

TONBRIDGE & MALLING BOROUGH COUNCIL
COMMUNITIES and HOUSING ADVISORY BOARD

23 July 2019

Report of the Director of Street Scene, Leisure & Technical Services

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 YOUTH ENGAGEMENT, SPORTS AND EVENTS DEVELOPMENT

This report updates Members on the recommendations from the Overview and Scrutiny Committee review of Youth, Sports and Events Development undertaken in June 2018.

1.1 Introduction

1.1.1 On the 21 June 2018 the Overview and Scrutiny Committee undertook a review of Youth Engagement, Sports and Events Development. The review considered the continuation of provision of these services by the Council, alongside future delivery options and potential savings.

1.1.2 The Committee concluded that the services supported the Council's strategic objectives, offered value for money, attracted investment into the Borough and, in addition to income generation, provided broader economic, health and social benefits. The following recommendations were approved by the Committee:-

- the contribution made by the Council's delivery of Youth Engagement, Sports and Events Services to the achievement of its strategic objectives be acknowledged;
- the suggested changes to the existing delivery arrangements, as outlined in the report and at Annexes 1 to 3, be agreed; and
- the associated savings of £14,940 to the Council's Annual Revenue Budget be included and reflected in the 2018/19 Revised Revenue Budgets.

1.1.3 At its meeting on the 10 October 2018, Cabinet considered the Overview and Scrutiny Review and further recommendations were agreed as detailed below. The recommendations include a request that an update report be brought to this Board to monitor on progress:-

- 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, scale.

- the proposal put forward by the Tonbridge Town Team to establish a joint Working Group to help coordinate and develop events be investigated.
- a further review of 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 costs where possible.
- wider use of social media to promote youth activities be encouraged.
- a wider participation of schools across the Borough in the Youth Forum be promoted via the Enterprise Advisory Network.
- a report be made to the Communities and Housing Advisory Board in one years' time to update on progress made in relation to the recommendations arising from the Review of Youth Engagement, Sports and Events Development.

1.2 Progress Update

1.2.1 Good progress has been made to date on the implementation of the review's recommendations and these are detailed below. Updates are provided on each service area taking into consideration both the recommendations from the Overview and Scrutiny Committee and Cabinet.

1.2.2 **Events Development** – Work undertaken in this service area focusses on supporting and authorising events that take place on Borough Council land including, but not limited to, Tonbridge Castle Grounds, Country Parks and numerous Public Open Spaces across the Borough. Both commercial and community activities take place ranging from larger events such as Christmas Festivals to smaller sponsored charity walks. Following the Overview and Scrutiny Committee review focus has been given to enhancing the activities programme for the benefit of local communities, whilst increasing income and reducing Council costs.

1.2.3 Positive progress has been achieved over the past 12 months on enhancing the Council's events programme with a drive to secure additional income from commercial events, whilst still retaining support for historic and community activities. Events income for 2018/19 was originally budgeted at £5,000 and increased to £15,000 following the outcome of the review. Actual income for the year 2018/19 £13,374. This has resulted from an increase in the number of events.

1.2.4 It is anticipated that the events programme will be further enhanced this year and it has already seen the introduction of a second music event at Tonbridge Castle, the La Marzocco Coffee Festival and the introduction of a monthly Brocante

market. These new events add to an established programme including the Open Air Cinema, Summer Band Concerts, the Open Air Theatres and the Food Festival. The events continue to be well attended by the public with an estimated 10,000 visitors to the recent Food Festival. Projected income for 2019/20 is estimated to be in excess of £20,000. This increased income is to be reflected in the forthcoming budget process (the 2019/20 Revised and 2020/21 Original estimate).

- 1.2.5 When applying charges for commercial events consideration is now given to the cost implications for the Council. Now in addition to venue hire, charges are also levied in relation to associated use of indoor spaces, such as Tonbridge Castle Chamber, waste removal and car parking requirements.
- 1.2.6 In accordance with the recommendations from Cabinet, the approach to Performing Rights Society (PRS) Licencing has also been reviewed with costs now covered by each event organiser. This has seen a 64% reduction in the Council's cost for PRS from £2,924.08 in 2018 to £1,052.53 in 2019. This cost reduction is to be reflected in the forthcoming budget process (the 2019/20 Revised and 2020/21 Original estimate).
- 1.2.7 With regard to the Tonbridge Town Team, the Council's Economic Regeneration Manager regularly attends its monthly meetings and links into an internal Officer Group also meet to discuss relevant matters. Officers from the Development Team attend this Officer Group to ensure events are coordinated. Development Team Officers also liaise direct with the Town Team on specific events including the annual Dragon Boat Race.
- 1.2.8 **Youth Engagement** – The focus of this service area is to develop and promote opportunities for young people in Tonbridge and Malling ensuring they have a voice in, and can influence, decisions taken that affect them. Following the Overview and Scrutiny Committee review focus has been given to increasing broader participation in the Tonbridge and Malling Youth Forum and increasing the use of social media to promote youth activities.
- 1.2.9 With regard to the Youth Forum, representation has increased with a further 3 schools giving 80% coverage across the borough. To broaden the attendance further uniformed groups were also approached and are now represented. Attendance at meetings does fluctuate, especially around exam times and transition periods, though average attendance has risen from 17 to 20.
- 1.2.10 The use of social media to promote youth activities has been discussed at the Youth Forum. Whilst more traditional methods of marketing, such as brochures, still form a vital element for promoting activities, (such as the Y2Crew and Holiday Activities Programme), the use of Facebook and Twitter has increased and now forms a core element of promotion. The Forum has also recently installed a Quick Reference (QR) Code panel to a new bench linking back to the Youth Forum webpages. A further review of marketing and publicity of youth activities will form

part of the broader corporate review being reported to Overview & Scrutiny Committee later in the year.

- 1.2.11 The Youth Forum has engaged with a number of positive initiatives over the last 12 months continuing its work on mental health and liaison with the Police. In regard to the latter it has introduced a Safe Haven scheme in Tonbridge with the Tonbridge Old Fire Station the first premises to display the logo and welcome young or older people that feel threatened or concerned.
- 1.2.12 The Youth Forum has invited Tom Tugendhat MP to attend its October 2019 meeting to discuss its key activity areas for the next 12 months. These are Homelessness, (assisted by the Council's Housing Team), Drug Education and prevention in schools, (assisted by Kent Police) and poverty as a barrier to education, (assisted by KYCC). It is also inviting all schools to participate with additional representatives for this Q&A session, informing its action plan going forward.
- 1.2.13 Since the review, work has also continued on delivering and promoting activities for young people with a focus on hard to reach groups and those most in need. This is primarily through the Y2Crew and Easter and Summer Holiday Activities programmes and the Council Leisure Pass Scheme.
- 1.2.14 **Sports Development** – This service area focuses on developing, promoting, enabling and delivering sport and physical activities for residents within the Borough. Priority is given to seeking external funding to support and enable community activities, and working in partnership with Kent Council Council's Sports Development Unit.
- 1.2.15 Whilst no specific recommendations were brought forward by the Overview & Scrutiny Committee for Sports Development, the service continues to deliver and support a variety of activities including Young Cricket Leaders, Discovery Days for young people with additional needs and supporting the highly successful parkruns operating across the borough. The four parkruns now attract weekly attendance of approximately 1,200 runners, with the Tonbridge parkrun now in the top 10 nationwide.
- 1.2.16 Another key area for this service is partnership work with other local providers including Schools/Colleges, the Tonbridge and Malling Leisure Trust, Tonbridge Sports Association, local clubs and facility providers to support development and sustainability. Liaison also takes place with Kent Sport to provide a link between the County Council and local clubs, groups and organisations to ensure both opportunities and funding are attracted to the Borough.

1.3 Conclusion

- 1.3.1 Good progress has been made on all recommendations with targets being met or exceeded for budget reduction and income generation. This has been achieved whilst increasing provision and accessibility for local residents, especially those

most in need. It is the intention to continue to build on this success, and maintain momentum in the future.

1.4 Legal Implications

1.4.1 None

1.5 Financial & Value for Money Considerations

1.5.1 The projected increased income and cost reduction identified to date are to be reflected in the forthcoming budget process; and will continue to explore further opportunities to generate income and reduce costs.

1.5.2 Whilst it is acknowledged that many events supported by the Borough Council are within the Tonbridge area this reflects that the Council's primary event venue is Tonbridge Castle. This issue is, however, addressed through the allocation of Special Expenses. Liaison will be undertaken with the Director of Finance and Transformation to assess any impact that this report may have on the current allocation and revise accordingly.

1.6 Risk Assessment

1.6.1 Any risks associated with changes to the service delivery arrangements were identified in the report to the Overview and Scrutiny Committee in June 2018.

1.7 Equality Impact Assessment

1.7.1 As reported to Overview & Scrutiny Committee in June 2018.

1.8 Policy Considerations

1.8.1 Community, Crime & Disorder Reduction, Customer Contact, Equalities/Diversity, Healthy Lifestyles, Human Resources, Young People

1.9 Recommendations

1.9.1 It is RECOMMENDED that the positive progress achieved on the implementation of the approved change to delivery of Youth Engagement, Sports & Events Development be welcomed.

The Street Scene, Leisure & Technical Services confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

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Nil

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