

LEE VALLEY REGIONAL PARK AUTHORITY

**SCRUTINY COMMITTEE MINUTES
12 MARCH 2015**

Present: Ross Houston (Chairman) Mary Sartin
 Stephen Carr (Vice Chairman) Syd Stavrou
 Gordon Nicholson Lyn White

Apologies Received From: Gwyneth Deakins, Alan Smith

Officers Present: Beryl Foster - Assistant Director of Legal & Property
 Brian Daley - Assistant Director of Parklands & Venues
 Nigel Foxall - Head of Performance & Information
 Stephen Wilkinson - Head of Planning & Strategic Partnerships
 Jon Carney - Head of Parklands
 Michael Sterry - Performance & Information Manager
 Sandra Bertschin - Committee & Members' Services Manager

Part I

96 DECLARATIONS OF INTEREST

There were no declarations of interest.

97 MINUTES OF LAST MEETING

THAT the minutes of the meeting held on 20 November 2014 be approved and signed.

98 PUBLIC SPEAKING

No requests from the public to speak or present petitions had been received for this meeting.

99 SCRUTINY SCORECARD 2014/15 Q3

Paper S/30/15

The report was introduced by Nigel Foxall, Head of Performance & Information.

Members highlighted the following on Key Performance Indicators:

- the Chairman commended progress on actions in the Service Plan;
- a Member commented that further analysis of Stakeholder Perception was required as the increased level of awareness could be due to concern about the levy rather than positive reasons;
- the need for assessment of hybrid and alternatively powered vehicles for the forthcoming fleet renewal;
- the need to advertise the 5m visit milestone; and
- further analysis of usage required to differentiate between new and repeat visits.

Members highlighted the following on the Venues Scorecard:

- a Member reiterated the reduced demand for group horse riding lessons and supported the move to other sources of income and liveries;

SCRUTINY COMMITTEE MINUTES 12 MARCH 2015

- Members highlighted the projected deficit at Lee Valley White Water Centre and the need for efficiencies together with the development of a more diverse offer at the venue;
- with regard to the projected negative budget at Holyfield Farm a Member commented that it was essential efficiencies were found to produce a balanced budget; and
- it was hoped that the recently introduced Meerkat enclosure at Hayes Hill Farm would lead to more repeat visits.

It was advised that the projected budget for Holyfield Farm was based on current milk prices and that even just a penny per litre increase in the price of milk would enable Holyfield Farm to operate a balanced budget.

Members highlighted the following on the Parklands Scorecard:

- the decrease in the average cleanliness score and the Authority's policy of not installing litter bins.

Members highlighted the following on the Corporate Scorecard:

- the need to amend expression of direct capital funding received to reflect receipt of the legacy assets; and
- Members commended the excellent low sickness absence rate.

(1) the report was noted.

100 RESEARCH ON CUSTOMER PROFILE

The Head of Performance & Information gave a presentation, key points included:

- customer profile analysed by age, ethnicity, gender, disability and regionality;
- details and experience of visit analysed by mode of travel to the Park, repeat visitors, reason for visit and duration of visit; and
- customer satisfaction and net promoter score.

Members highlighted the importance of customer satisfaction and net promoter score.

The Chairman remarked that presentation of such data analysis was very helpful and looked forward to receiving it in future.

101 AUDIT OF PROVISION FOR CYCLISTS AND CYCLING

Paper S/31/15

The report was introduced by Stephen Wilkinson, Head of Planning & Strategic Partnerships.

Members suggested that anglers, the Ramblers Association and the Canal & River Trust be included in the list of stakeholders to be invited to contribute their views.

(1) the details of the audit were noted.

**SCRUTINY COMMITTEE MINUTES
12 MARCH 2015**

Chairman

Date

The meeting started at 12.03pm and ended at 1.35pm.

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