

TONBRIDGE & MALLING BOROUGH COUNCIL

CABINET

10 October 2018

Report of the Chief Executive

Part 1- Public

Executive Non Key Decisions

1 REVIEW OF YOUTH ENGAGEMENT, SPORTS AND EVENTS DEVELOPMENT

To review the Council's approach to youth engagement, sports and events development.

1.1 Background

- 1.1.1 The Overview and Scrutiny Advisory Committee met on 21 June 2018 to review the Council's approach to youth engagement, sports and events development. The report is attached (Appendix 1). The Committee concluded that the services supported the Council's key priorities, offered value for money, attracted investment into the Borough and, in addition to a direct level of income, provided broader economic, health and social benefits.

1.2 Legal Implications

- 1.2.1 There are no legal implications arising from this report.

1.3 Financial and Value for Money Considerations

- 1.3.1 Members will note from the Service Appraisal templates that it is felt that the existing Services do offer good value for money and the proposed options for future approach will offer both increased income to the Council and efficiencies leading to a reduction in overall expenditure.
- 1.3.2 If Members are minded to continue with these service provision an annual revenue saving to the Council of **£14,940** could be achieved, without a reduction in service delivery. The annual revenue saving represents a **28%** reduction in the current operational budget cost of these services to the Council.
- 1.3.3 It is clearly identified in the review that the Services do make a positive contribution to the Council's strategic objectives, and ongoing delivery is therefore justifiable. This point is particularly important bearing in mind the discretionary nature of the Services and the Council's overall financial position.

1.4 Risk Assessment

Whilst the services are discretionary, the risks associated with the non-delivery of these services were highlighted in the report to Overview and Scrutiny.

1.5 Recommendations

1.5.1 That the following three recommendations as set out in the report to Overview and Scrutiny Committee on 21 June 2018 **BE AGREED**:

- i) the contribution made by the Council's delivery of Youth Engagement, Sports and Events Services to the achievement of its strategic objectives be acknowledged;
- ii) the suggested changes to the existing delivery arrangements as outlined in the report and Annexes 1-3 be agreed;
- iii) the associated savings of £14,940 to the Council's annual revenue budget be included and reflected in the 2018/19 revised revenue budgets.

1.5.2 That **Cabinet CONSIDER** the following:-

- 1) that additional income generating opportunities be explored to include the potential to re-charge licensing costs to organisers of commercial events and the potential introduction of an administration fee for community events on Council land dependent on, and related to, the scale;
- 2) that the proposal put forward by the Tonbridge Town Team to establish a joint working group to help co-ordinate and develop events be investigated;
- 3) that a further review of the costs and benefits of marketing and publicity activities across all Council services be undertaken by the Overview and Scrutiny Committee with a view to reducing such costs where possible;
- 4) that wider use of social media to promote youth activities be encouraged;
- 5) that a wider participation of schools across the Borough in the Youth Forum be promoted via the Enterprise Advisor Network; and
- 6) that a report be made to the Communities and Housing Advisory Board in one year's time to update on progress made in relation to the recommendations arising from the Review of Youth Engagement, Sports and Events Development.

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