of the protocol for filming, recording, and use of social media in meetings, copies of which are displayed in the meeting room.

Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

Agenda

Item No. Title

- 1 Apologies
- 2 Declarations of Interest
- 3 Minutes of the previous meeting (4 December 2014) (Pages 3 8)
- 4 **Matters arising**
- 5 **Police and Crime Commissioner** [The Police and Crime Commissioner (PCC) for West Midlands has been invited to the Scrutiny Panel to share PCC's plans for 2015-16 and to respond to questions from the panel.]
- 6 Blakenhall Community and Healthy Living Centre (Pages 9 12) [To provide an update on progress which has been made regarding the reduction in subsidy from Blakenhall Community & Health Living Centre.]
- 7 WV Active Business Transformation (Pages 13 22)

[To provide an update report regarding the progress achieved to date to transform the business and discuss further opportunities to increase the participation rates across the city through the utilisation of the mainstream facilities.]



Vibrant, Safe and Sustainable Communities Scrutiny Panel

Minutes - 4 December 2014

Attendance

Members of the Vibrant, Safe and Sustainable Communities Scrutiny Panel

Cllr Stephen Simkins (Chair) Cllr Andrew Wynne (Vice-Chair) Cllr Greg Brackenridge Cllr Barry Findlay Cllr Keith Inston Cllr Caroline Siarkiewicz Cllr Richard Whitehouse

Employees

Deborah Breedon Keren Jones Karen Samuels Scrutiny Officer Service Director - City Economy Head of Community Safety

Part 1 – items open to the press and public

Item No. Title

1

Apologies Apologies were submitted on behalf of Cllrs Ian Brookfield and Tersaim Singh who are attending official Council business and for Cllr Bhupinder Gakhal.

2 Declarations of Interest

There were no declarations of interest.

3 Minutes of previous meeting (20 November 2014)

Resolved:

That the minutes of the 20 November 2014 be approved and signed as an accurate copy.

4 Matters arising

There were no matters arising.

5 **Crime Reduction, Community Safety and Drugs Strategy Update** Cllr Elias Mattu and Karen Samuels, Head of Community Safety, provided a progress report relating to delivery of the City's Crime Reduction, Community Safety and Drugs Strategy 2014-17.

The Head of Community Safety outlined delivering the outcomes against each of the strategic priorities:

- Reducing reoffending
- Substance misuse
- Gangs/youth crime
- Violence against women and girls (VAWG)
- Prevent
- Support for victims
- Safeguarding: Reducing harm and vulnerability

The Head of Community Safety explained that the delivery of the strategy is being undertaken against a backdrop of unprecedented organisational change and resource reductions across all sectors and informed the panel that the 'Local Police and Crime Plan' enables sufficient flexibility to be maintained within partner operating models to respond to changing need and that this needs to be supported by regular monitoring and negotiating with partners.

The Head of Community Safety referred particularly to the areas of Safer Wolverhampton Partnership (SWP) that are underperforming and have not improved:

- Contracted drug and alcohol service
- Levels of Public Place Violence with Injury (PPV)

She advised of the mitigating circumstances outlined in the report and gave assurance that they are being closely monitored and that improvement plans were in place.

CI Tracey Packham, West Midlands Police, informed the panel that trying to turn around the performance relating to PPV is a priority for the police. She advised that there has been an increase in policing of the night time economy between the hours of 24:00 - 03:00 and that other changes were being made relating to drugs agency referrals. She advised that from time of the performance report to date that there had been a 30% reduction in PPV and that this was good news as only two local policing forces in the country to see a turn-around in this type of offending.

Cllr Richard Whitehouse welcomed the report and congratulated the police on performance improvement. Cllr Simkins referred to the guns and gangs strategy and asked how the Council and partners mitigate against the reduction in youth provision and resources in the city. The Chair voiced concerns at the low level of resource to deliver preventative measures and asked what recourse this would have for the broader areas.

In response to questions the Head of Community Safety outlined a number of measures and remedial actions that were taking place to mitigate the reduction in resource. She advised that in relation to PPV preventative measures are small actions which will reduce the risk of PPV, such as better street lighting/street furnishing. Further changes are occurring Wolverhampton is a provider of services relating to drugs rehabilitation; the relationship between licensing, Council and the police has been strengthened as shown in the draft statement of licensing policy (item 7 on the agenda).

Cllr Stephen Simkins asked for a paper to be brought back to this panel relating to the strategy of the Council to work with businesses and police to reduce crime in the City. The Service Director, Keren Jones referred to the City Centre bid and advised that environmental improvements and safety are at the top of the list. CI Tracey Packham advised that there is a lot of work on-going to establish a purple flag standard flag to improve safety. Colin Parr, Licensing Manager, referred to the inclusion for a place of safety for people who have consumed excess alcohol to sit, to get them off the streets, keep them in a safe environment and get them home safely. He supported the suggestion of purple flag standard in the city and said it may be possible if we work in triage with partners.

Resolved:

That the comments of the scrutiny panel are noted in relation to progress achieved to date in delivering the City's Crime Reduction, Community Safety and Drugs Strategy 2014-17.

6 Wolverhampton Local Policing and Crime Plan 2014/15

CI Tracey Packham, West Midlands Police, introduced the item. She explained that the paper for scrutiny provides an update around action taken and progress made in relation to Neighbourhood specific issues.

CI Tracey Packham gave updates on the following key issues:

- Anti-social behaviour
- Inconsiderate parking
- Prostitution

In response to questions CI Tracey Packham advised that the inconsiderate parking relates primarily to parking around schools as this tends to generate most of the complaints. She advised that Police Community Support Officers (PCSO) are waiting outside schools; notices have been circulated and other areas initiatives are being looked at such as speed watch.

There was a discussion about creating a drop off loops as part of a longer term solution to address the problems around schools. The panel identified that this must be in partnership with schools and that other partners may have something to say here relating to cleaner and greener ways of travel and healthier lifestyles. The review group felt that is an important tool, to bring the community and schools together, to debate the matter.

Cllr Andrew Wynne indicated that many of the issues raised have been previously a task that neighbourhood wardens have undertaken. He asked what impact this would have on the police. CI Tracey Packham advised that West Midlands Police have responded to the budget consultation and that the response will take this matter into account.

Resolved

That the report is noted

7 Draft Licensing Policy Changes

Colin Parr, Licensing Manager, provided a detailed report to consider the draft Statement of Licensing Policy as part of the statutory consultation process. He clarified that scrutiny is not a statutory consultee but that any comments would feed back into the Licensing Committee.

The Licensing Manager presented the report, giving detailed account of each of the proposals in the report. He responded to questions relating to the proposed extension of the City Centre Cumulative Impact Zone.

The Licensing Manager advised that a responsible authority's forum has been created to coordinate multiagency responses to licensing applications and feed back to the Licensing Committee, consisting of:

- Public Health
- Police
- Environmental Health
- Licensing

In response to questions relating to the revisions to the Cumulative Impact Policy and the proposed extension of the Cumulative Impact Zones (CIZ) the licensing Manager advised:

- The first revision is to extend the city centre CIZ. Additionally there are four new areas proposed:
 - Dudley Road (On and off Licences)
 - Avion Centre (Off licences)
 - Bilston High Street (On and off licences)
 - Wednesfield High Street (On and off licences)
- Businesses have to demonstrate the need to hold a licence, there is not a quota per area
- If there are issues raised the responsible authority needs to object at licensing committee
- Premises included are bars and restaurants, shops and supermarkets
- The proposed five compliance posts will be paid for in licensing fees

The scrutiny panel considered the problems with anti-social behaviour (ASB) in the city centre, particularly the problems with on street drinking. The Licensing Manager advised that the citywide CIZ for on-street drinking had been a risk, however the judicial review period was now over and the consequences are very evidential. He clarified that there is a need for the thresholds used to be accurate and there is a need to link violence to the premises.

There were further discussion relating to nuisance drinking in and around the Avion Centre and Parkfields. The Licensing Manager had confidence that there will be capacity to grow in the future to encompass more areas to include Newhampton.

The Chair, Cllr Stephen Simkins, voiced concerns about the unacceptable levels of alcohol related crimes and ASB, he highlighted the need for a robust policy in relation

to licensing of on and off licences. He welcomed the proposals and suggested that there needs to be robust guides on numbers of alcohol outlets and more work with businesses to ensure regular checks and adjustments are carried out to put up standards. Cllr Barry Findlay welcomed the proposals as a good way forward to improve standards.

Resolved:

That the comments of the Vibrant Safe and Sustainable Communities Scrutiny Panel are considered as part of the statutory consultation process

8 Contacting the Police - Front office closures

The Chair, Cllr Stephen Simkins, advised the scrutiny panel members that he had asked for this information item to be included because he felt that there had been no meaningful consultation and the review of front offices at police stations has had implications for local communities.

CI Tracey Packham confirmed that there had been a consultation process to consider how people engage with the police and how they want to do so in the future carried out by BMG Research and Consultation Company. She confirmed that there had been surveys completed by front office visitors, open consultation between 28 May 2014 and 2 July 2014 and a web chat. She advised that not many adverse comments came back through consultation.

CI Tracey Packham advised that a letter had been circulated to all councillors and interviews with some of the people who had been surveyed.

The outcome of the consultation was that 90% of those people who responded to consultation wanted contact by telephone.

Cllr Greg Brackenbridge indicated that he had received and returned the consultation letter; he welcomed the closure of local front offices as a good measure to save resource. He indicated that if people wanted contact by telephone it may no longer a viable option to keep it open. The Chair had real concerns that closure of Bilston police station front office was a retrograde step.

The Chair advised that Judy Foster, the Assistant Police Commissioner would be attending the next meeting of the scrutiny panel 5 February 2015 and suggested that she and Cllr Elias Mattu, Cabinet Member be invited to comment on front office closures at the meeting.

Resolved

That the paper be noted

This page is intentionally left blank



Vibrant Safe and Sustainable Communities Scrutiny Panel 5 February 2015

Report title	Blakenhall Community and Healthy Living Centre update		
Cabinet member with lead responsibility	Councillor Elias Mattu Community		
Wards affected	Blakenhall		
Accountable director	Anthony Ivko, Older People		
Originating service	Community Recreation		
Accountable employee(s)	Robert Johnson Tel Email	Acting Head of Libraries and Community Recreation 01902 55(2186) Robert.Johnson@wolverhampton.gov.uk	
Report to be/has been considered by			

Recommendation(s) for action or decision:

The Panel is recommended to:

1. Endorse the progress which has been made regarding the reduction in subsidy from Blakenhall Community & Health Living Centre.

1.0 Purpose

1.1 That members of the Panel are kept up to date on the progress which has been made regarding the reduction in subsidy from Blakenhall Community & Health Living Centre.

2.0 Background

- 2.1 In October 2014, cabinet agreed the proposal to reduce the budget subsidy at Blakenhall Community and Healthy Living Centre by working with the community to develop an alternative model.
- 2.2 Unsuccessful attempts have been made to identify suitable organisations to take over the building; therefore an alternative way of meeting the savings target without destabilising the centre to the point of closure has now been developed.

3.0 Savings Proposal

- 3.1 The new proposal will see a reduction in the public opening hours and a reduction in the staffing levels at the centre, while retaining sufficient support to ensure that these services are managed and maintained.
- 3.2 The centre is currently open for 75 hours per week; under the new proposal the centre will be open for 58 hours per week a reduction of 22%. The revised opening hours will be structured around peak usage times and to allow regular groups to continue to meet in order to maximise the centre income. In order to try and mitigate against this reduction, work will be undertaken to investigate the feasibility of using alternative access arrangements for gym users, which may eventually result in an increase in gym opening hours.
- 3.3 Centre users will be consulted on their preferred staffed opening hours via a customer survey and the equal opportunities monitoring form associated with this will be used to make a revised judgement on the impact this proposal will have on all nine protected equalities characteristics. Dates of this consultation will be published in due course and the Blakenhall Community and Healthy Living Centres Advisory Group notified accordingly.
- 3.4 The staffing establishment of the centre will change to reflect both this reduction in opening hours but also to reflect changes in the way the centre is now being used and possible future use.

4.0 Financial implications

- 4.1 The net controllable budget for Blakenhall Community and Healthy Living Centre for 2014/15 is £108,000. The planned saving for this service is £100,000.
- 4.2 The delivery proposals set out above, are expected to meet the planned savings, as approved within the Medium Term Financial Strategy item 'Blakenhall Healthy Living Centre (Reduce Subsidy)'. [AB/23012015/D]

This Report is [NOT PROTECTIVELY MARKED]

5.0 Legal implications

5.1 There are no legal implications arising from this report. [TS/20012015/I]

6.0 Equalities implications

6.1 An initial (stage 1) Equality Impact assessment has been undertaken which shows that a full analysis is required which is currently being complied. The equal opportunities monitoring form associated with the staffed opening hour's survey will be used to make a revised judgement on the impact this proposal will have on all nine protected equalities characteristics and this data will be included in this full report.

7.0 Environmental implications

7.1 There are no environmental implications arising from this report.

8.0 Human resources implications

- 8.1 The staffing establishment of the centre will change to reflect both the reduction in opening hours but also to reflect changes in the way the centre is now being used and possible future use.
- 8.2 Ten part time posts will be deleted (6 of these post are currently vacant), three new part time posts will be created and 1 post with have a reduction in hours from 37 to 25 per week. Some of the hours from the deleted receptionist posts will be used to create two information assistants to help with the delivery of the information requirements within the Care Act.
- 8.3 Formal consultation with affected staff and trade unions has begun in accordance with established Council guidance and Human Resources procedures, providing for redeployment and voluntary redundancy opportunities as appropriate.
- 8.4 An implementation plan will be established and discussed and agreed with staff and the trade union that will take into consideration the sequence of appointments to new posts and relocation of staff.

9.0 Corporate landlord implications

9.1 There are no corporate landlord implications arising from this report.

10.0 Schedule of background papers

"2015 / 16 Budget and Medium Term Financial Strategy" - Report to Cabinet on 22 October 2014.

This page is intentionally left blank

Agenda Item No: 7



Vibrant Safe and Sustainable Communities Scrutiny Panel 5 February 2015

Report title	WV Active Business Transformation		
Cabinet member with lead responsibility	Councillor Elias Mattu Leisure and Communities		
Wards affected	All		
Accountable director	Tim Johnson, Place		
Originating service	City Environment		
Accountable employee(s)	Chris Huddart Tel Email	Head of Service 01902 55(6788) <u>chris.huddart@wolverhampton.gov.uk</u>	
	Peter Connelly Tel Email	Project Manager 01902 55(5089) peter.connelly@wolverhampton.gov.uk	
Report to be/has been considered by	N/A		

Recommendations for action:

Councillors are requested to note the progress achieved to date to transform the business and discuss further opportunities to increase the participation rates across the city through the utilisation of the mainstream facilities.

1.0 Purpose

- 1.1 A fundamental business review has been undertaken of Leisure Services that has covered operational performance and identified opportunities for significant increases in the generation of income, to reduce the level of subsidy provided by the council.
- 1.2 The purpose of this report is to brief Councillors on the work that has been completed to date to transform Leisure Services and seek the views of Panel Members on further opportunities to increase participation rates within the leisure centres.

2.0 Background

- 2.1 The former Delivery directorate took responsibility for Leisure Services from 1 December 2013 and a new senior management team is now in place. Leisure services are responsible for the management of three mainstream leisure centres:-
- 2.1.1 **Bert Williams Leisure Centre** this facility was opened to the public in December 2011 at a cost of £18.6M which included a contribution of £900,000 from Sport England.
- 2.1.2 **Aldersley Leisure Village** opened in 1999 and is a key venue for regional and national events and is the operational base for a number of the key sporting clubs within the city.
- 2.1.3 **Central Baths** opened in 1990 and is a designated competition venue for swimming within the region. The centre is open to the general public but is often unavailable at weekends due to the demand to stage competitive galas. Some internal works are required to reconfigure and improve the facilities to a much higher standard to that currently available to generate more income from this venue.
- 2.2 A fundamental business review has been completed and Cabinet of 26 March 2014 approved a business transformation programme. A key driver of the new business model is to significantly improve the customer experience whilst generating additional revenue for the business. A critical element is the ease by which customers can book and pay for their fitness choices. This is an important factor acknowledged by high performing operators to attract and retain their customer base. This will make a significant contribution towards the greater utilisation of the assets which is essential in order to reduce the current level of subsidy.
- 2.3 Management are proactively strengthening relationships with key partners to capitalise on the mutual benefit that will be realised. In particular, work with the University of Wolverhampton and Wolverhampton Public Health are a priority and following initial meetings there are significant opportunities for greater utilisation of facilities to support the strategic priorities of Public Health across the city.

2.4 Four key strategic goals sit at the heart of the new approach to the business:

Key Strategic Goals

- 1. Strengthen branding, marketing and communications to become the leading fitness provider in the local area.
- 2. A customer centred approach to decision making processes.
- 3. Recruit, appoint and train staff to achieve the highest standards
- 4. Control and optimise all operating costs to deliver sustainable, accessible high quality facilities and services.

3. Strategic Goal 1- Branding, Marketing and Communications

- 3.1. It is important for the business to effectively compete and attract new users through the implementation of a comprehensive branding, marketing and communications plan. This enables the business to budget, plan and focus communications effectively, including targeting messages to the key stakeholders, by using a range of media and languages that is appropriate to that audience. Achievements to date include:
- 3.2. Achievements to date include:
 - A marketing and communications plan has been produced to proactively target key stakeholders and customers.
 - A major re-branding exercise of Leisure has been completed and the new name of the business is WV Active. A launch of the new brand name took place on 10 January 2015 at Aldersley Leisure Village and a further event is planned at the Bert Williams Leisure Centre in April 2015.
 - New internal and external signage is in place at Aldersley Leisure Village and Central Baths. A totem sign is planned to be installed along the Black Country route to promote the Bert Williams Leisure Centre in March 2015.
 - A new on line booking system is now operational *for* customers to book through a web based system for activities such as group exercise classes, which is common practice for leisure operators. The data captured, will enable direct marketing to customers (email, text campaigns, social networks).

• All employees have been issued with new uniforms that are consistent with the new brand image.

4. Strategic Goal 2 - Customer Centred Approach to Decision Making

- 4.1 The effective and efficient programming of facilities is vital to the achievement of the goals to increase and sustain participation levels. A review of programming and utilisation has highlighted the need to radically change the programmes of use to engage the latent demand within the city. The review also identified the potential to grow the membership base by offering low cost packages that are better value for money, when compared with other providers.
- 4.2 Achievements to date include:-
 - The launch of the WV Active membership offering two types of packages namely a "Gold Active" membership which includes unlimited gym and swimming activities and the "Platinum Active" membership, that has the added benefit of unlimited access to group exercise classes held in both the fitness studios and swimming pools. Following the launch of the new scheme significant interest has been generated for corporate memberships, which is currently open to employees of the council, the emergency services, other public sector bodies and the University of Wolverhampton.
 - Entering in to an agreement with Les Mills, a leading worldwide group exercise class provider, to develop a new group exercise programme for the business. The business currently delivers 100 classes a month which is planned to increase to 180 by the end of the year.
 - In conjunction with the Amateur Swimming Association, a fundamental review of the swimming programmes has been completed and a Swimming Improvement Plan has been produced.
 - A review of the schools swimming lessons programme has been completed that resulted in the more efficient scheduling of school bookings to maximise the pool space and swim teacher resource.
 - Secured a long term partnership agreement with England Handball to use Aldersley Leisure Village as a competition and training base for the governing body.
 - Increased income generation by hosting a broader range of one off events such as "Zero to Hero" staged at Aldersley Leisure Village.
 - The introduction of "aqua-run" fun sessions at the Bert Williams leisure centre for children at weekends and school holidays.

5. Strategic Goal 3 – Develop And Empower Staff

5.1 The commercialisation of the business requires managers to have a set of key competencies focused on performance management and customer relations that is consistent with a commercially operated leisure facility. The previous employee structure Report Pages

This report is [NOT PROTECTIVELY MARKED]

was traditional and municipal in the delegation of duties and required a step change in order to align the structure to the new business model. The new structure is set out in Appendix 1 and focuses on key income generating teams within the business.

- 5.2 Achievements to date include:-
 - The new structure has been approved and currently being implemented. The new structure focuses on key income generating teams within the business.
 - The line management of the reception teams has transferred to Customer Services. The rationale for this change is to strengthen this area of the business to enhance the customer experience and encourage return visits. As a result the following customer contact points have been implemented:-
 - Telephone enquiries: there is one telephone number for all leisure centres in order to be certain of capturing all calls made to the centres by customers.
 - Reception enquiries: Customer Services have responsibility for reception staff at the centres and focus on the customer experience.
 - All customer communication via email/online/social media are directed to customer services to action according to the agreed corporate standards for all three facilities.
 - Delegated authority has been approved to vary activity prices in line with market conditions to ensure the business can effectively compete against other leisure operators.

6. Strategic Goal 4 – High Quality Facilities

- 6.1 Within the context of the council's corporate landlord model, targeted investment is being undertaken to upgrade areas at all three facilities.
- 6.2 Achievements to date include:-
 - Sport England funding of £150,000 has been secured for the refurbishment of changing facilities and the extension of the main function room at Central Baths that will generate significant levels of additional revenue for the facility
 - Work has commenced to upgrade the catering operations summarised below:-
 - Minor refurbishment and decoration to the catering kiosk at Central Baths to serve refreshments during swimming galas.
 - The provision of a catering counter service in the main reception area at Aldersley Leisure Village

• Facility development plans are being produced in conjunction with the corporate landlord that set out an investment programme to maintain the facilities to predetermined standards but also include facility improvements to maintain and grow the customer base.

7.0 Financial implications

7.1 The Medium Term Financial Strategy sets out efficiency savings to reduce the level of subsidy required to operate the leisure centres. The reduction in operational subsidy for the business for the period 2014/15 to 2018/9 is £0.902M. This will be generated through the new employee structure and additional income from the implementation of the new membership scheme and structured activity programmes. Service improvements will be funded through a combination of external grant, capital programme resources and the Transformation Reserve. [GE/2301205/V]

8.0 Legal implications

8.1 There are no direct legal implications as a result of this report. The procurement of the proposed new management information system will follow the corporate procedures. [Legal Code: TS/21012015/M]

9.0 Equalities implications

9.1 The development of the new business model has been subject to an equality analysis to ensure that the core equality commitments are met by the business going forward.

10 Environmental implications

10.1 There are no environmental implications as a result of this report.

11 Human resources implications

11.1 A critical success factor of this new business plan is the implementation of a new employee structure that takes in to account the need to create environment with in the facilities that meets customer expectations. The re-structure continues to follow the corporate guidelines and ensure that all employees directly affected are fully consulted.

12.0 Corporate landlord implications

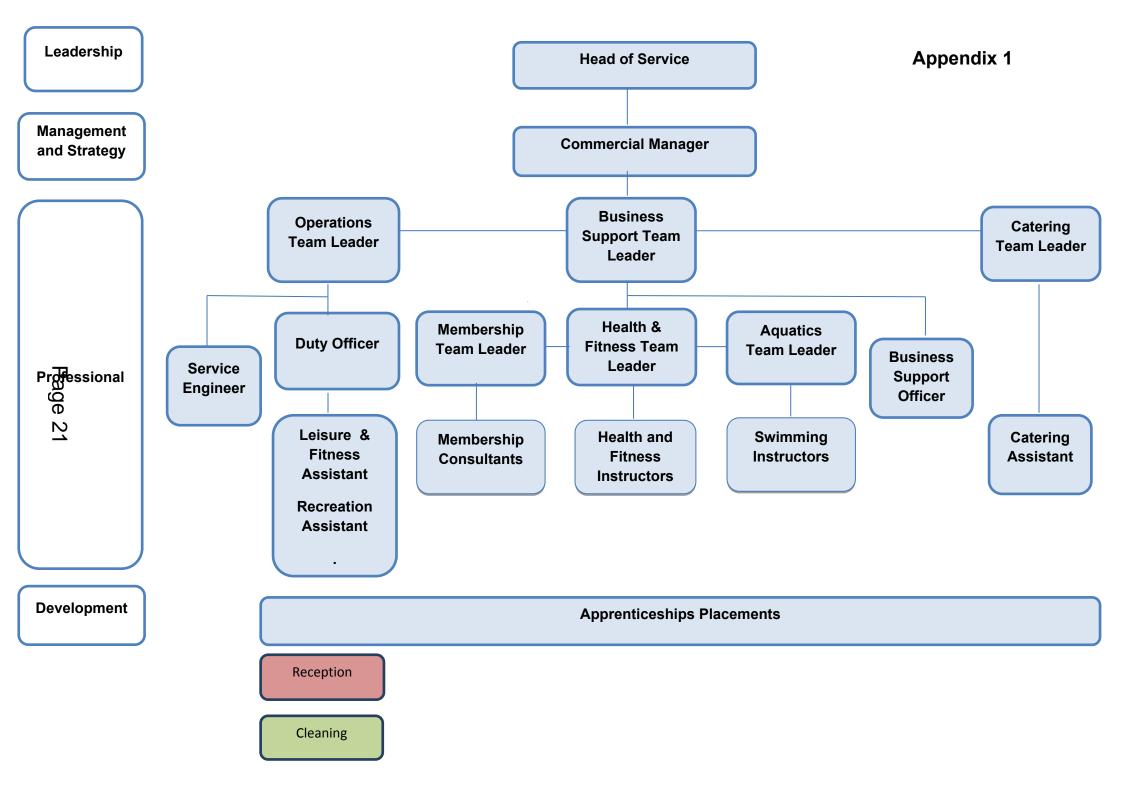
- 12.1 The Corporate Landlord service has been fully sighted on the proposals contained within this report.
- 12.2 The proposed targeted investment for all three facilities will improve the utilisation of the assets and subsequently generate additional income. The works are essential to deliver sustainable and accessible high quality facilities and will assist in the enablement of the current level of subsidy being reduced.

12.3 Facility development plans are being produced in conjunction with the Corporate Landlord that will set out an investment programme to maintain the facilities to predetermined standards but also include facility improvements to maintain and grow the customer base.

13.0 Schedule of background papers

13.1 Cabinet meeting, 26 March 2014 – Leisure Services Business Transformation.

This page is intentionally left blank



This page is intentionally left blank