

QUARTERLY MONITORING REPORT

DIRECTORATE: Environment

SERVICE: Stadium & Hospitality

PERIOD: Quarter 2 to period end 30th September 2008

1.0 INTRODUCTION

This quarterly monitoring report covers the Stadium & Hospitality Department second quarter period up to 30 September 2008. It describes key developments and progress against 'key' milestones and performance indicators for the service.

The way in which traffic light symbols have been used to reflect progress to date is explained in Appendix 5.

2.0 KEY DEVELOPMENTS

School Meals

Free School Meals

Revenues and Benefits initiated a change to the registration process for free school meals earlier this year, which has resulted in anyone claiming Housing Benefit or Council Tax, with eligible children, being automatically registered. This has resulted in an increase of over 500 meals per day and further work will be undertaken to further increase uptake levels. At a recent meeting it was agreed to increase relevant budgets to accommodate.

The Stobart Stadium Halton

Play Off Match

An approach was made by Wigan Warriors RLFC to seek permission to stage their play off game against Bradford Bulls at the Stadium, we agreed even though there was only 5 days notice and remedial work had started on the pitch.

The match went ahead and attracted a crowd in excess of 7,400. It was hailed a huge success by both Wigan and the RFL, the Council receiving numerous plaudits for staging the game at such short notice and particular positive comments were made in relation to the quality of the facilities.

Numerous e-mails have been received from Wigan fans thanking us for staging the event. Please see below:-

Dear Sir,

I just wanted to say a heartfelt thank you for allowing Wigan RL and fans to turn the Stobart Stadium into a mini JJB stadium last Friday night. Myself, and my Dad, my sister her partner and my partner thoroughly enjoyed ourselves, and was quite touched that you had allowed Wigan RL to put up all the flags and the other cherry and white touches.

I just wanted to say thanks again, and hope you crack on and get a rightful place in SL in 2012 - you should have been picked for next year before Salford!

H208 Road Show

Following the popular and successful Halton's Got Talent competition in July an event was held in the Marquee Suite allowing all the competitors to perform again, the event attracted over 200 and all contestants enjoyed the experience.

Wedding Fayre

A Wedding Fayre was held on Monday 29th September attracting over 35 exhibitors and over 380 visitors. The Stadium Wedding Fayres are now recognised as the main local Wedding Fayre.

A full data base has been compiled of all the potential Brides and Grooms and contact is being made early October to pursue them to encourage them to book the Stobart Stadium for their Wedding.

Over 20 Weddings are already conformed for 2009, an increase of 21% compared to the same time last year.

Improved Marketing with Widnes Vikings

Following a number of meetings a joint marketing group has now been formed, this enables better use of mail shots and general advertising, in addition, it also presents a united front to a much larger customer base.

The most recent improvement has been the introduction on the Vikings Website of a dedicated page for the Stadium, advertising the various rooms and suites available on a non-match day. (www.widnesvikings.co.uk/conferencing).

Christmas Party Nights

A full range of options has been advertised and a number of nights are already fully booked.

The 70's event in the new Marquee Suite is now fully booked.

The full range of options for Christmas Party Nights can be viewed at the Stadiums web site.

Infrastructure Upgrades

A new fibre optic link enabling faster internet/intranet access has been installed, to be followed by a wireless option for conference bookings.

New fire alarm panels have been fitted that will reduce the number of false calls and provide better information to Fire Officers.

Work will commence in October to improve the PA system in the River and Bridge Suites and Fitness Sports Hall. The new system will improve quality, reliability and reduce overall cost as it will reduce the need to hire equipment for conferences and special events.

3.0 EMERGING ISSUES

School Meals

Additional Funding bid to the PCT

Obesity has been identified as one of 6 key areas of concern for the PCT, a comprehensive proposal paper has been submitted to the PCT requesting a range of funding options that would both improve the school meals service and as importantly make them more affordable to the residents of the Borough.

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

The Stobart Stadium Halton

Everton FC Reserves

Everton FC have approached the Stadium with a view to taking the two-year extension to the existing three-year deal, they also wish to start negotiations on securing a further five-year deal.

4.0 PROGRESS AGAINST MILESTONES/OBJECTIVES

Total	16		14		0		2
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Generally good progress towards objectives/milestones. Hosting of pop concert at the stadium and the expansion of the school smart card system (cashless payments), have encountered delays. For further details please refer to Appendix 1.

5.0 SERVICE REVIEW

School Meals

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. This award is granted on an annual basis, the Assessors are returning to complete this year's assessment on 5th and 6th November. A full report from the assessors is available to view from either the Schools Meals Manager or Head of Service.

Internal Audit Review

An internal audit of school meals has been completed and the findings will be presented to MT in the near future. All the recommendations within the report have been actioned.

Food Purchasing Contracts




Due to the substantial increase in food costs we are looking at all food contracts to try and make savings. Halton Borough Council has joined a purchasing organisation called SNUPI (which buys on behalf of Universities, Colleges and some Local Councils).

Civic Catering

Internal Audit Review




An internal audit of the Council Coffee Shops has been completed and the findings will be presented to MT in the near future. All the recommendations within the report have been actioned.

6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS

Total	7		5		0		1
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Of the seven performance indicators, five show good progress towards targets. One has been awarded a red traffic light (% uptake of school meals in primary schools), however, this disguises a significant increase in the actual number of pupils eating free meals. Data for one indicator, schools achieving The National Healthy School Standard, is not available to be reported this quarter.

6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS

Total	9		8		1		0
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Good overall progress towards the targets set for “Other” 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 2008-09 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 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 2007/08 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- Financial Statement
Appendix 5- Explanation of traffic light symbols

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
SH 1	Increase the community usage of the stadium and to maintain and improve the health of Halton residents.	Identify areas for improvement in line with the Business Plan and Marketing Plan.(this will drive the development of milestones for 2009/10). Nov 2008		On-going progress, preparation work underway for three-year Business Plan 2009 – 2012.
		Visit Riverside College Halton and local Sixth Forms to advise and promote to students the leisure facilities available at The Stadium. Sep 2008		Visits have taken place and follow-up visits are programmed W/C 13 th October. The new 3 – month membership offer is proving popular.
		Establish a regular forum to engage with all established community user groups to pursue development of activities and to encourage cross-activity cooperation May 2008		Following the recent Sports Partnership meeting a number of community groups have engaged in dialogue with Stadium management with a view to utilising the facilities.
		Establish a formal process for measuring customer satisfaction with Stadium Community Services. Dec 2008		A questionnaire is to be distributed to community users to seek views on future developments.
		<i>Charitable and community organisations to utilise Stadium facilities during "off-peak" periods at a reduced price. Dec 2008</i>		<i>A number of organisations have been in contact concerning the limited "free use offer".</i>
		<i>Host Capital Of Culture Youth event. July 2008</i>		Completed



**APPENDIX ONE - PROGRESS AGAINST OBJECTIVES/MILESTONES
Stadium & Hospitality Services**

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
SH 2	Increase the Stadium turnover and improve efficiency to reduce the level of Council contribution.	Implement promotional programme aimed at the Borough's school children to increase attendance at Widnes Vikings and Everton Reserve fixtures developed in conjunction with both clubs. Apr 2008		A number of marketing initiatives are being pursued with both Widnes Vikings and Everton F.C..
		Review and identify areas for improvement in line with the Business Plan and Marketing Plan. Nov 2008		On-going
		Host a pitch based "Pop Concert". Sep 2008		Limited progress.
		Host a wedding and business fayre. Oct 2008		A Business Fayre took place in April this year. A wedding fayre took place on 29 th September and was well attended by exhibitors and visitors. The Stadium Wedding Fayres are now regarded as the premier events of this type in the area.
		Develop promotional strategy to attract large corporate events to the Stadium (new Marquee Suite). Dec 2008		Working closely with Blackstripe Marketing and Widnes Vikings Commercial Manager to promote future events. The 70's Disco Christmas Party Night is a complete sell-out with over 350 tickets sold and a waiting list of over 30.

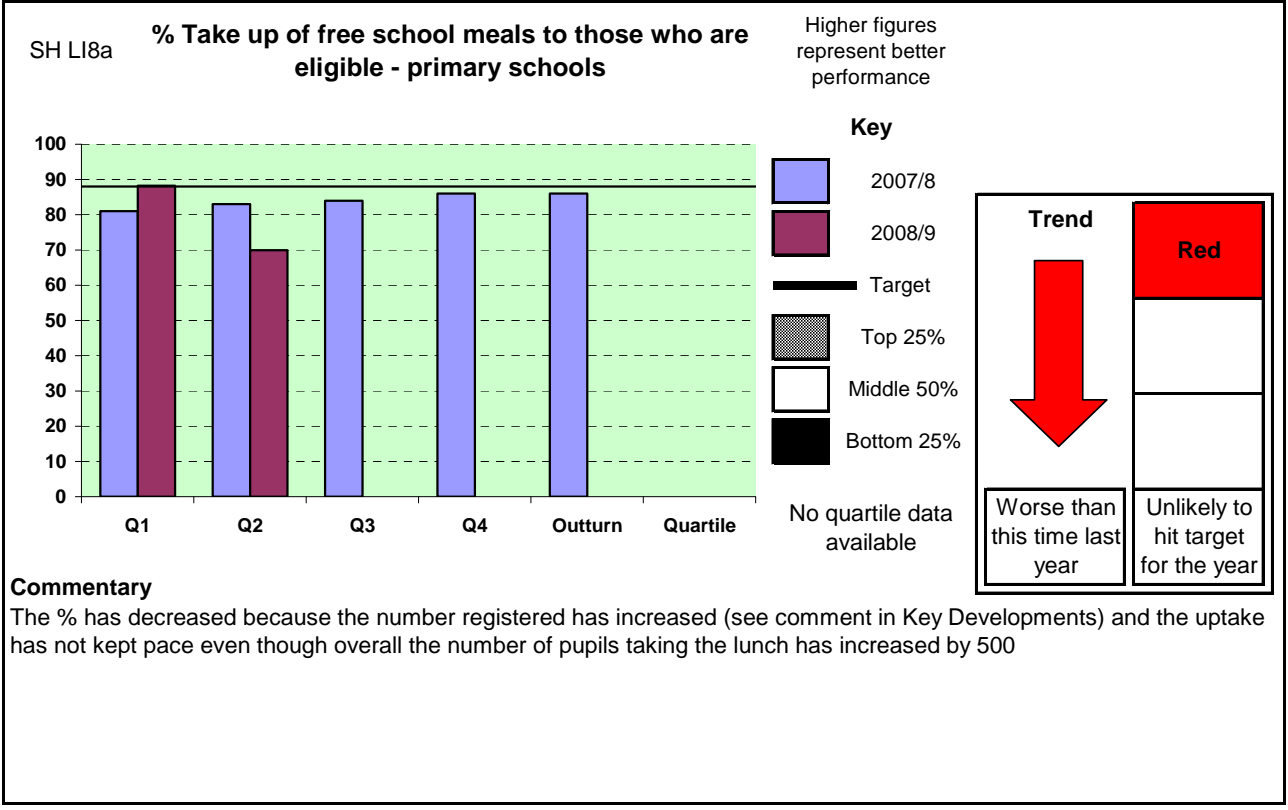
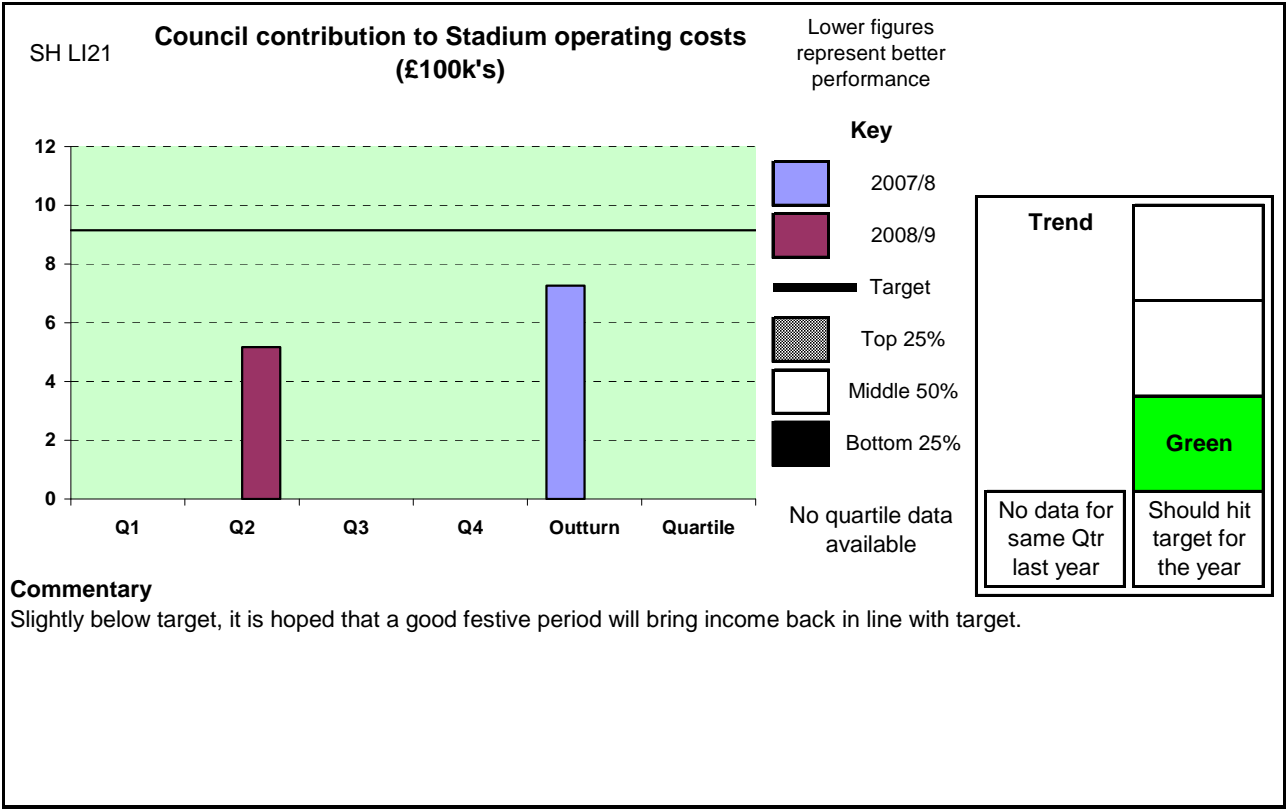
**APPENDIX ONE - PROGRESS AGAINST OBJECTIVES/MILESTONES
Stadium & Hospitality Services**

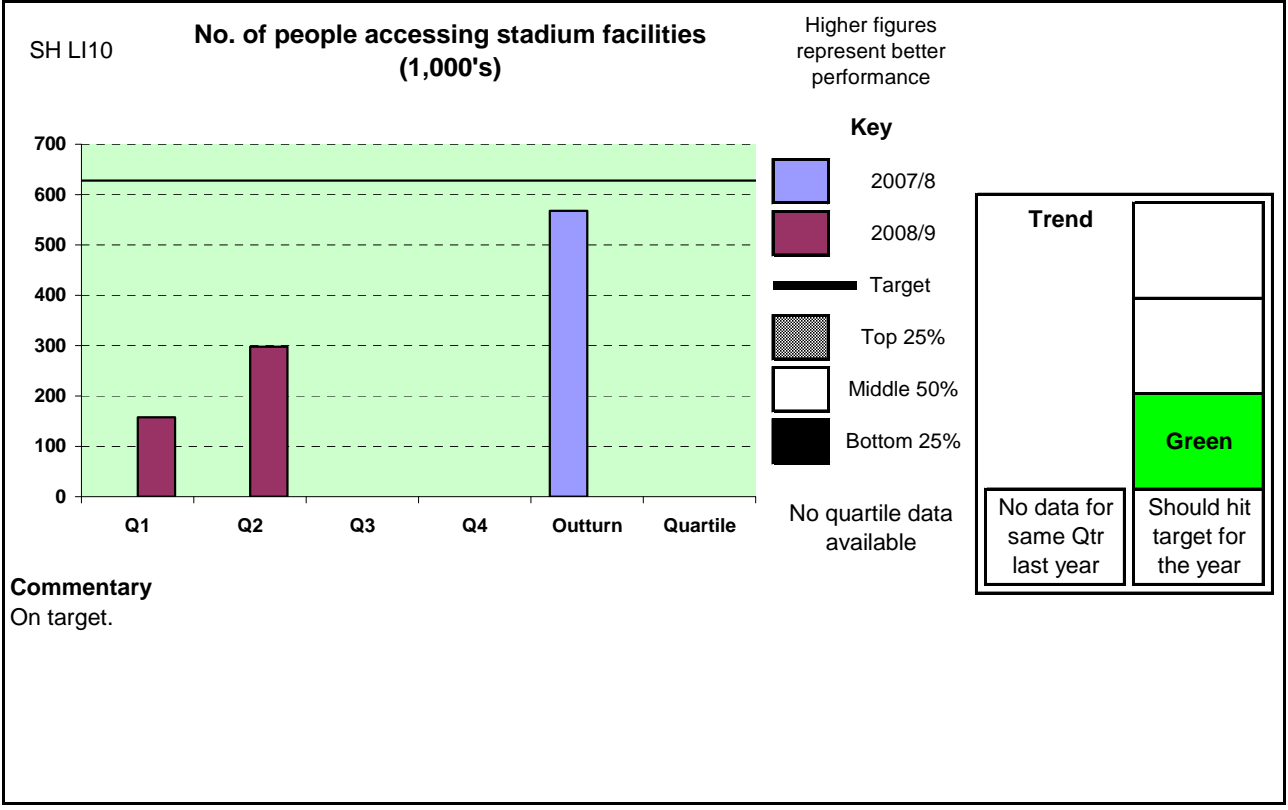
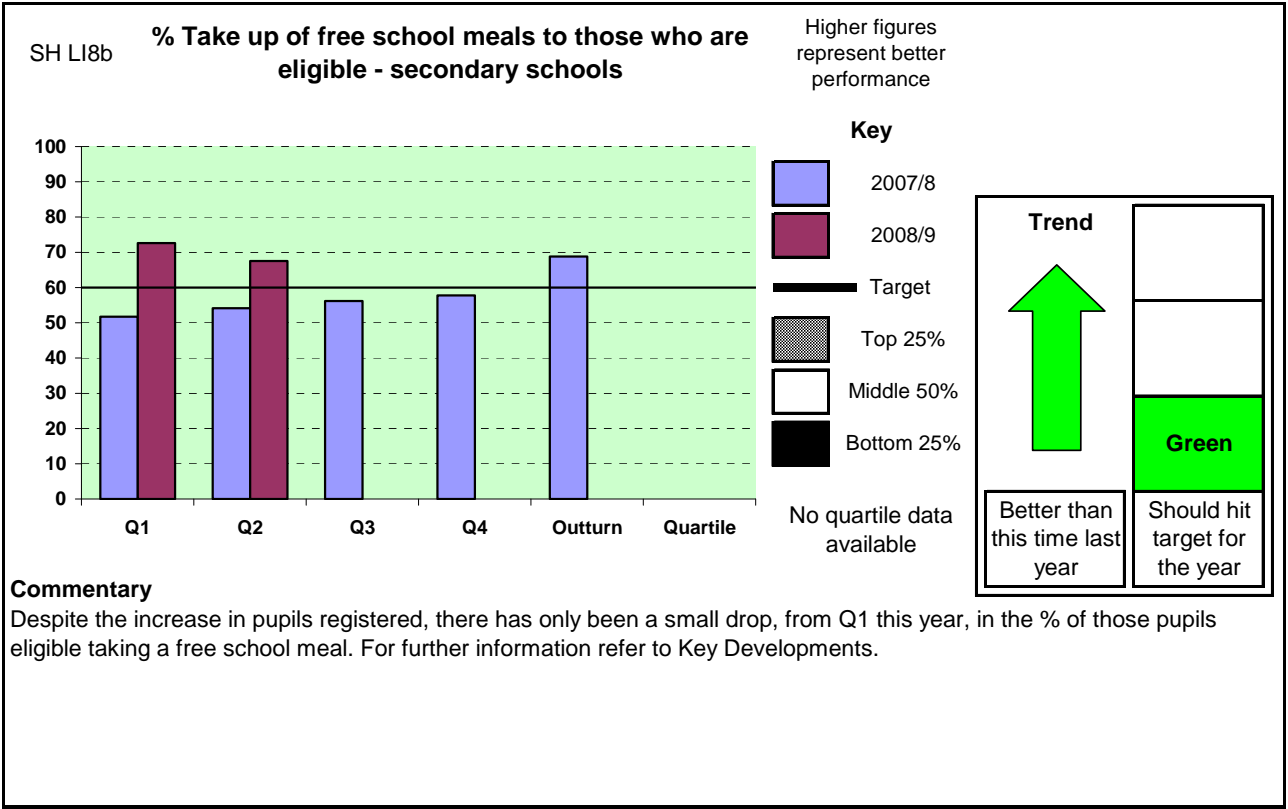
Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		<i>Increase the variety and quality of food offered on match days. Apr 2008</i>		<i>A wide selection of food is now on offer.</i>
SH 3	Increase the number of Pupils having a school lunch, to raise awareness, and increase levels, of healthy eating	Introduce an early academic school year promotion and educational campaign. Sep 2008		New parents leaflets have been distributed to both primary and secondary school children, initial results indicate an increase of over 600 meals per day than at this time last year.
		<i>Extend the cashless payment Smart Card scheme to additional schools which reduces queuing times and helps parental monitoring of actual spend and food consumption. Sep 2008</i>		<i>Ongoing. This initiative has to be funded by the school, although schools are showing an interest in the scheme the initial capital outlay is proving to be a stumbling block</i> <i>The funding bid being presented to the PCT outlines the clear advantages of operating a Smart Card Scheme and initial Capital Money of £150,000 will, if granted enable us to introduce the system in to all our secondary schools..</i>

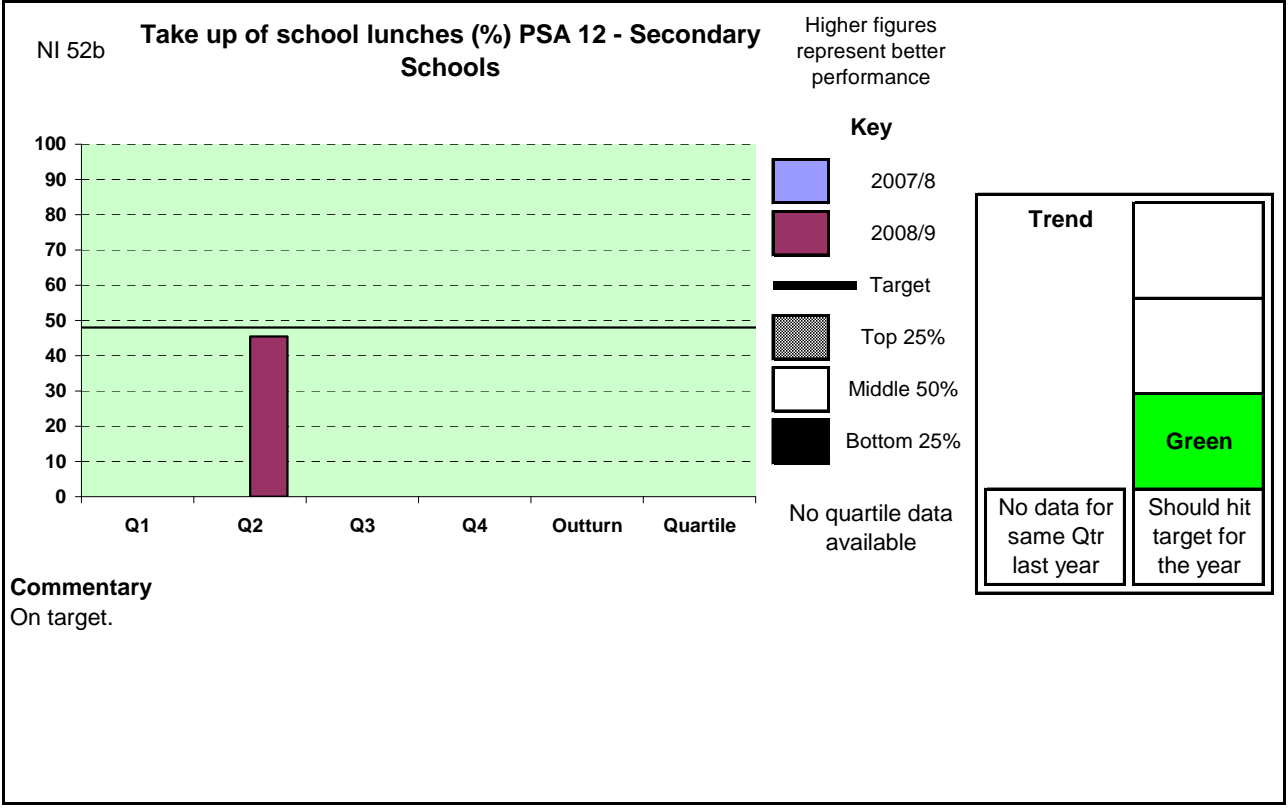
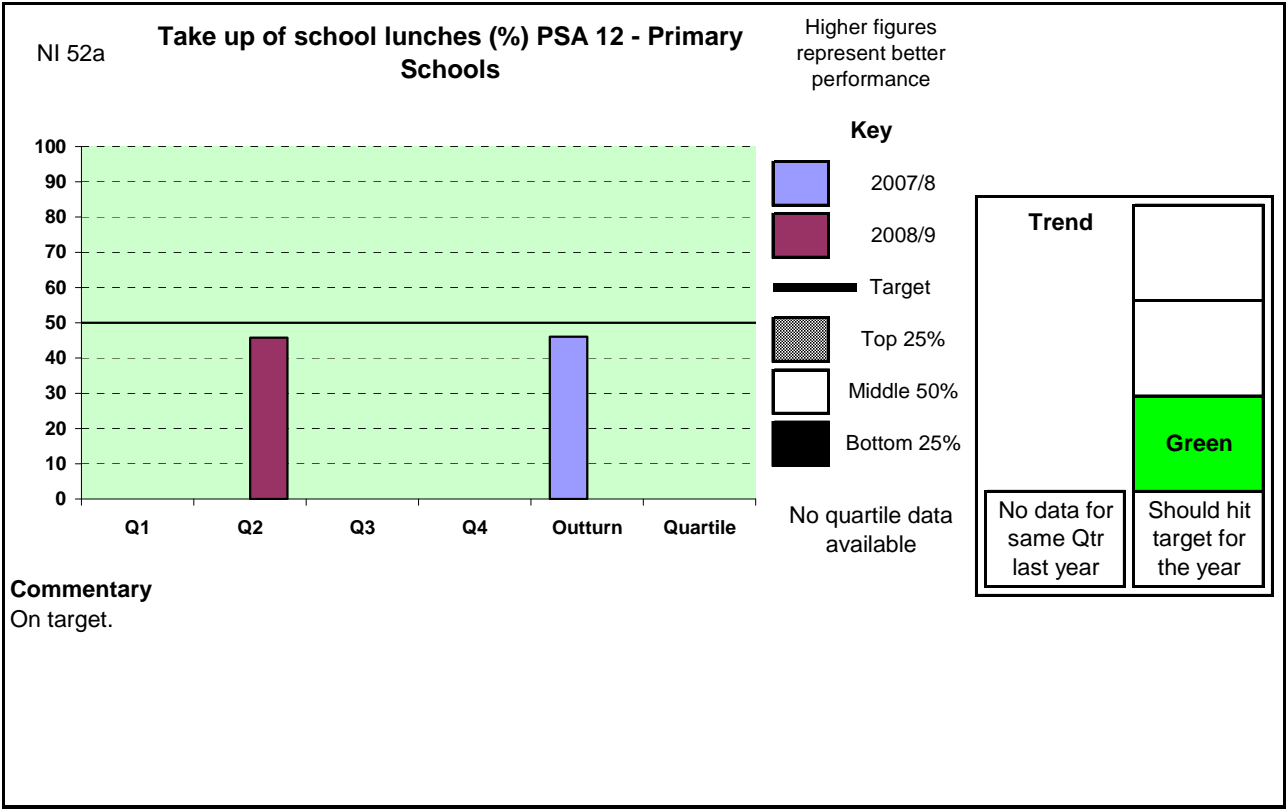
**APPENDIX ONE - PROGRESS AGAINST OBJECTIVES/MILESTONES
Stadium & Hospitality Services**

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		<p><i>To conduct a benchmarking exercise which compares individual school performance. good performance to be investigated and shared with all schools and producing individual School Action Plans including independently run schools. Dec 2008</i></p>		<p><i>Ongoing. A formal presentation evening is planned for November that will recognise the better performing schools in a range of areas: - cleanliness, percentage uptake, letters of commendation etc.</i></p>
		<p>Conduct a questionnaire/satisfaction postal survey to all parents/guardians of pupils eligible to a free school meal, to learn of perceived barriers restricting uptake. Evaluate and produce Action Plan. Dec 2008</p>		<p>Ongoing. The new system has resulted in an increase of around 450 meals per day; there are still a large number of entitled pupils who do not take up their meal.</p>

**APPENDIX ONE - PROGRESS AGAINST OBJECTIVES/MILESTONES
Stadium & Hospitality Services**



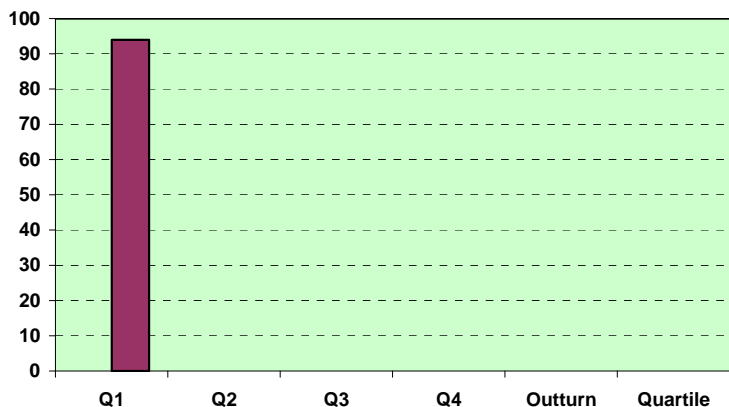










SH LI19

% Of schools achieving The National Healthy School Standard

Higher figures represent better performance












Key

-  2007/8
-  2008/9
-  Target
-  Top 25%
-  Middle 50%
-  Bottom 25%
- No quartile data available

Trend	
No data for same Qtr last year	

Commentary

Q2 figure to be confirmed.

Ref	Description	Actual 2007/8	Target 08/09	Quarter 2	Progress	Commentary
Cost & Efficiency						
SH LI5	No. Of meals served versus hourly input of labour	8.52	8	7.67		Although the actual is below target, meal numbers tend to drop at this time of year. All temporary and casual hours have been removed. It is anticipated that the service will achieve this target at year-end.
SH LI16	Increase in the turnover of the Stadium (£m)	2.221	2.65	1.273		Although the 6-month figure is slightly down, Christmas this year is selling better than previous years and our year-end target should be met.
<u>SH LI21</u>	Council contribution to Stadium operating costs (£100K's)	7.27	9.15	5.17		Slightly above target, it is hoped that a good festive period will bring income back in line with target.
Quality						
SH LI3	% Of catering staff achieving a formal qualification	9%	10%	5.6%		The forecast is that the year-end target will be exceeded.
SH LI22a	Food cost per primary school meal	62.4	70.0	71.21p		The rising cost of food is putting additional pressures on the service, presently all avenues are being pursued to reduce food costs further.
SH LI22b	Food cost per secondary school meal	83.0	90.0	89.73p		The rising cost of food is putting additional pressures on the service, presently all avenues are being pursued to reduce food costs further.
Service Delivery						
SH LI1	% Of schools complying with National Nutritional Guidelines (66 Schools)	100	100	100		All schools fully compliant, St Chads RC Comp is the only school outside of the Authorities catering contract.
SH LI11	Uptake of the Halton Leisure card	208	200	109		On Target
SH LI18	Average number of healthy food initiatives per school	4	5	4		On Target

**APPENDIX THREE - PROGRESS AGAINST OTHER INDICATORS
Stadium & Hospitality Services**

STADIUM, CATERING & CLEANING

Café Bars

Revenue Budget 2008/09

	Annual Revised Budget	Budget to Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Expenditure					
Employee Costs	204	102	97	5	97
Supplies & Services	9	4	8	(3)	8
Food Provisions	108	54	84	(30)	84
Total Expenditure	321	161	189	(28)	189
Income					
Café Bar Sales Income	-265	-132	-130	(3)	-130
External Sales Income	-43	-21	-23	2	-23
Internal Sales Income	-14	-7	-14	7	-14
					0
Total Income	-321	-161	-167	6	-167
Net Expenditure	0	0	22	(22)	22

Comments

Long term Sickness - £6k

STADIUM, CATERING & CLEANING

The Stobart Stadium Halton Revenue Budget 2008/09

	Annual Revised Budget	Budget to Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Expenditure					
Operational Employee Costs	107	54	60	(6)	60
Admin/Clerical Employee Costs	278	139	146	(6)	146
Premises Employee Costs	69	36	43	(8)	43
Support Employee Costs	32	16	18	(2)	18
Creche Employee Costs	8	4	3	1	3
Coaching Employee Costs	8	4	9	(5)	9
Catering Employee Costs	179	90	116	(26)	116
Bar Employee Costs	225	113	111	1	111
Matchday Employee Costs	62	43	43	0	43
Other Salary Costs	3	1	1	0	1
Premises	531	270	254	15	254
Supplies & Services	349	188	232	(44)	232
Food Provisions	192	96	83	13	83
Bar Provisions	258	129	128	1	128
Vehicle Maintenance Unit - Fees	9	5	5	(0)	5
Central Support Costs	194	97	97	0	97
Departmental Recharges	90	45	45	0	45
Capital Financing Costs	25	25	18	7	18
Asset Rental Support Costs	570	285	285	0	285
Total Expenditure	3,191	1,639	1,698	(59)	1,698
Income					
Sales Income	-1,050	-525	-491	(34)	-491
Fees & Charges	-496	-231	-247	16	-247
HBC Support Costs Income	-39	-19	-19	0	-19
Internal Income	-70	-35	-53	18	-53
Rents Income	-50	-10	-10	0	-10
Total Income	-1,706	-821	-821	(0)	-821
Net Expenditure	1,485	818	877	(59)	877

Comments

Gym Memberships VAT adjustment, loss of income of Approx - 13k

Long Term Sickness - 21k Stadium Fitness

Increase in food provisions across the country

Social Club Bar Income down by approx 20k compared to 07/08. Smoking Ban

Smoking Shelter has NOT been approved

Bar industry in general suffering from financial crisis with Pub and Social Clubs suffering.

Review of opening/closing times across all trading areas.

Capital Programme 2008/2009

Scheme	Annual Revised Budget	Budget to Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Stadium Minor Works	58	43	43	0	43

Domestic Services Division 2008/2009.

Revenue Budget as at 30th Sept 2008.




	Annual Revised Budget	Budget To Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
<u>Expenditure</u>					
Employees	2,612	1,307	1,352	(45)	1,352
Operational Buildings	18	0	0	0	0
Other Premises Costs	34	16	18	(2)	18
Supplies & Services	189	98	93	5	93
Hired & Contracted Services	28	15	12	3	12
Food Provisions	1,156	588	642	(54)	642
Transport	9	5	5	0	5
Internal Support Costs	54	0	0	0	0
Central Support Costs	176	0	0	0	0
Asset Charges	8	0	0	0	0
Total Expenditure	4,284	2,029	2,122	(93)	2,122
<u>- Income</u>					
- Sales - School Meals	-2,049	-971	-856	(115)	-856
Sales - Civic Catering	-172	-87	-39	(48)	-39
Support Service Income	-99	0	0	0	0
Government Grants	-200	-200	-200	0	-200
Reimbursements & Other Grants	-17	-9	-9	0	-9
School Meals - Free Children's Meals	-943	-482	-542	60	-542
School Meals - Catering Recharges	-293	-147	-153	6	-153
Civic Catering Recharges	-138	-69	-58	(11)	-58
Total Income	-3,911	-1,965	-1,857	(108)	-1,857
<u>Net Expenditure</u>	373	64	265	(201)	265

Comments

The over-spend on labour is a result of an increase in food preparation time resulting from the new nutritional guidelines and the job evaluation process.

The increase in food costs is a result of the new nutritional guidelines and other economic factors. Sales income targets continue to be a concern.

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 is on course to be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target is on course to be achieved</u>.</p>
<u>Amber</u>	 <p>Indicates that it is <u>unclear</u> at this stage, due to a lack of information or a key milestone date being missed, <u>whether the objective will be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that it is either <u>unclear</u> at this stage or too early to state whether the target is on course to be achieved.</p>
<u>Red</u>	 <p>Indicates that it is <u>highly likely or certain that the objective will not be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target will not be achieved</u> unless there is an intervention or remedial action taken.</p>