

EAST HERTS COUNCIL

COUNCIL – 1 MARCH 2007

REPORT BY EXECUTIVE MEMBER FOR COMMUNITY
DEVELOPMENT

12. PURCHASE OF SWIMMING POOL SIGNAGE AND INFLATABLES

WARD(S) AFFECTED: All

'D' RECOMMENDATION - that £25,000 be used from Capital underspends identified within existing Property Capital Project budgets relating to Leisure to fund the purchase of new swimming pool signs and inflatables.

1.0 Background

1.1 Stevenage Leisure Ltd (SLL) as part of their drive to improve both the appearance of the facilities, and also maintain both the popularity and market share of pool parties and fun sessions, have identified the requirement to replace external and internal signage at all leisure facilities, as well as replacing the existing ageing inflatables.

1.2 A review of current Council Capital expenditure has taken place and the following Capital budgets have been identified as being under spent.

Code 72199 CCTV at Fanshawe/Ward Freman/Leventhorpe

Original Budget	£45,000
Revised Budget	£30,000
Probable	£30,000
Underspend reported already to Executive	£15,000

Capital Strategy is requested to note that the above budget underspend has already been identified as a Capital underspend to Executive and as such Executive would need to be informed of the use of this underspend. The underspend was achieved

following receipt of financially advantageous quotes for CCTV systems.

Code 72304 Ward Freman Roof Lights

Original Budget	£35,900
Revised Budget	£35,900
Probable	£28,900
Underspend identified	£ 7,000

The underspend identified here is an actual underspend as yet unreported to Executive.

Code 72304 Ward Freman Weatherproofing external compound

Original Budget	£10,000
Revised Budget	£10,000
Probable	£ 3,500
Underspend identified	£ 6,500

The underspend identified here is an actual underspend as yet unreported to Executive. This underspend should be achieved on the basis that Ward Freman pool installs a calcium hypochlorite disinfection system rather than a sodium hypochlorite system which requires additional storage space.

2.0 Business Case

2.1 Professional external and internal signage is seen as critical in portraying both a professional and welcoming image to any leisure facility. Existing signage is seen by SLL as an area for improvement, in that new signage will not only portray the partnership that exists between SLL and East Herts, but also contribute towards the corporate identity and brand image so important in the commercial market. The budget requirement identified for signage replacement is £10,000

2.2 Inflatables are seen as an important “draw” in terms of children’s fun sessions and pool parties. The existing inflatables at the various facilities are worn and in need of replacement. Pool parties generated almost £39,000 in income in 2004/05, making this an important area of the business. It is impossible to determine exactly how much revenue is generated by fun

sessions currently, but is generally accepted that the withdrawal of an inflatable for such sessions for any period of time impacts negatively on throughputs for these sessions. The budget requirement identified for inflatable replacement is £15,000.

3.0 Consultation

3.1 Capital Strategy Group have been consulted on the content of this report.

4.0 Conclusions

4.1 The purchase of new inflatables and new updated professional signage is seen as crucial in portraying both a corporate partnership image within the community, as well as underpinning certain revenue streams, specifically children's fun sessions and pool parties.

4.2 Sufficient Capital funding exists within the Councils Capital programme for pools to fund both the purchase of new signage and the inflatables.

4.3 A failure to purchase both these items could lead to reduced revenue streams at all leisure facilities which would directly impact on the current Variable Management Fee arrangements in place with our leisure contractor, Stevenage Leisure.

5.0 Legal Implications

5.1 There are no legal implications within this report.

6.0 Financial Implications

6.1 Financial implications within this report relate to Council's approval to use underspends identified in Property existing Capital budgets

7.0 Human Resource Implications

7.1 There are no Human Resource implications within this report.

8.0 Risk Management Implications

8.1 There are no risk management implications within this report.

Background Papers

None

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Community

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