

REDDITCH BOROUGH COUNCIL

**EXECUTIVE
COMMITTEE**

29th September 2010

**PITCHEROAK GOLF COURSE – OPERATIONAL OPTIONS – REFERRAL
REPORT FROM THE OVERVIEW AND SCRUTINY COMMITTEE**

Relevant Portfolio Holder	Councillor Gay Hopkins
Relevant Head of Service	Head of Leisure and Cultural Services
Key Decision	

1. SUMMARY OF PROPOSALS

The Overview and Scrutiny Committee received a presentation on the subject of the future operational options for Pitcheroak Golf Course at a meeting on 21st September. The Committee agreed that, based on the information provided in this presentation, the first option for the operation of the service that had been proposed by Officers should be endorsed.

2. RECOMMENDATIONS

The Committee is asked to RECOMMEND

to extend the current arrangements for a further operating period to enable Redditch Borough Council to:

- a) determine the long-term commitment of the Hereford and Worcestershire Golf Partnership; and**
- b) review the non-golf related elements of the operation; and**

to RESOLVE that

the report be noted.

3. BACKGROUND

- 3.1 Overview and Scrutiny plays an important role in policy development at the Council. Increasingly, the Overview and Scrutiny Committee is reviewing important strategies and policies relating to both key and non-key decisions that are scheduled for consideration by the Executive Committee and / or the Council. The aim of the Committee is to scrutinise the issue in detail and to help the Executive by: identifying areas for improvement; assessing the feasibility of proposed actions; and ultimately advising on the validity of proposed decisions.

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- 3.2 As part of this process the Overview and Scrutiny Committee received a presentation on the subject of the operational options for Pitcheroak Golf Course at a meeting on 21st September. The presentation provided further information about the history of the Golf Course's operation; the national context for participation in golf; and the performance of the Hereford and Worcestershire Golf Partnership.
- 3.3 The Committee concluded that, based on the information provided in this presentation, there was one preferable course of action that could be undertaken for the management of the Pitcheroak Golf Course: to extend the current arrangements for a further 12 month operating period. Members concurred that this arrangement would be preferable as it would provide Officers with an appropriate amount of time to review the long-term position with regards to the involvement of the Hereford and Worcestershire Partnership with the golf course as well as to review non-golf related elements.

4. KEY ISSUES

- 4.1 The Committee were advised that the arrangements in place with the Hereford and Worcestershire Partnership had initially been secured as part of an 18 month trial agreement. During the period of operation under the management of the Partnership the membership of the golf club had increased. Whilst this increase had not enabled the Council to meet performance targets the performance of the partnership had impressed the Committee as this increase in membership contrasted with a decline in golf club membership during the same period at the national scale. Moreover, the Partnership had managed to attract a larger proportion of younger members (aged under 30 years) to become members, with 30 per cent of members in this age group compared to 11 per cent nationally.
- 4.2 The Committee were advised that Hereford and Worcestershire Partnership were potentially not in a position to manage the golf club on behalf of the Council indefinitely. However, in the short-term the Council had been able to benefit from the expertise of the Partnership to improve participation in the sport and was still facilitating improvements to the service. There were some concerns that the positive work of the Partnership had not been accompanied, however, by improvements to some of the additional facilities that were available at the golf course, such as the catering facilities. It was agreed by the Committee that before any further action was taken with regards to management of the facility these further areas for development should first be addressed.

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- 4.3 The Committee discussed the different operational options that could potentially be pursued for Pitcheroak Golf Course which had been outlined by Officers for their consideration. There were a number of concerns that full open market procurement, another option available to the Council, would not be a feasible option to pursue. In particular, the current economic climate and declining participation in golf was considered to be incompatible with this option. Furthermore, it was agreed that the Council might struggle to effectively manage the golf course in a manner comparable to the Partnership if the service was to be brought back in-house.

5. FINANCIAL IMPLICATIONS

There are no direct financial implications outlined in this report. Further detailed information about the financial position of the Pitcheroak Golf course is provided in the Management Options Appraisal for Pitcheroak Golf Course report which is provided in the first additional papers pack for this meeting.

6. LEGAL IMPLICATIONS

There are no direct legal implications.

7. POLICY IMPLICATIONS

There are no direct policy implications.

8. COUNCIL OBJECTIVES

The Overview and Scrutiny Committee agrees that the action they have recommended corresponds with the Council's objective to be a well managed organisation.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

There are no risk management including health and safety implications.

10. CUSTOMER IMPLICATIONS

The action that has been recommended by the Committee would not have an adverse impact on customers.

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11. EQUALITIES AND DIVERSITY IMPLICATIONS

There are no equalities and diversity implications.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 Members have been advised that by supporting this option to undertake a service review there would be the potential to provide greater value for money.

12.2 There are no asset management implications.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

There are no climate change, carbon management or biodiversity implications.

14. HUMAN RESOURCES IMPLICATIONS

There are no human resources implications.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

There would be a number of governance and performance management implications to the adoption of this operational option for the Pitcheroak Golf Course. These are outlined in further detail in the report on the Management Options Appraisal for Pitcheroak Golf Course which is provided in the first additional papers pack for this meeting.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

There are no community safety implications.

17. HEALTH INEQUALITIES IMPLICATIONS

The Overview and Scrutiny Committee was impressed by the progress that had been made to increase the membership of the golf club, particularly in a national context where participation in golf is on the decline. This active participation in a sporting activity may have health benefits for a number of residents and could help to address obesity levels.

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18. LESSONS LEARNT

No lessons have been learned during the production of this report.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

Consideration of this presentation by the Overview and Scrutiny Committee formed part of the consultation process for the Pitcheroak Golf Course – Operation Options item, which is due to be considered by the Executive Committee on 29th September.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director (S151 Officer)	No
Executive Director – Leisure, Cultural, Environmental and Community Services	No
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Not directly, though the Director was present at the meeting of the Overview and Scrutiny Committee when the matter was discussed.
Director of Policy, Performance and Partnerships	No.
Head of Service	Yes. The Head of Leisure and Cultural Services attended the meeting of the Overview and Scrutiny Committee to help deliver the

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	presentation on the subject of the Pitcheroak Golf Course.
Head of Resources	No.
Head of Legal, Equalities & Democratic Services	No.
Corporate Procurement Team	No.

21. WARDS AFFECTED

The recommendations contained within this report would affect Central ward.

22. APPENDICES

There are no appendices.

23. BACKGROUND PAPERS

Hereford and Worcestershire Golf Partnership: 18 Month Performance Appraisal, Presentation delivered for the consideration of the Overview and Scrutiny Committee on Tuesday 21st September.

Management Options Appraisal for Pitcheroak Golf Course, Report to the Executive Committee on 29th September 2010.

AUTHOR OF REPORT

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