

QUARTERLY MONITORING REPORT

DIRECTORATE: Environment
SERVICE: Stadium & Hospitality
PERIOD: Quarter 4 to period end 31 March 2008

1.0 INTRODUCTION

This quarterly monitoring report covers the Stadium & Hospitality Department fourth quarter period up to year-end 31 March 2008. It describes key developments and progress against all objectives and performance indicators for the service.

Given that there are a considerable number of year-end transactions still to take place a Financial Statement for the period, which will be made available in due course, has not been included within this report in order to avoid providing information that would be subject to further change and amendment.

The way in which traffic light symbols have been used to reflect progress to date is explained in Appendix 4.

2.0 KEY DEVELOPMENTS

STOBART STADIUM HALTON

RFL Visit

As part of the criteria for eligibility to apply for a Super League Licence the Stadium must undergo a full inspection from representatives from the RFL.

This inspection has taken place and the Stadium passed all criteria, the inspector's final comment being "you have a superb ground with fantastic facilities".

A final decision is expected in July regarding the Licence application.

2012 Olympic Training Camp

The Stadium has been accepted as a suitable venue for both Table Tennis and Football training camps for the 2012 Olympics.

The Stadium is to be listed in both the official Northwest document and the LOCOG document, both documents will be distributed at the

forthcoming Beijing games.

During a post visit feedback session the inspectors described the Stadium as the only venue visited to date that has fallen into the “Excellent” category.

Marquee Suite

A number of events have been held and more planned for later this year.

The Charity “Pink Ball” held in February in aid of Breast Cancer Awareness was a huge success and raised over £5,000.

The feedback from all events has been excellent, the recent Wedding Fare attracted over 40 exhibitors and raised more than £4,000 in income.

Representative Matches

A number of representative matches have been held at the Stadium these include:- The National University Games, GB Lions versus France, the National Youth League Grand Final and the final of the Amateur Rugby League.

These matches continually raise the profile of the Stadium, this input is vital whilst the Vikings are in the lower league of the National game.

SCHOOL MEALS

Brokerage

The school meals service has gone through the brokerage process this year and has been approved by the Children and Young Peoples Directorate to be the only successful supplier.

The new service level agreement with schools includes a termly audit check in each school, to ensure a quality service is continually being provided.

School Meals Uptake

Primary

Primary schools are continuing to widen the variety of the food on offer.

After a very wide consultation exercise the menus comprise of all the children’s favourites in order to encourage them to enjoy their meals.

The introduction of semi skimmed milk in place of full fat milk has dramatically increased the consumption; also the compulsory wholemeal

bread served in addition to the main meals is also increasingly popular.

The fruit consumption also is increasing which is one of the benefits of the Free Fruit for under 7's initiatives that Halton has benefited from for the last 7 years.

High

High schools too are also continuing to widen the variety of food that they eat.

The introduction of pasta/ noodle bars, hot baguettes, wraps smoothies etc has proven popular as has the inclusion of free vegetables or salad with all main meals or sandwiches, therefore helping to increase their 5 a day intake.

The new government restrictions on food served at morning break has had an effect on the income in some schools.

3.0 EMERGING ISSUES

School Meals

Free Meal Registration

A new system introduced in January means that anyone registering for Housing Benefit with qualifying children automatically becomes registered for free school meals.

This has had a dramatic effect on the number of registered school meal pupils, increasing from around 2,400 to 3,600 with the possibility of a further 800+ to follow.

If these "new" registered pupils take up their entitlement then a significant overspend could occur on the free meal budget line.

Million Meals Initiative

In order to improve the uptake of school meals the school food trust has launched the Million Meals Campaign.

As part of the million meals campaign schools are asked to support the following pledge with regard to school food:

- Respect our pupils as customers
- Give them time and space to eat
- Teach them why good food matters
- Promote school food to parents

Million Meals –The policy drivers

1. National Healthy Schools Programme

Increasing school meal take-up will help schools achieve healthy school status.

Information on: - www.healthyschools.gov.uk

2. PSA12 Improve the health and well being of children and young people

Indicator 2 Percentage of pupils who have school lunches

Indicator 3 Levels of childhood obesity.

For information on the PSA 12: Improve the health and well being of children and young people visit:

www.hm-treasury.gov.uk/media/C/F/pbr_csr07_psa12pdf

3. Every Child Matters

Information on www.everychildmatters.gov.uk

4. National Indicator Set

One of the 198 indicators is the take-up of school lunch

5. Choosing Health and Health Challenge England

www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/dh4139514

5. The Children's Plan

Information on www.dfes.gov.uk/publications/childrensplan

6. 5 A Day and the School Fruit and vegetable Scheme




Information on www.5aday.nhs.uk/sfvs/default.aspx

The million meals campaign looks at 10 areas which contribute to the uptake of school meals: -

1. Involve pupils
2. Engage parents and carers
3. Involve adults as role models
4. Make food and drink integral to the whole school day
5. Maximize take-up of free school meals
6. Take positive steps to reducing packed lunches
7. Promote and market food effectively




- 8. Make the food tasty and attractive
- 9. Make lunchtime a good experience
- 10. Manage Resources

4.0 PROGRESS AGAINST KEY OBJECTIVES / MILESTONES

Total	17		16		0		1
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Good progress this year towards objectives and milestones. The single red traffic light refers to the Stadium tour and gallery, the opening of which has been re-scheduled for later this year. For further details please refer to Appendix 1.

4.1 PROGRESS AGAINST OTHER OBJECTIVES / MILESTONES

Total	0		0		0		0
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There are no "Other" objectives for this service.

5.0 SERVICE REVIEW

HOSPITALITY ASSURED

The School Meals Service was externally assessed on 8th and 9th October 2007, the criteria used is industry led and the same criteria is used to judge ALL catering services, public and private, only 12 Local Authorities have achieved the accreditation to date.

The Assistant Chief Executive from Hospitality Assured has informed us that the service was successful and a formal presentation took place Tuesday 5th February.

The challenge for the service is to now improve its score for the next visit by the assessors in November.

A full report from the assessors is available to view from either the Schools Meals Manager or Head of Service.

CUSTOMER CONSULTATION

School staff have been consulted to see if the catering provision could

be improved for them, 89% reported that they enjoyed their school meal.

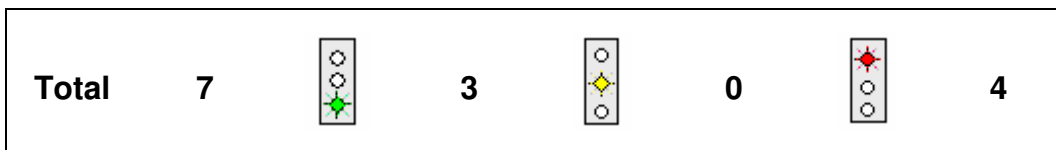
A customer satisfaction audit has also been undertaken in 20 schools.

The average satisfaction levels are currently 87.19% the target set by the service for this year was 86.66%.

GOOD EGG AWARD

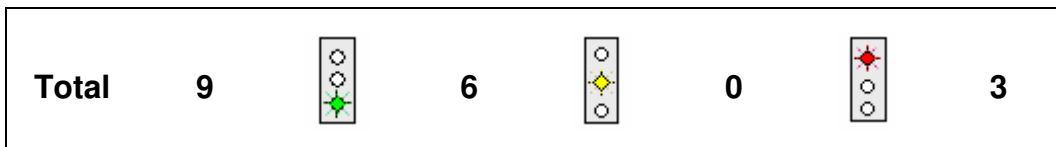
Halton Borough Council has received a “Good Egg” award; Halton was one of only 5 Local Authorities receiving recognition for introducing free-range eggs to all schools and council catering establishments.

6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS



Performance relating to the quality and preparation of school food has been successful in meeting targets, however, uptake of school meals and the financial performance of the Stadium has not. For further details please refer to Appendix 2.

6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS



For further details please refer to Appendix 3.

7.0 PROGRESS AGAINST LPSA TARGETS

There are no LPSA targets for this service.

8.0 RISK CONTROL MEASURES

During the production of the 2007-08 Service Plan, the service was required to undertake a risk assessment of all Key Service Objectives.

Where a Key Service Objective has been assessed and found to have associated ‘High’ risk, progress against the application of risk treatment measures is to be monitored, and reported in the quarterly monitoring report in quarters 2 and 4.

There are no Key Service Objectives for this service that have been assessed and found to have associated ‘High’ risks. Therefore, there is

no progress to report.





9.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS





During 2006/07 the service was required to undertake an Equality Impact Assessment. Progress against actions identified through that assessment, with associated High priority are to be reported in the quarterly monitoring report in quarters 2 and 4.






There are no High priority actions for this service; therefore, there is no progress to report.




10.0 APPENDICES


Appendix 1- Progress against Key Objectives/ Milestones
Appendix 2- Progress against Key Performance Indicators
Appendix 3- Progress against Other Performance Indicators
Appendix 4- Explanation of traffic light symbols

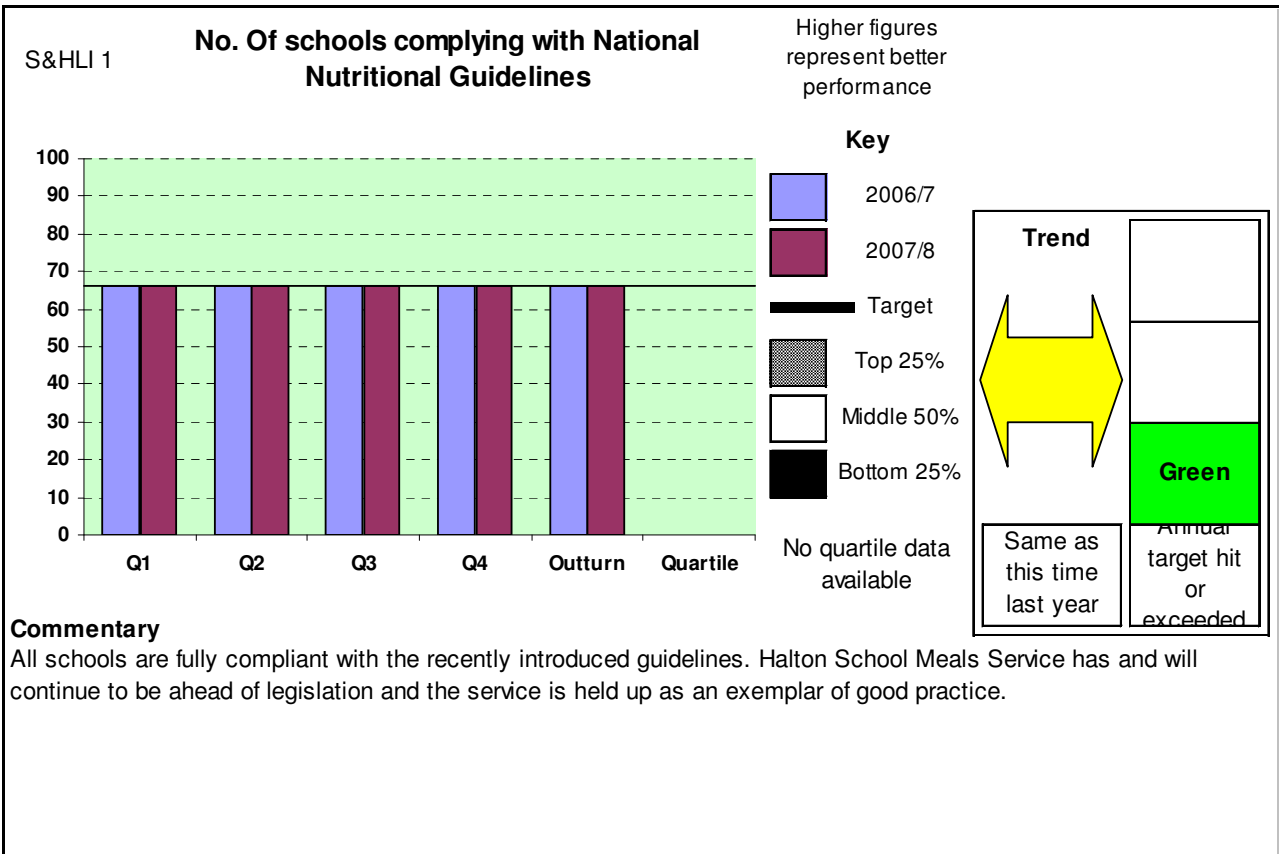
Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
SH 01	Increase the community usage of the stadium, encouraging healthier lifestyles and providing opportunities for learning	Review and develop annual community programme - April 07		The community usage of the Stadium has increased significantly this year. A youth event is planned for July that will potentially attract over 30,000 people to the Stadium over 2 days.
		Identify market gaps and develop annual plan for HLC scheme - April 07		Plan completed. The number of Leisure Card Holders has increased significantly this year, presently 208, due mainly to a more pro-active marketing campaign, this is the highest number of Leisure Card Users we have ever had registered.
		Promote monthly availability of IT suite to non corporate audiences - May 07		The programme of usage by Pupil Referral Unit (PRU) pupils started mid-October and further plans are being developed in partnership with the Vikings.
		Develop a list of targeted local volunteer, not for profit and public sector organisations to encourage uptake by		Completed.

Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
		<p>disadvantaged groups. Develop a plan for engagement of the identified groups to promote the Stadium facilities - August 07.</p> <p>Visit Riverside College Halton and local Sixth Forms at the start of each academic year September 07 to advise and promote to students the leisure facilities at The Stadium.</p> <p>Develop Stadium tour and gallery - December 07</p>	 	<p>A follow-up visit has been programmed for May with a view to offering a Summer promotion to the Students..</p> <p>Re-scheduled for 2008/09.</p>
SH 02	Increase the Stadium turnover and improve efficiency to reduce the level of Council contribution.	<p>Review and update database, identify new fields - April 07</p> <p>Review and identify areas for improvement in line with the Business Plan and Marketing Plan - April 07</p>	 	<p>Complete. This database forms the basis for all mail shots and promotional flyers.</p> <p>Ongoing</p>

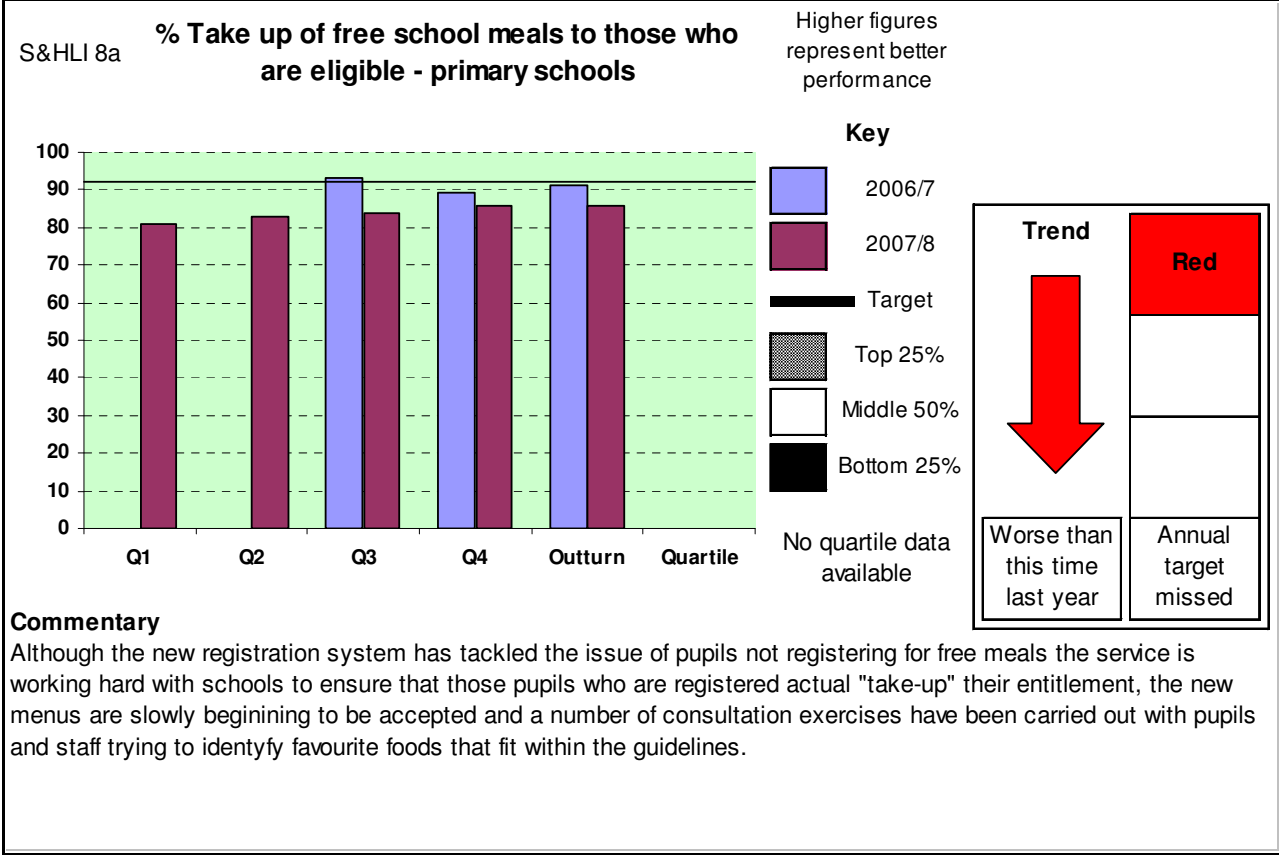
Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
		<p>Trial additional food outlets during the forthcoming Rugby Season starting April 07 and Evaluate new food outlet points - September 07</p> <p>Conduct and complete a Stadium Benchmarking exercise - October 07</p> <p>Construct a business case - October 07, enabling the Stadium to hold a music concert</p> <p>Implement accepted recommendations of 2006 Energy Audit - March 2008</p>	   	<p>Complete.</p> <p>Completed. Analysis of data ongoing.</p> <p>Agreement for a Youth Festival, to be held July "08" which will incorporate on pitch musical activities.</p> <p>Ongoing, recent Invest to Save bid has been accepted and actions identified have been fully implemented, savings to date are showing an energy usage reduction of around 13%.</p>
SH 03	Increase the number of Pupils registering and regularly eating free school meals, maximising benefit entitlement to families	Conduct and complete a School Meal Benchmarking exercise		A number of Authorities have provided information enabling us to identify our areas of weakness, of

Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
	and improving dietary intake of pupils and carers.	<p>to identify and learn better practice - July 07</p> <p>Simplify registration for free school meals by incorporating registration as part of housing benefit application - September 07</p> <p>Identify and target families with children eligible for free school meals to educate and encourage uptake for the academic year starting September 07</p> <p>Develop a bespoke Action Plan for each Secondary School following consultation with Pupils - September 07.</p>	  	<p>particular concern was the present arrangement with Cheshire for food procurement. Following advice from HBC procurement unit we are to swap our food suppliers from HBC contracts to SNUPI contracts.</p> <p>Completed.</p> <p>An ongoing programme has been developed.</p> <p>Complete and actions being implemented.</p>

Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
		Review, evaluate and amend plan – March 08		Ongoing



Commentary
 All schools are fully compliant with the recently introduced guidelines. Halton School Meals Service has and will continue to be ahead of legislation and the service is held up as an exemplar of good practice.

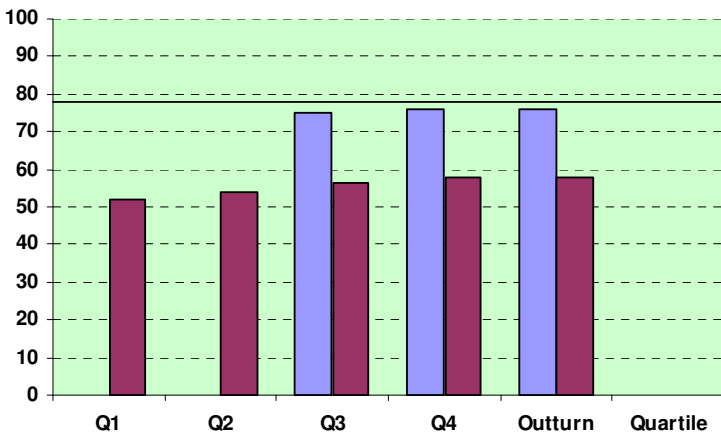


Commentary
 Although the new registration system has tackled the issue of pupils not registering for free meals the service is working hard with schools to ensure that those pupils who are registered actual "take-up" their entitlement, the new menus are slowly beginning to be accepted and a number of consultation exercises have been carried out with pupils and staff trying to identify favourite foods that fit within the guidelines.

S&HLI 8b

% Take up of free school meals to those who are eligible - secondary schools

Higher figures represent better performance



Key

- 2006/7
- 2007/8
- Target
- Top 25%
- Middle 50%
- Bottom 25%

No quartile data available

Trend

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Red
Worse than this time last year
Annual target missed

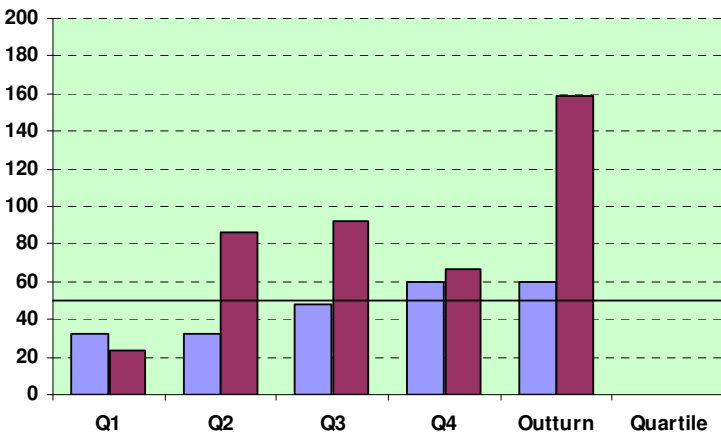
Commentary

Similar to the issues in Primary schools but compounded still further by the amount of lunchtime choice available to Secondary school children.

S&HLI 3

No. Of catering staff achieving a formal qualification

Higher figures represent better performance



Key

- 2006/7
- 2007/8
- Target
- Top 25%
- Middle 50%
- Bottom 25%

No quartile data available

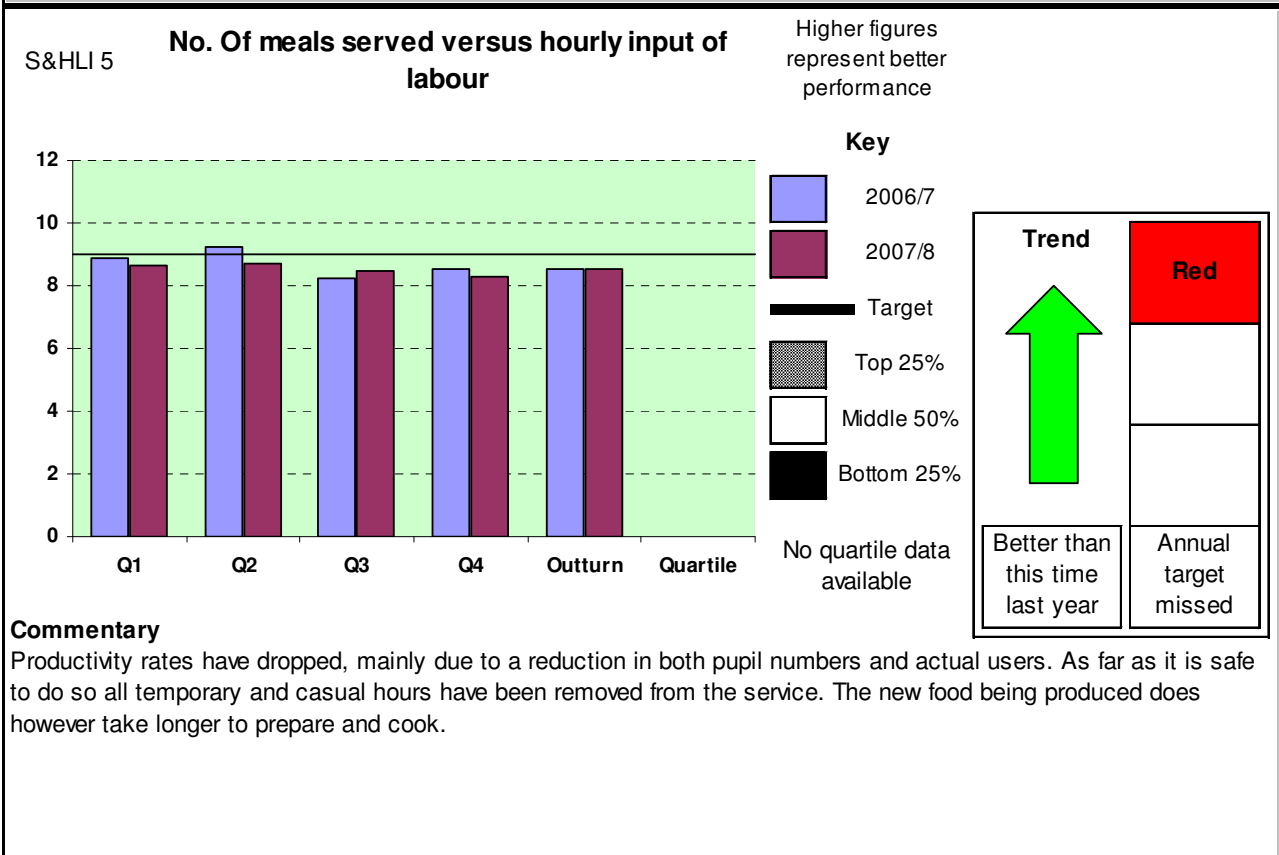
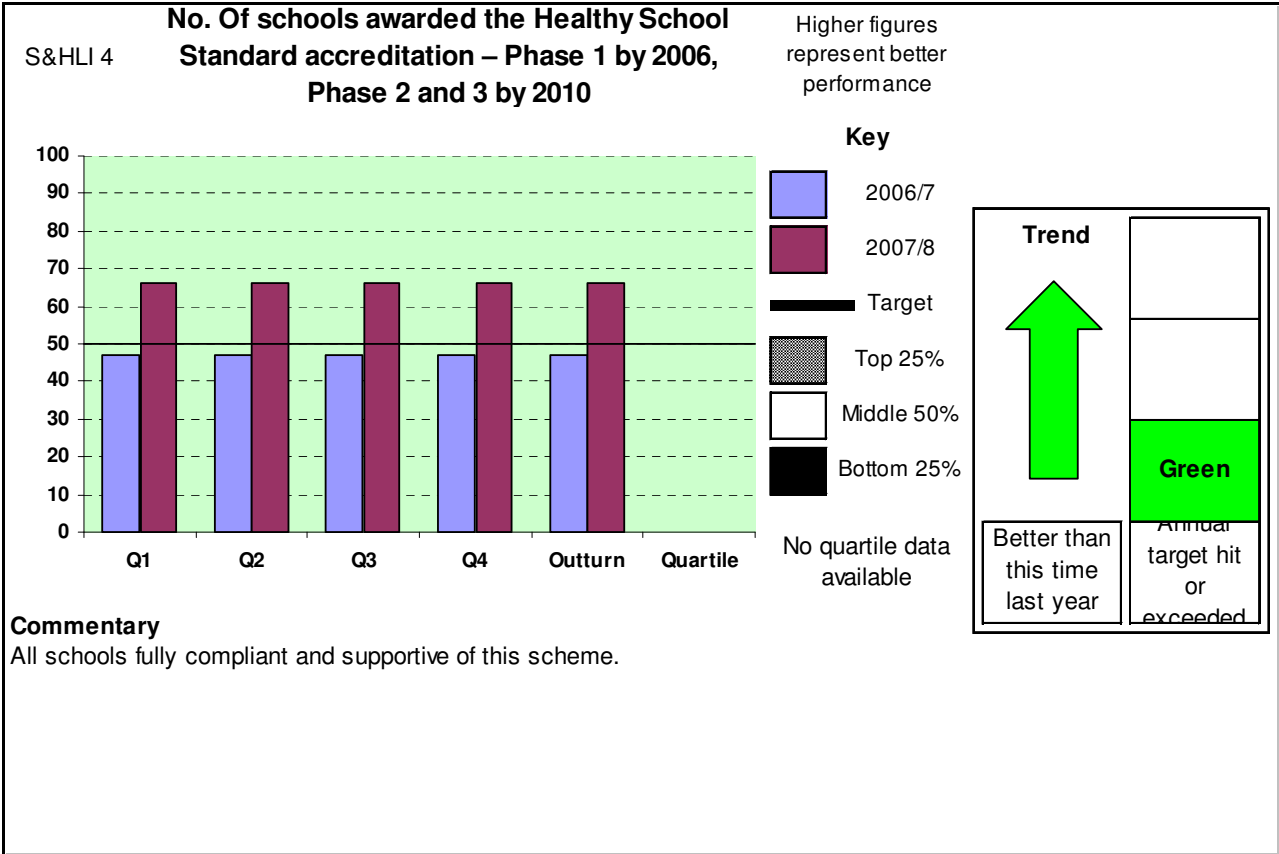
Trend

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Green
Better than this time last year
Annual target hit or exceeded

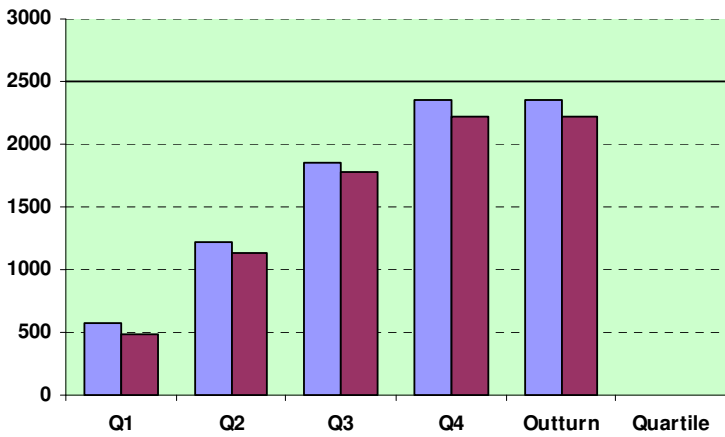
Commentary

This area received particular praise from the Hospitality Assured inspectors. School Meals Management have a similar programme scheduled for 2008/9.



S&HLI 16 **Increase in the turnover of the Stadium (£k's)**

Higher figures represent better performance











Key


- 2006/7
- 2007/8
- Target
- Top 25%
- Middle 50%
- Bottom 25%
- No quartile data available

Trend	Red
Worse than this time last year	Annual target missed



Commentary

Following the Vikings going into administration a decline in Stadium users was witnessed, in addition the smoking ban which came in to force had an initial detrimental effect on trading, particularly in the Social Club.

Ref	Indicator	Actual 06 / 07	Target 07 / 08	Quarter 4	Progress	Commentary
Service Delivery Indicators.						
SH LI 02	No. Of: (a) Healthy food initiatives (b) Schools	6 66	6 66	8 66	 	Excellent progress made, all schools fully supporting the new healthy initiatives
SH LI 06	% Of children's intake of a variety of fruit an vegetables a day	67%	70%	72%		Target achieved.
SH LI 07	% Of healthier menu items in Council canteens	65%	70%	71%		Target achieved.
SH LI 10	No. of people accessing stadium facilities (1,000's)	561	597	568		Slightly down on target. The initial reaction to Widnes going into administration had a short-term negative effect.
SH LI 11	Increase in the uptake of the Halton Leisure card	155	170	208		Excellent progress made due mainly to a very pro-active marketing campaign, this is the highest ever figure achieved.
Fair Access						
SH LI 14	% of school children registered for free school meals	71%	75%	90%		The new registration system has proved very successful, final data awaited to confirm registration figure.
Cost & Efficiency						
SH LI 15	Unit cost per visit to the fitness centre	£1.27	£1.20	£1.27		The removal of the VAT exemption for Full Fitness members has resulted in a significant drop in Net Revenue.

Ref	Indicator	Actual 06 / 07	Target 07 / 08	Quarter 4	Progress	Commentary
SH LI 17	Total cost per school meal	£1.86	£1.75	£1.84		School meals has operated above budget, mainly due to the level of fixed costs and higher levels of food cost.

The traffic light symbols are used in the following manner:

	<u>Objective</u>	<u>Performance Indicator</u>
<u>Green</u>	 <p>Indicates that the <u>objective has been achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the annual 06/07 target <u>has been achieved</u> or exceeded</p>
<u>Red</u>	 <p>Indicates that that the <u>objective has not been achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the annual 06/07 target <u>has not been achieved.</u></p>