

QUARTERLY MONITORING REPORT

DIRECTORATE: Environment
SERVICE: Stadium & Hospitality
PERIOD: Quarter1 to period end 30th June 2009

1.0 INTRODUCTION

This monitoring report covers the Stadium & Hospitality Department first quarter period up to year end 30th June 2009. It describes key developments and progress against key objectives and performance indicators for the service.

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

2.0 KEY DEVELOPMENTS

SCHOOL MEALS

Food Hygiene Manual

The School Meals Service has developed a new Food Hygiene manual that incorporates new legislation and goes further in to more detailed good practise following some excellent support and advice from the Council's Environmental Health Team.

There is a refresher training session planned for early September where the manual will be issued, discussed and explained to all school catering supervisors

Summer Menu

Following consultation with Catering Supervisors, Pupils and Service Users, a new summer menu was introduced and has proved popular with the service users. The amount of food waste has dropped quite noticeably which is always a good indication that the children are actually eating a nutritious meal.

THE STADIUM

Public Inquiry

The Public Inquiry into the Mersey Gateway Project has been held at the Stadium, a number of public sessions where held and an upgrade of IT infrastructure was needed to cope with the demands of the Inquiry.

The Chief Inspector on the final day of the main sessions thanked the staff at the Stadium and said it was the best venue he had held an

Inquiry in.

Video Conferencing

The cabling infrastructure is now in place and plans are at an advanced stage for the Halton Suite to become a “state of the art” Video Conferencing Suite, not only will this facility be available to Council employees it is also planned that it will be advertised widely to the business and community sectors as a further facility available to hire at The Stadium.

Challenge Cup Semi Final

The Stadium has been selected as one of the venues to host a Challenge Cup Semi-Final, it will take place on Saturday 8th August and the competing teams will be Wigan Warriors and Warrington Wolves. It is widely anticipated that the event will be a complete sell out, this will be the largest crowd to watch a game at the Stadium since its full development and we will cater for close on 13,500. Additional directional signage has been arranged with our Highways Department who have been exceptionally supportive in preparation for this game. All Executive Suites have been sold and we are to open the Marquee Suite to accommodate 200 corporate guests on the day of the match. In addition to all hospitality income the Stadium also receive 5% of the gate income after match day expenses.

Adult Learning

The Adult Learning department of the Council have taken up occupancy of the IT Suite and an Executive Suite, they have a range of computer courses available to Adults and the initial findings are that the venue is proving popular with tutors and user groups. The scheme has been extended until further notice.

The Marquee Suite

The Marquee Suite is proving to be a popular addition the Stadium facilities, for three consecutive week-ends at the beginning of August we have five high volume, high profile functions booked in, it is highly likely that had we not had the Marquee Suite available we would not have secured any of these functions.

Stadium Fitness

Similar to the Social Club, Stadium Fitness and the Fitness Industry in general is noticing a reduction in user numbers, this area of consumer spend is often looked on as a “luxury item” and is one of the first areas people tend to cut back on when times are financial demanding.

A number of special offers are being planned and a new company with expertise in this particular field are being sort to help promote and market Stadium Fitness.

Regular meetings are taking place with management and staff of Stadium Fitness to seek opportunities to increase income or/and control

expenditure.

3.0 EMERGING ISSUES

THE STADIUM




Social Club

In line with the hospitality industry and particularly member clubs and bars, the Social Club has experienced a significant decrease in users since the financial down turn has started to take full effect. Users appear to be choosing to either drink at home or indeed are tending to start their evenings out later than previously.

We have been informed that presently over 50 public houses are closing in the UK on a weekly basis, the exception to this trend appears to be those establishments that have a large catering cliental.

The Stadium is to run, for a three-month trial a food offer in the Social Club that will run each evening from 5.00 till 8.00 and a Sunday Carvery starting early September.

4.0 PROGRESS AGAINST OBJECTIVES / MILESTONES

Total	12		11		1		0
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Good progress towards achieving objectives/milestones within set timescales. For further details, please refer to Appendix 1.

5.0 SERVICE REVIEW

Parental Charge

The new Parental Charge for a two-course School Lunch is to increase to £2 per meal from September, this increase is necessary to help cover some of the cost of inflation on food which is presently running considerably higher than the headline rate of inflation. Halton's Parental Charge is however one of the highest in the area. There may be a possible adverse reaction on uptake of meals, the situation will be closely monitored.

**School Meals Selling Price Comparison
JUNE 2009**

	Current	Proposed Sept 09	Current	Proposed Sept 09	
Authority	Primary School		High School		Comments
Blackpool	£1.70	£1.80	£1.85	£1.90 / £1.95	Highs TBC
Bury	£1.75	£1.80	£1.85	£1.90	
Halton	£1.90	£2.00	£1.90	£2.00	May have price freeze
Lancashire	£1.85	£1.85	£2.10	£2.10	No change
Liverpool	£1.80	TBC	From £1.50 to £2.00	From £1.65 to £2.15	
Oldham	£1.70	TBC	£1.80	TBC	
Rochdale	£1.65	£1.70	£1.65	£1.70	
Salford	£1.70	TBC	£1.80	TBC	Council price freeze
St Helens	£1.85	£1.90	£1.85	£1.90	
Stockport	£1.70	TBC	£1.70	TBC	
Warrington	£1.95	£2.00 TBC	£1.95	£2.10	
Wigan	£1.85	£1.85	£1.85	£1.85	Council price freeze
Trafford	£1.65	£1.70	£1.70	£1.75	
Tameside	£1.65	£1.70	£1.70	£1.65	
Manchester	£1.83	£1.96	£2.00	£2.10	
Bolton	£1.70	£1.80	£1.90	£2.00	

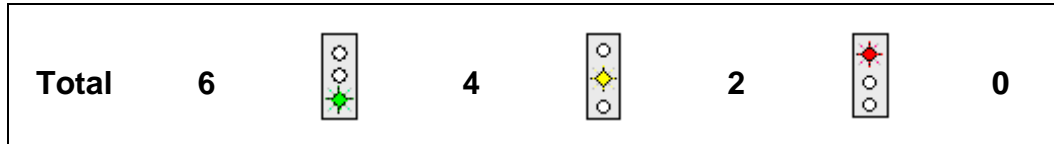
Food Purchasing Contracts

Due to the substantial increase in food costs Management and HBC Procurement Unit are reviewing all food contracts to try and make savings. Our recent arrangement with SNUPI (which buys on behalf of Universities, Colleges and some Local Councils) has resulted in significant savings when compared to our previous arrangement with Cheshire County Council.

Stadium Internal Audit

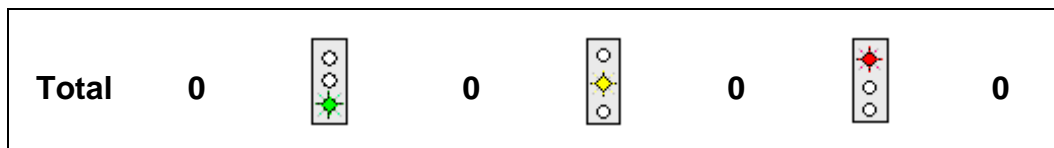
A detailed Internal Audit is planned at the Stadium for late July/early August, it will examine closely all the areas highlighted in the previous audit and also test systems, practices and procedures, the findings from this audit will be reported in due course.

6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS



2 “key” performance indicators, both parts of NI 52 (Take up of school lunches – primary and secondary schools) may not meet their challenging targets for 2009/10, although improvements are expected later this year. Of the remaining 4 performance indicators, all are on course to achieve their targets this year. For further details, please refer to Appendix 2.

6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS



No “Other” performance indicators have been reported by exception this quarter.

7.0 RISK CONTROL MEASURES

During the production of the 2009- 12 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.

No risks have been identified as High for the service.

8.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS

During 2008/09 the service was required to undertake an Equality Impact Assessment. Progress against actions identified through assessments, with associated High priority are to be reported in the quarterly monitoring report in quarters 2 and 4.







No actions have been identified as high priority for the service.






9.0 DATA QUALITY


The author provides assurance that the information contained within this report is accurate and valid and that every effort has been made to avoid the omission of data. Where data has been estimated, has been sourced directly from partner or other agencies, or where there are any concerns regarding the limitations of its use this has been clearly annotated.

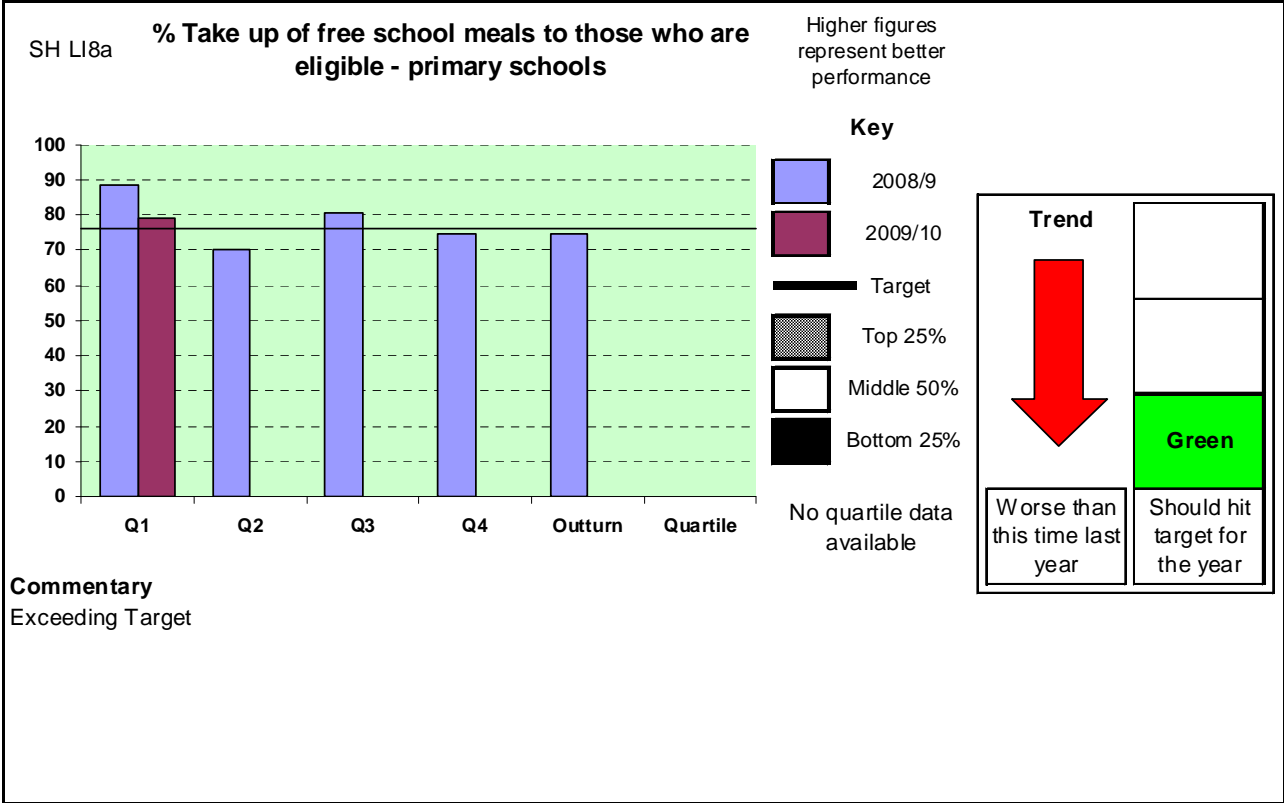
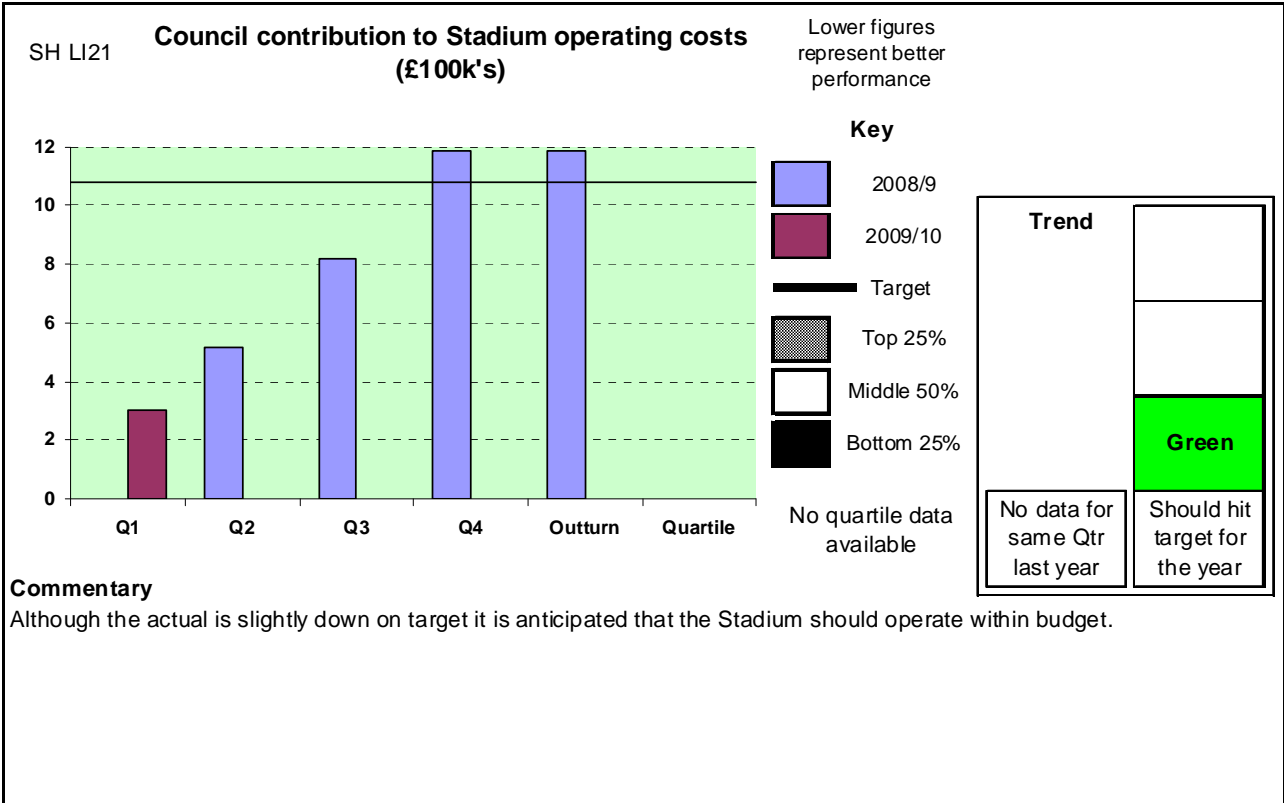
10.0 APPENDICES

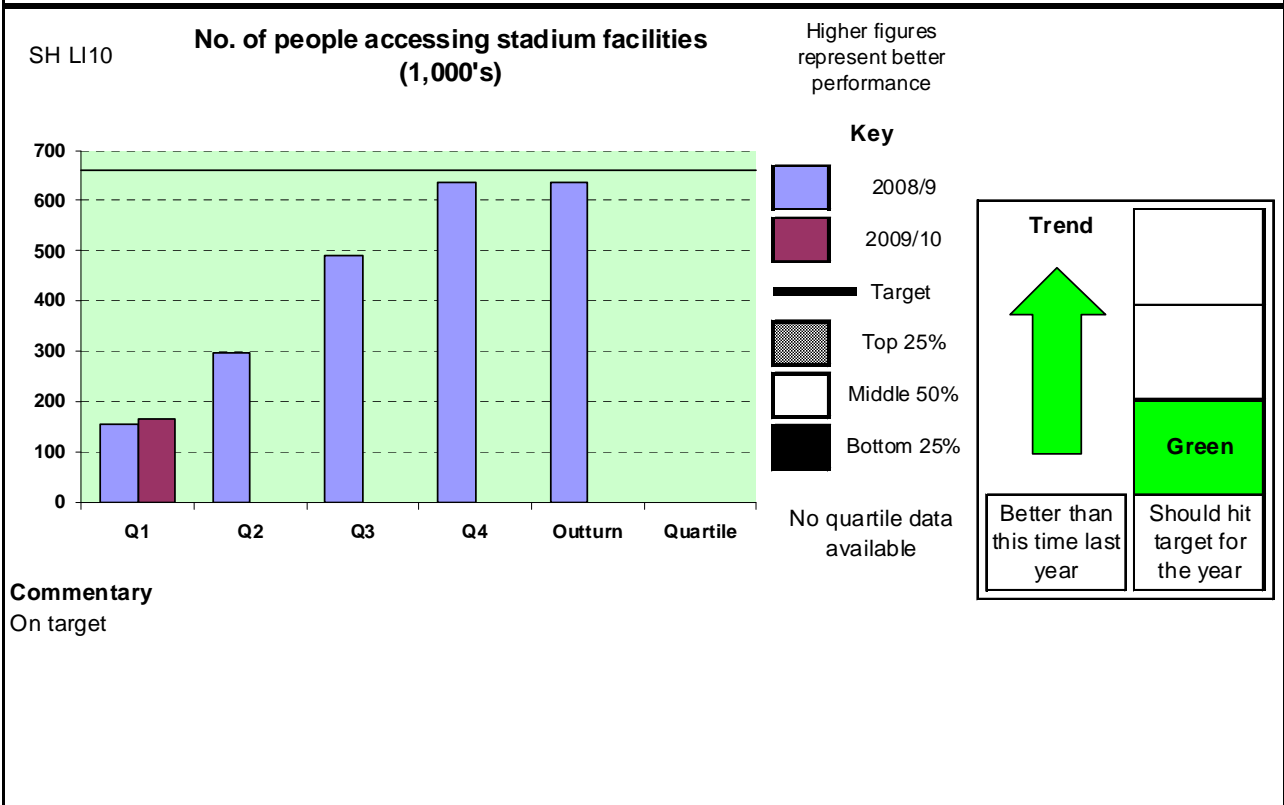
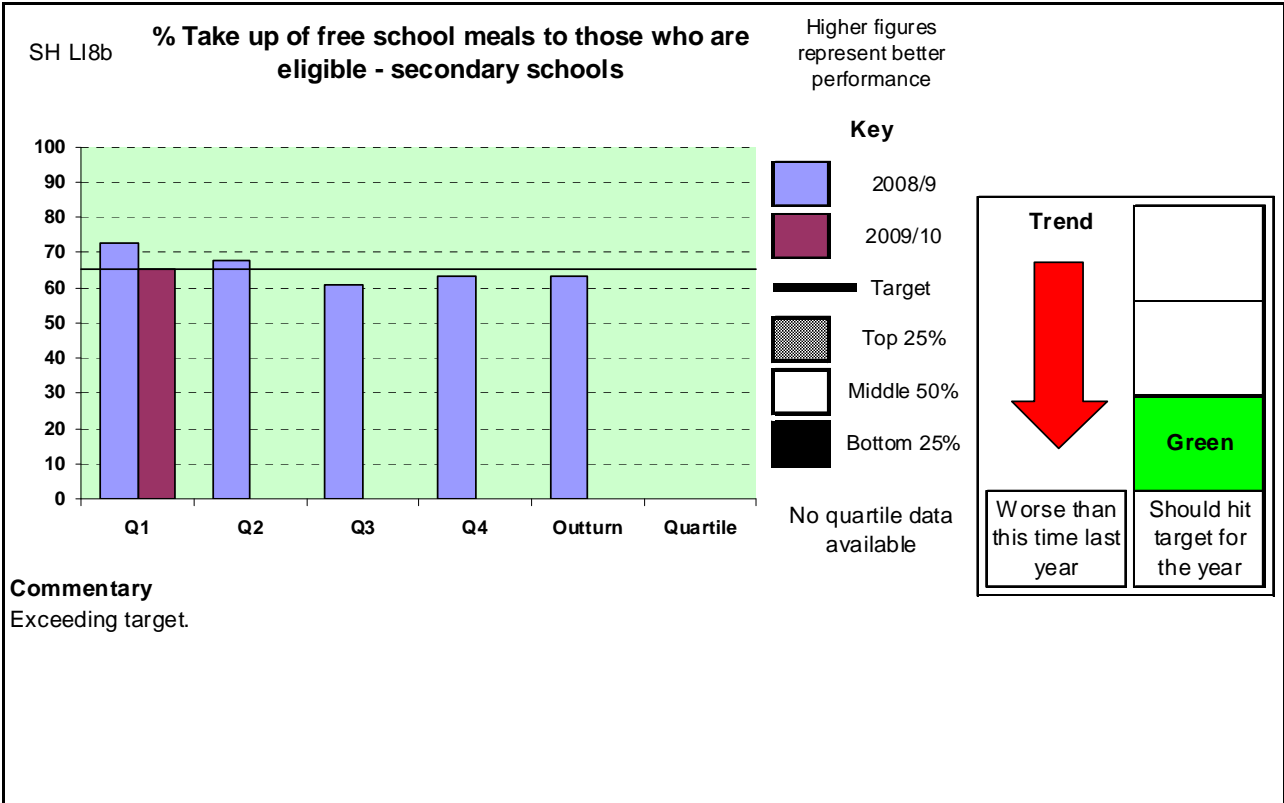
Appendix 1- Progress against Objectives/ Milestones
Appendix 2- Progress against Key Performance Indicators
Appendix 3- Financial Statement
Appendix 4- Explanation of traffic light symbols

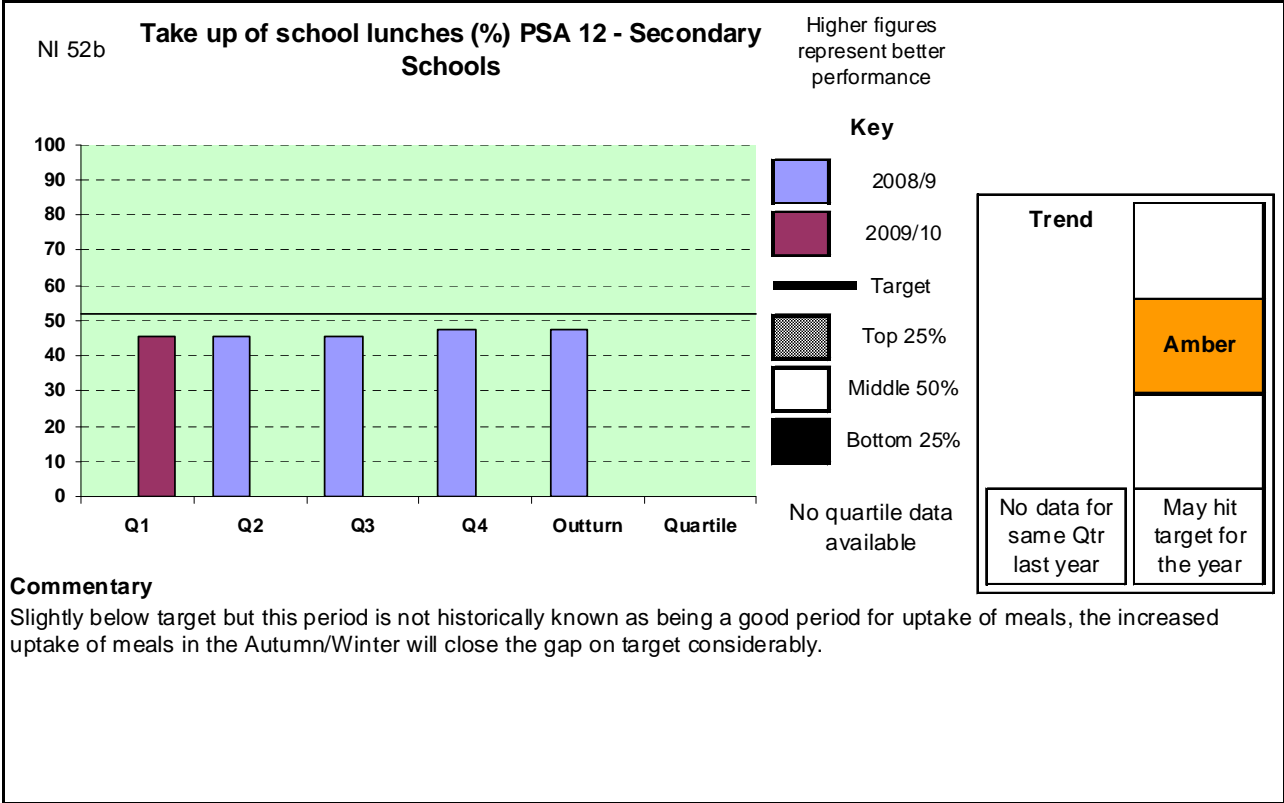
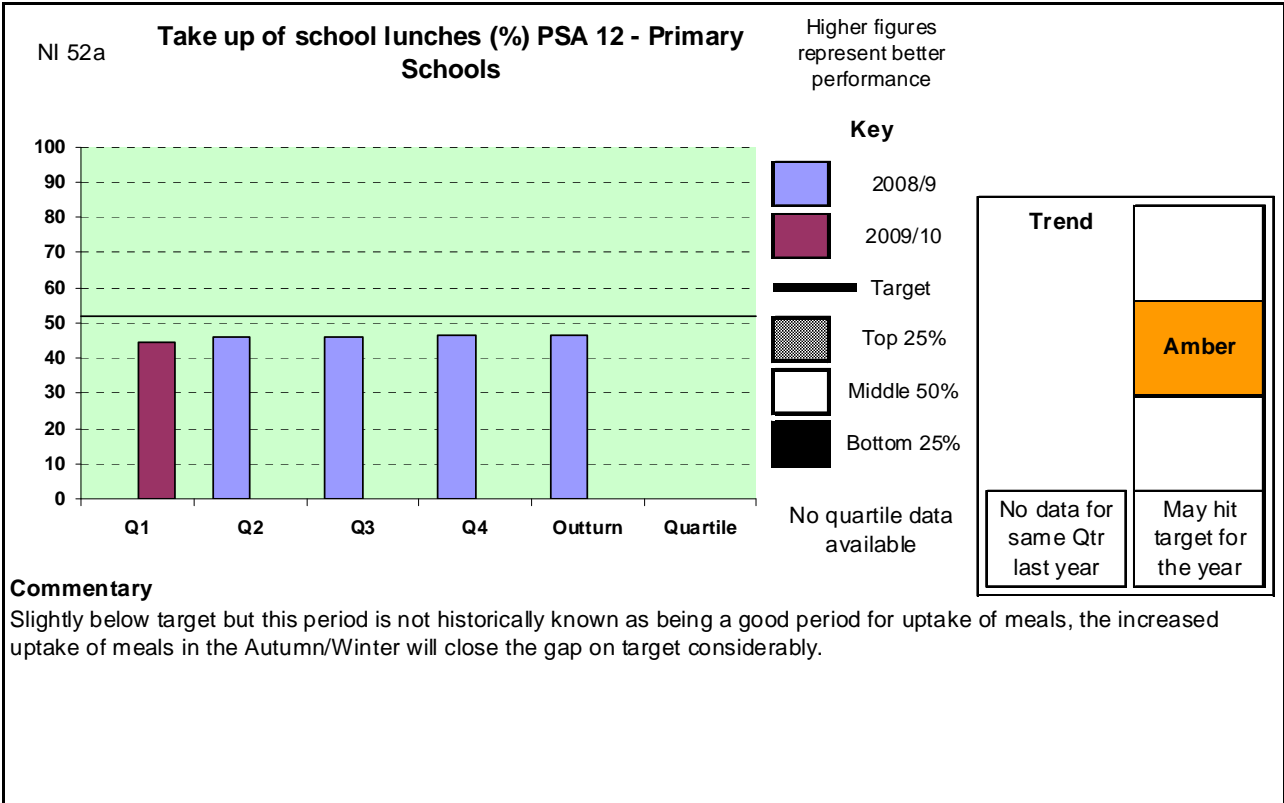
Service Plan Ref.	Objective	2009/10 Milestone	Progress to date	Commentary
SH 1	Increase the community usage of the stadium and to maintain and improve the health of Halton residents.	Identify areas for improvement in line with the Business Plan and Marketing Plan.(this will drive the development of milestones for 2009/10). Oct 2009		Improvement areas are continually reviewed and assessed with corrective action taken where required.
		Visit Riverside College Halton and local Sixth Forms to advise and promote to students the leisure facilities available at The Stadium. Sep 2009		Relationships between Stadium Management and the College are excellent and a number of initiatives/visits are planned for early September to coincide with the return of pupils after the Summer recess.
		Measure customer satisfaction with Stadium Community Services. Jan 2010		Stadium Fitness has introduced a new questionnaire in June. Further questionnaires are planned for other user groups by October.
		Formulate proposals for event(s) linked to the London Olympics 2012. Sep 2009		The stadium has been registered as a suitable venue for football training and table tennis.
SH 2	Increase the Stadium turnover and improve efficiency to reduce the level of Council contribution.	Review and identify areas for improvement in line with the Business Plan and Marketing Plan. Oct 2009		The 2009/10 Business Plan has been developed with all Business Managers and this year more than ever the emphasis has been on saving costs and reducing expenditure wherever possible.
		Host a pitch based "Pop Concert" Sep 2009		Options are being considered.

Service Plan Ref.	Objective	2009/10 Milestone	Progress to date	Commentary
		Host a wedding fayre in Feb 2009 and Oct 2009 and a business fayre in Jul 2009		The Stadium has hosted a wedding fayre in February and a Business Fayre in July both events proved popular and were well attended. We are looking to hold a further Wedding Fayre on a Sunday in November, plans are also being drawn up that will see The Stadium, The Chamber and members of HBC Regeneration department organise a Business in the Spring of 2010.
		Continue to develop promotional strategy to attract a minimum of 4 large corporate events annually to the Stadium (new Marquee Suite) Mar 2010		This target has already been exceeded, the Marquee Suite is proving a fantastic investment and is contributing to the Stadium's improved overall financial performance.
		Introduce alcohol consumption on to the seated area of the Stadium for Rugby matches (it is not permitted for football matches) Apr 2009		Completed, with increased sales, average spend up by 35%.
		Extend concourse bar opening hours (on match days) by 30 minutes. Apr 2009		Completed, with increased sales, average spend up by 35%.
SH 3	Increase the number of Pupils having a school lunch, to raise awareness, and increase levels, of	Deliver an early academic school year promotion and educational campaign Sep 2009		Promotion to be held in September. New brochures developed and printed.

Service Plan Ref.	Objective	2009/10 Milestone	Progress to date	Commentary
	healthy eating	Conduct a questionnaire/satisfaction postal survey to all parents/guardians to learn of perceived barriers restricting uptake. Evaluate and produce Action Plan. Dec 2009		Questionnaire to go out in October. Evaluation and action to be produced by December.







STADIUM, CATERING & CAFÉ BARS

STOBART STADIUM HALTON

Revenue Budget 2009/10

	Annual Budget	Budget to Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£	£	£	£	£
Expenditure					
Operational Employee Costs	113	28	26	2	26
Admin/Clerical Employee Costs	291	73	72	1	72
Premises Employee Costs	74	19	20	-1	20
Support Employee Costs	35	9	9	-0	9
Crèche Employee Costs	8	2	3	-1	3
Coaching Employee Costs	9	2	5	-3	5
Catering Employee Costs	187	47	53	-6	53
Bar Employee Costs	236	59	54	5	54
Matchday Employee Costs	63	16	26	-10	26
Premises	589	151	145	6	145
Supplies & Services	363	95	85	10	85
Food Provisions	205	51	37	14	37
Bar Provisions	270	68	57	11	57
Vehicle Maintenance Unit - Fees	8	2	2	-0	2
Central Support Services	245	61	61	-0	61
Departmental Support Services	96	24	24	0	24
Recycling	1	0	0	-0	0
Capital Financing	25	6	0	6	0
Asset Charges	561	140	140	0	140
Total Expenditure	3,383	854	820	34	820
Income					
Sales	-1,074	-256	-204	-52	-204
Fees & Charges	-450	-99	-82	-17	-82
Rents	-50	-2	-2	0	-2
HBC Support Costs Income	-39	-10	-10	0	-10
Internal Fees Income	-130	-33	-77	45	-77
Total Income	-1,743	-400	-375	-25	-375
Net Departmental Revenue Budget	1,640	454	445	9	445

STADIUM, CATERING & CAFÉ BARS

CAFÉ BARS

Revenue Budget 2009/10

	Annual Budget	Budget to Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£	£	£	£	£
Expenditure					
Catering Employee Costs	210	52	34	18	34
Supplies & Services	9	2	3	-1	3
Food Provisions	125	31	39	-8	39
Central Support Services	21	5	5	0	5
Total Expenditure	365	91	82	10	82
Income					
Sales	-346	-86	-69	-18	-69
Internal Income	-19	-5	-7	2	-7
Total Income	-365	-91	-75	-16	-75
Net Departmental Revenue Budget	0	0	6	-6	6

STADIUM, CATERING & CLEANING

Capital Programme 2009/2010

Scheme	Annual Budget	Budget to Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£	£	£	£	£
Stadium Minor Works	30	8	3	5	8
Total Capital Programme	30	8	3	5	8

Domestic Services Division 2009/2010.
Revenue Budget as at 30th June 2009.

	Annual Revised Budget	Budget To Date	Actual Spend	Variance (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
<u>Expenditure</u>					
Employees	2,867	722	691	31	691
Operational Buildings	21	6	6	0	6
Other Premises Costs	5	0	0	0	0
Supplies & Services	233	62	54	8	72
Hired & Contracted Services	8	2	4	(2)	4
Food Provisions	1,442	371	376	(5)	376
Transport	10	3	2	1	2
Agency Services	0	0	3	(3)	3
Internal Support Costs	57	15	15	0	15
Central Support Costs	198	50	50	0	50
Total Expenditure	4,841	1,231	1,201	30	1,219
<u>- Income</u>					
- Sales - School Meals	-2,111	-545	-547	2	-547
Sales - Civic Catering	-177	-44	-25	(19)	-25
Support Service Income	-105	-26	-26	0	-26
Government Grants	-200	-50	-50	0	-50
Reimbursements & Other Grants	-17	0	0	0	0
School Meals - Free Children's Meals	-1,269	-327	-327	0	-327
School Meals - Catering Recharges	-294	-74	-71	(3)	-71
Civic Catering Recharges	-137	-35	-26	(9)	-26
Total Income	-4,310	-1,101	-1,072	(29)	-1,072
<u>- Net Expenditure</u>	531	130	129	1	147




Comments

The service is operating in line with the budget

The underspend on labour costs is a result of number of vacant posts

Civic catering sales continues to be a problem area and it is unlikely that we will achieve the budget

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>milestone/objective is on course to be achieved</u> within the appropriate timeframe.</p>	Indicates that the <u>target is on course to be achieved.</u>
<u>Amber</u>	 <p>Indicates that it is <u>unclear</u> at this stage, <u>whether the milestone/objective will be achieved</u> within the appropriate timeframe.</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.
<u>Red</u>	 <p>Indicates that it is <u>highly likely or certain that the milestone/objective will not be achieved</u> within the appropriate timeframe.</p>	Indicates that the <u>target will not be achieved</u> unless there is an intervention or remedial action taken.