

## Town Council Meeting 20<sup>th</sup> January 2020

### Tourism Budget options for inclusion in the Budget for the year 2020 2021

#### Report from the Deputy Town Clerk / Responsible Financial Officer

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The Tourism budget provision for 2020 2021 was considered within the revenue budget by the Policy and Finance Committee on 16<sup>th</sup> December 2019. The resolution in relation to this service and provision was as follows:

**'RESOLVED: To reduce the Tourism expenditure budget by £50,000 and officers to produce proposals to achieve the reduction in consultation with the committee chairman for submission to the full council'**

As a result of the Deputy Town Clerk has produced 3 options with the aim of meeting this requirement. This has been done in conjunction with the Chairman of Tourism and Leisure committee, the Town Clerk and service managers as required.

#### **Option 1 – Visitor Information Centre Closure (attached)**

The only realistic way to achieve a cut of £50,000 as requested by the P & F committee is to shut the Visitor Information Centre.

Expenditure would be £146,612, with net costs of -£116,612

#### **Option 2 – Chairman and Officers proposal (attached)**

This option would allow the VIC to remain open by way of a modified staffing model and allow marginal growth in website and VIC income, with advertising campaigns improved which along with the VIC are believed to be the unique selling point for our customers.

Expenditure would be £183, 907, with net costs of -£137,307

#### **Option 3 – Stand still budget as per 2019 / 2020 (attached)**

This option would see services for Tourism remaining as per this year (2019 /2020) the only change to the figures shown are those contractually committed to for whole year contracted staff. It should be noted that it would affect advertising ability (as campaigns have risen in cost), and the VIC opening hours may need to be adjusted to work within staffing costs shown.

Expenditure would be £180,623, with net costs of -£141,023

It should be noted that within this budget heading there are overhead costs associated with the provision of Tourism these costs equate to £43,020 and also the council's publicity and website costs fall within the current structure at £5,000.

**Members are requested to:** Consider the options provided above and agree the Tourism revenue budget for the year 2020 2021 for inclusion in the council's main budget and precept request.

## Toursim Option 1 - No VIC

Committee Tourism & Leisure  
Department Tourism

Code	Expenditure	Budget 2019 2020	Month 7 Actual	Prediction Mnth 7	Budget 2020 2021
<u>Town Council Marketing 480</u>					
4019	WSMTC Website Costs	550	0	550	5,000
4037	Publicity Central marketing	3,700	698	1,500	3,500
	<b>Expenditure Total</b>	<b>4,250</b>	<b>698</b>	<b>2,050</b>	<b>8,500</b>

### Love Weston Promotion / Destination Marketing- -481

4000	Staffing costs	47,633	28,944	47,633	49,064
4041	Fees, Subs & Conferences	0	-	0	600
4039	Advertising *****	25,000	19042	25,000	30,000
4062	Love Weston website Costs*	11,250	13,115	13,115	15,428
	<b>Expenditure Total</b>	<b>83,883</b>	<b>61,101</b>	<b>85,748</b>	<b>95,092</b>
1040	Tourism Website Income	25,000	19,369	21,000	30,000
	<b>Income Total</b>	<b>25,000</b>	<b>19,369</b>	<b>21,000</b>	<b>30,000</b>
	<b>Love Weston Net Total</b>	<b>-58,883</b>	<b>-41,732</b>	<b>-64,748</b>	<b>-65,092</b>

### Visitor Information Centre - 482

4000	Staffing costs	27,198	30197	30,197	0
4013	Training	2,830	934	1,000	0
4031	Equipment Rental****	492	0	492	0
4035	Telephone (mobile)	686	400	600	0
4036	Stationery	500	407	500	0
4039	Advertising ***	2,500	2589	2,500	0
4102	NNDR	3,533	0	3,533	0
4104	Utilities - Water	600	0	600	0
4105	Utilites - Heat & Light	1,200	0	1,200	0
4209	Equipment Purchase **	1,000	706	800	0
4211	VIC Running Costs	500	475	450	0
4225	Stock	7,000	7928	7,000	0
	<b>Total Expenditure</b>	<b>48,039</b>	<b>43,636</b>	<b>48,872</b>	<b>0</b>
1040	Window Banners	500	2000	2,400	0
1043	VIC Stock Sales	14,000	13318	13,318	0
1044	Ticket Sales	100	182	183	0

	<b>Income Total</b>	<u>14,600</u>	<u>15,500</u>	<u>15,901</u>	<u>0</u>
	<b>VIC Net Costs</b>	<u>-33,439</u>	<u>-28,136</u>	<u>-32,971</u>	<u>0</u>
6000	Admin Salaries Recharge	28,395	20037	28,395	30,282
6005	Admin Overhead Recharge	10,151	4476	10,151	9,870
6007	Grove House Recharge	1,588	1084	1,588	1,687
6008	Grove Lodge Recharge	1,152	694	1,152	1,181
	<b>Total recharges</b>	<u>41,286</u>	<u>—</u>	<u>41,286</u>	<u>43,020</u>
	<b>Total Tourism &amp; Marketing Expenditure</b>	<b>177,458</b>	<b>105,435</b>	<b>177,956</b>	<b>146,612</b>
	<b>Total Tourism &amp; Marketing Income</b>	<b>39,600</b>	<b>34,869</b>	<b>36,901</b>	<b>30,000</b>
	<b>Tourism &amp; Marketing net Costs</b>	<u><b>-137,858</b></u>	<u><b>-70,566</b></u>	<u><b>-141,055</b></u>	<u><b>-116,612</b></u>

\* Visit Weston Annuals = Standard contract + £2k provision for accessibility regulations

## Tourism Option 2 - Chairman / Officers

Committee Tourism & Leisure  
Department Tourism

	Expenditure	Budget 2019 2020	Month 7 Actual	Prediction Mnth 7	Budget 2020 2021
<b>Code</b>					
<b><u>Town Council Marketing 480</u></b>					
4019	WSMTC Website Costs	550	0	550	5,000
4037	Publicity Central marketing	3,700	698	1,500	
	<b>Expenditure Total</b>	<b>4,250</b>	<b>698</b>	<b>2,050</b>	<b>5,000</b>

### Love Weston Promotion / Destination Marketing- -481

4000	Staffing costs	47,633	28,944	47,633	49,096
4041	Fees, Subs & Conferences	0	-	0	600
4039	Advertising *****	25,000	19042	25,000	29,343
4062	Love Weston website Costs*	11,250	13,115	13,115	15,428
	<b>Expenditure Total</b>	<b>83,883</b>	<b>61,101</b>	<b>85,748</b>	<b>94,467</b>
1040	Tourism Website Income	25,000	19,369	21,000	27,500
	<b>Income Total</b>	<b>25,000</b>	<b>19,369</b>	<b>21,000</b>	<b>27,500</b>
	<b>Love Weston Net Total</b>	<b>-58,883</b>	<b>-41,732</b>	<b>-64,748</b>	<b>-66,967</b>

### Visitor Information Centre - 482

4000	Staffing costs	27,198	30197	30,197	24,378
4013	Training	2,830	934	1,000	1,000
4031	Equipment Rental****	492	0	492	459
4035	Telephone (mobile)	686	400	600	650
4036	Stationery	500	407	500	600
4039	Advertising ***	2,500	2589	2,500	
4102	NNDR	3,533	0	3,533	3,533
4104	Utilities - Water	600	0	600	600
4105	Utilites - Heat & Light	1,200	0	1,200	1,200
4209	Equipment Purchase **	1,000	706	800	1,000
4211	VIC Running Costs	500	475	450	1,000
4225	Stock	7,000	7928	7,000	7,000
	<b>Total Expenditure</b>	<b>48,039</b>	<b>43,636</b>	<b>48,872</b>	<b>41,420</b>
1040	Window Banners	500	2000	2,400	2,400
1043	VIC Stock Sales	14,000	13318	13,318	16,500
1044	Ticket Sales	100	182	183	200

	<b>Income Total</b>	<u>14,600</u>	<u>15,500</u>	<u>15,901</u>	<u>19,100</u>
	<b>VIC Net Costs</b>	<u>-33,439</u>	<u>-28,136</u>	<u>-32,971</u>	<u>-22,320</u>
6000	Admin Salaries Recharge	28,395	20037	28,395	30,282
6005	Admin Overhead Recharge	10,151	4476	10,151	9,870
6007	Grove House Recharge	1,588	1084	1,588	1,687
6008	Grove Lodge Recharge	1,152	694	1,152	1,181
	<b>Total recharges</b>	<u>41,286</u>	<u>—</u>	<u>41,286</u>	<u>43,020</u>
	<b>Total Tourism &amp; Marketing Expenditure</b>	<b>177,458</b>	<b>105,435</b>	<b>177,956</b>	<b>183,907</b>
	<b>Total Tourism &amp; Marketing Income</b>	<b>39,600</b>	<b>34,869</b>	<b>36,901</b>	<b>46,600</b>
	<b>Tourism &amp; Marketing net Costs</b>	<u><b>-137,858</b></u>	<u><b>-70,566</b></u>	<u><b>-141,055</b></u>	<u><b>-137,307</b></u>

\* Visit Weston Annuals = Standard contract + £2k provision for accessibility regulations

\*\* Misc Provision £1000

\*\*\* In resort advertising ie Air show & Residential Magazine

\*\*\*\* Credit card machine and processing costs

## Tourism Option 3- Standstill on 2019 2020

Committee Tourism & Leisure  
Department Tourism

Code	Expenditure	Budget 2019 2020	Month 7 Actual	Prediction Mnth 7	Budget 2020 2021
<b><u>Town Council Marketing 480</u></b>					
4019	WSMTC Website Costs	550	0	550	4,250
4037	Publicity Central marketing	3,700	698	1,500	
	<b>Expenditure Total</b>	<b>4,250</b>	<b>698</b>	<b>2,050</b>	<b>4,250</b>

### Love Weston Promotion / Destination Marketing- -481

4000	Staffing costs	47,633	28,944	47,633	49,064
4041	Fees, Subs & Conferences	0	-	0	0
4039	Advertising *****	25,000	19042	25,000	25,000
4062	Love Weston website Costs*	11,250	13,115	13,115	11,250
	<b>Expenditure Total</b>	<b>83,883</b>	<b>61,101</b>	<b>85,748</b>	<b>85,314</b>
1040	Tourism Website Income	25,000	19,369	21,000	25,000
	<b>Income Total</b>	<b>25,000</b>	<b>19,369</b>	<b>21,000</b>	<b>25,000</b>
	<b>Love Weston Net Total</b>	<b>-58,883</b>	<b>-41,732</b>	<b>-64,748</b>	<b>-60,314</b>

### Visitor Information Centre - 482

4000	Staffing costs	27,198	30197	30,197	27,198
4013	Training	2,830	934	1,000	2,830
4031	Equipment Rental****	492	0	492	492
4035	Telephone (mobile)	686	400	600	686
4036	Stationery	500	407	500	500
4039	Advertising ***	2,500	2589	2,500	2,500
4102	NNDR	3,533	0	3,533	3,533
4104	Utilities - Water	600	0	600	600
4105	Utilites - Heat & Light	1,200	0	1,200	1,200
4209	Equipment Purchase **	1,000	706	800	1,000
4211	VIC Running Costs	500	475	450	500
4225	Stock	7,000	7928	7,000	7,000
	<b>Total Expenditure</b>	<b>48,039</b>	<b>43,636</b>	<b>48,872</b>	<b>48,039</b>
1040	Window Banners	500	2000	2,400	500
1043	VIC Stock Sales	14,000	13318	13,318	14,000
1044	Ticket Sales	100	182	183	100

	<b>Income Total</b>	<u>14,600</u>	<u>15,500</u>	<u>15,901</u>	<u>14,600</u>
	<b>VIC Net Costs</b>	<u>-33,439</u>	<u>-28,136</u>	<u>-32,971</u>	<u>-33,439</u>
6000	Admin Salaries Recharge	28,395	20037	28,395	30,282
6005	Admin Overhead Recharge	10,151	4476	10,151	9,870
6007	Grove House Recharge	1,588	1084	1,588	1,687
6008	Grove Lodge Recharge	1,152	694	1,152	1,181
	<b>Total recharges</b>	<u>41,286</u>	<u>—</u>	<u>41,286</u>	<u>43,020</u>
	<b>Total Tourism &amp; Marketing Expenditure</b>	<b>177,458</b>	<b>105,435</b>	<b>177,956</b>	<b>180,623</b>
	<b>Total Tourism &amp; Marketing Income</b>	<b>39,600</b>	<b>34,869</b>	<b>36,901</b>	<b>39,600</b>
	<b>Tourism &amp; Marketing net Costs</b>	<u><b>-137,858</b></u>	<u><b>-70,566</b></u>	<u><b>-141,055</b></u>	<u><b>-141,023</b></u>

\* Visit Weston Annuals = Standard contract + £2k provision for accessibility regulations

\*\* Misc Provision £1000

\*\*\* In resort advertising ie Air show & Residential Magazine

\*\*\*\* Credit card machine and processing costs

## Town Council Meeting 20<sup>th</sup> January 2020

### Budget and Precept requirements for the year 2020 2021

#### Report from the Deputy Town Clerk / Responsible Financial Officer

Members will be aware that the draft budget for the financial year 1<sup>st</sup> April 2020 to 31<sup>st</sup> March 2021 was received by Policy and Finance Committee on the 16th December 2019.

This budget is now to be considered by the Town Council in order to approve the revenue budget for the forthcoming year and set its precept value to request from North Somerset Council.

The following needs to be acknowledged when reading the attached budget.

#### **Tourism Budget (Page 25 on budget attached)**

The resolution from P & F in relation to this budget heading was as follows:

***'RESOLVED:** To reduce the Tourism expenditure budget by £50,000 and officers to produce proposals to achieve the reduction in consultation with the committee chairman for submission to the full council'.*

This has been done in the papers attached but it should be noted that bottom line expenditure total has been changed only – there is no showing of how this was to be achieved within this paper. Members will have received a spate agenda item with options for the Tourism budget which when decided will be put into the budget at the meeting to reflect decision made.

#### **Band D – Tax base**

The budget presented to P & F showed an estimated tax base as confirmation of exact numbers was not known at the time of the meeting.

Since that time the tax base numbers have now been received from NSC and are now reflected in the budget attached which has altered the final budget and precept request from those within the P & F Minutes, this adjustment is as follows:

#### **Policy and Finance Budget recommendation figures**

Total Budget required	£2,330,863
Total Precept Requirement	£2,330,863
Band D Tax Base estimate	<b>26463.2</b>
Cost per Band D	£88.08 per year
Weekly cost	£1.69 per week



**Town Council Budget (Attached) with tax base confirmation applied**

Total Budget required	£2,330,863
Total Precept Requirement	£2,330,863
Band D Tax Base estimate	<b>26099.4</b>
Cost per Band D	£89.31 per year
Weekly cost	£1.71 per week

**Members are requested to:**

1. Consider and approve the Revenue budget for the year 2020 / 2021
2. Confirm the value of precept request to be submitted to North Somerset Council as per its legal requirement by the end of January 2020.

**CONSULTATIONS FROM NORTH SOMERSET COUNCIL:  
CORPORATE PLAN 2019-2023 AND BUDGET 2020-2021**

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**1. Introduction and Summary**

North Somerset Council has sent a consultation on its draft Corporate Plan 2019-2023 to the Town Council.

They have also sent a consultation on its draft budget for 2020-2021 to the Town Council.

**2. Timescale to Respond**

The consultations were only received from North Somerset Council in two emails of 18<sup>th</sup> and 19<sup>th</sup> December yet they requested a response by Friday 17<sup>th</sup> January and the online consultation closes on that day and cannot be responded to afterwards. This effectively only allows 4 weeks for a response, arriving one clear working day before the 2 weeks of the Christmas and New Year holiday (Saturday 21<sup>st</sup> December to Sunday 5<sup>th</sup> January) during which it is not possible to arrange a meeting to discuss the matter. While an individual can give their own views at any time a parish or town council can only form a view through holding a meeting.

I therefore asked for the consultation to be extended and North Somerset officers have that if I email them the Town Council's response as soon as possible after the meeting on 20<sup>th</sup> January, they will make sure they are considered. Members and groups are welcome to respond individually, however they will need to do so online by the original deadline of Friday 17<sup>th</sup> January.

**3. Corporate Plan**

North Somerset Council's new Corporate Plan is 41 pages long and to save paper is not circulated with this report. It can be found via the link below:

<https://www.n-somerset.gov.uk/wp-content/uploads/2019/12/Corporate-Plan-consultation-draft-final.pdf>

The headline priorities are stated as follows:

**Our priorities**

**A thriving and sustainable place**

- A great place for people to live, work and visit
- Welcoming, safe and clean neighbourhoods
- To be a carbon neutral council and area by 2030
- A transport network which promotes active and low carbon travel
- An attractive and vibrant place for business investment and sustainable growth
- A broad range of new homes to meet our growing need, with an emphasis on quality and affordability

### **A council which empowers and cares about people**

- A commitment to protect the most vulnerable people in our communities
- An approach which enables young people and adults to lead independent and fulfilling lives.
- A focus on tackling inequalities and improving outcomes
- A community which promotes learning and employment opportunities
- A collaborative way of working with partners and families to support children achieve their full potential

### **As an open and enabling organisation, we will**

- Engage with and empower our communities
- Manage our resources and invest wisely
- Embrace new and emerging technology
- Empower our staff and encourage continuous improvement and innovation
- Make the best use of our data and information
- Provide professional, efficient and effective services
- Collaborate with partners to deliver the best outcomes

All this seems very reasonable but as always 'the devil is in the detail' and town councillors are encouraged to look at the full document online to consider making specific comments. <https://www.n-somerset.gov.uk/wp-content/uploads/2019/12/Corporate-Plan-consultation-draft-final.pdf>

## **4. Budget Consultation**

North Somerset Councils consultation on its budget for 2020-2021 can be found via the link below. Their covering statement is:

'To ensure a balanced budget in 2020/21 we need to reduce our spending by a further £5.5 million on top of the savings we have already made. We recognise that making savings is never an easy thing to do but we have a targeted financial strategy to minimise the impacts which includes the following:

- Developing sustainable local income streams from business and housing growth
- Further increasing income into the budget in targeted ways
- Managing demand for our services and promoting independence
- Being more efficient and reducing service delivery costs
- Transforming our services so that they are more accessible'

Please see the full consultation via the link:

<http://consult.n-somerset.gov.uk/consult.ti/planandbudget/view?objectID=6121411>

## **5. Assessment**

As overall strategies tend to be, the document is somewhat vague in places. However in general, as far as I can see, there is little to quarrel with or object to in the document. Members may want to note specifically the following section under the heading of 'an open and enabling organisation'.

- *By 2023 we want:* More joint initiatives with Town and Parish Councils and 'third sector' organisations are supporting the delivery of priorities
- *Actions and Projects:* Where practical and demand is demonstrated, develop initiatives at a local level with Town and Parish Councils and 'third sector' organisations
- *Success measures:* Projects in place and milestones achieved

There is no specific reference to devolution of services to town and parish councils. I believe that public services should be 'owned' and run at the closest possible level to the local community. While ad-hoc community groups have an important role to play, they are undemocratic and depend on the enthusiasm of a small number of self-selecting individuals. Parish and town councils as democratically elected bodies provide permanence and secure funding streams as well as locality.

For example parks, play areas and recreation grounds are local facilities of a particular town or village of little interest to other towns or villages and are best run by local communities at parish and town level. Devolving such facilities frees up North Somerset as the unitary council to focus on shared services such as highways and transport, social services and waste collection and disposal which require scale.

I would therefore **recommend** that the town council urge North Somerset to include in its corporate plan a specific commitment as follows:

- *By 2023 we want:* to devolve local facilities wherever possible.
- *Actions and Projects:* to engage with town and parish councils to seek devolution opportunities
- *Success measures* would be local services and facilities devolved wherever practicable and requested by parish and town councils.

## 6. Conclusion

Members are requested to look at the two consultation documents and to;

- 1) Respond directly to the consultations online
- 2) Consider whether the Town Council as an organisation should make any comments, and if so put these forward at the Town Council meeting on Monday 20<sup>th</sup> January.

<https://www.n-somerset.gov.uk/wp-content/uploads/2019/12/Corporate-Plan-consultation-draft-final.pdf>

<http://consult.n-somerset.gov.uk/consult.ti/planandbudget/view?objectID=6121411>

## Recommendation

1. The Town Council's instructions are requested on a response to the consultation on the NSC Corporate Plan for 2019-2023.
2. The Town Council's instructions are requested on a response to the consultation on the NSC Budget for 2020-2021.

Malcolm L Nicholson LLB (Hons), DMS, PSLCC  
Town Clerk  
9<sup>th</sup> January 2020

## TOWN COUNCIL – 20<sup>TH</sup> JANUARY 2016

### CONSULTATION FROM NORTH SOMERSET COUNCIL - CLIMATE EMERGENCY Report of the Town Clerk

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#### 1. Introduction and Summary

North Somerset Council has sent a consultation on its Climate Emergency Strategy to the Town Council.

#### 2. Timescale to Respond

The consultation was opened on 13<sup>th</sup> December and the deadline for responses (unlike the corporate plan consultation) is Friday **31<sup>st</sup> January**.

#### 3. Climate Emergency

In early 2019 North Somerset Council declared a Climate Emergency. Since then a draft Climate Emergency Strategy and a live Action Plan have been prepared. These documents have been endorsed by full council and now form the basis for the council's response to the climate emergency.

As well as seven key principles that outline how they will address the causes and consequences of climate change, the strategy includes an aim for North Somerset to become a carbon neutral council and a carbon neutral area by 2030. North Somerset are interested in views on how North Somerset has responded to the climate emergency and your views on the draft strategy. There's also an opportunity to sign up for future workshops to help develop the action plan which can also be viewed online.

Please see the full consultation via the link below:

<http://consult.n-somerset.gov.uk/consult.ti/climateemergency/consultationHome>

Members are advised to look at both the 1 page Strategy and the 5 page Action Plan which are two separate documents:

<https://www.n-somerset.gov.uk/wp-content/uploads/2019/12/North-Somerset-climate-emergency-strategy-2019.pdf>

<https://www.n-somerset.gov.uk/wp-content/uploads/2019/12/North-Somerset-climate-emergency-action-plan.pdf>

As ever, individual members may of course also respond directly to the consultation.

#### Recommendation

The Town Council's instructions are requested on a response to the consultation on the NSC Climate Emergency Strategy.

Malcolm L Nicholson LLB (Hons), DMS, PSLCC  
Town Clerk  
13<sup>th</sup> January 2020