



FINANCE REPORT

As with the Clerk's Report to Council, this report is not an item of debate, but seeks to inform councillors of all matters financial, including income and expenditure against budget, the level of balances held, proposed movements of deposits, future plans as well as seasonal issues, such as the Audit and Budget setting processes. If councillors consider a matter included in the report is in need of debate, the subject can be added to a future meeting's agenda for this purpose. I will always endeavour to answer any questions raised from the content of the report, but please bear in mind that if further investigation is necessary, answers will need to be given outside the meeting.

Bank Accounts

	<u>£</u>	<u>Rate</u>
Lloyds Current Account	18,553.51	
Lloyds 30 Day Account	522,276.02	0.01%
Lloyds Ticketsource	14.46	
Cambridge & Counties 31 Day Account	1,550,110.41	0.9%
Public Sector Deposit Fund	192,356.64	varies

Total	<u>2,283 311.04</u>
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Business Credit Card	245.49
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Investments

Local Authorities Property Fund	2,077,819.13	varies 678,406 units
Rathbones Investment Management Ltd	3,000,000.00	

Total	<u>5,077,819.13</u>
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Town Mayor's Charity Account	954.94
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The funds held in the Lloyds 30 Day Account reflect receipt this week of the 2nd tranche of the annual Precept from EHDC. The Finance Officer is reviewing the likely level of payments needing to be made in the next few weeks before the surplus is placed in the Cambridge & Counties account.

Members also need to be aware that the CCLA Local Authorities Property Fund is introducing a notice period for the withdrawal of funds in line with the Financial Conduct Authorities (FCA) recommendation that time be allowed to enable funds to realise the assets on which the investment is based before returning the capital to the investor. The

FCA recommendation is that up to 6 months notice can be required by the Fund holder. CCLA are introducing a 3 month notice period and after sharing this information with the Committee Chairman, we both consider that this is not unreasonable.

Finance & General Purposes Committee

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	95,240	194,000	49.09
Expenditure	201,075	555,448	36.20

Income reflects the interest received from the bank deposits and investments plus solar panel receipts. It has held up better than expected as the Local Authorities Property Fund quarterly income was not as badly affected by Covid-19 issues as expected. It has been helped in that interest from bank deposits has been better than expected because routine expenditure has been lower than normal so the regular calls on savings deposits have been less than usual. Expenditure is lower than expected. Largely this is because general expenses on items such as stationery, postage and printing plus training and travel expenses have all been lower than normal. Staff costs have also been lower than expected because the Technician salary that was budgeted for this year is yet to be incurred and may be deferred until next year as one of the budget measures to repair the hole in the overall income budget as a consequence of Covid-19.

Public Halls Committee

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	30,824	208,965	14.75
Expenditure	78,125	330,964	23.61

The Festival Hall complex year to date income is 2.7% (2019: 44.3%) and Avenue Pavilion income is at 0.9% (2019: 38.7%) reflecting the decimation wrought by the effects of Covid-19 on the hire of both these halls. Income received is from the Nursery and Petersfield Town Juniors for the rental of the pavilion at Love Lane plus commercial lease income at the Town & Festival Hall. It is difficult to be precise in predicting the likely income shortfall at this stage as it will depend on how many of the regular Avenue Pavilion bookings are able to return and what can be achieved in the Festival Hall with the potential of a further Covid-19 restriction on the horizon. Currently I am estimating a shortfall of between £120-140K for the year. Expenditure has been lower than usual due to the lack of booking activity with a significant drop in utility costs. Cleaning equipment costs are also low as a result of some bulk purchases being made at the end of the last financial year. Once the Structural Survey has been completed on the Town & Festival Hall and the outcomes assessed there will be some increase in expenditure on our halls generally

Grounds Committee

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	46,140	97,200	47.47
Expenditure	114,900	362,123	31.73

Income is mainly from the lease of property and concessions on The Heath, some of which is received quarterly in advance plus the work that the grounds team undertake. Both of these are where they would be expected to be at this time of the year.

Expenditure is lower than expected although there has been significant expenditure of the capital budget on new grounds equipment and the depot containers. The revenue budgets that are slightly overspent on year to date basis are vehicle maintenance, equipment hire, materials purchases and litter collection which reflects where the pressure has been on the grounds team during the Covid-19 pandemic. These overspends are not of current concern and can be compensated for by significant underspends elsewhere in the budget.

Overall

	<u>£</u>	<u>Budget</u>	<u>% Budget</u>
Income	172,204	500,164	34.43
Expenditure	394,100	1,248,535	31.56

If everything was on track the year to date figures would show an 41.67% spend. Income will fall well short of budget this year as a result of the Covid-19 pandemic. (2019: 37.78%) Expenditure is generally a little lower than expected for time of year which reflects the lower than usual demand on many of our routine cost headings as well as lower building use and energy demands as a result. (2019: 36.36%) It is planned to bring proposals to this committee next month on where anticipated savings can be made from the revenue budget to meet the projected income shortfall from the loss of hire income as a result of Covid-19.

This report aims to provide an overall summary of the position of the Council financially with any significant anomalies or variances being reported for your attention and potentially, action. It also demonstrates that councillors are fulfilling their role in monitoring the Council's finances and ensuring that good governance is being followed.

Neil Hitch,
Town Clerk & Responsible Finance Officer
14th September 2020



Town Visitor Centre Location Options

1. Introduction & Background

In January 2017, it was announced that The Tourist Information Centre based in the Library would no longer be funded by East Hampshire District Council. In a resolution, Petersfield Town Council acted quickly to rescue the Centre by offering to fund Tourism South East to continue running the service in Petersfield Library and renaming it to the Town Visitor Centre. A further years funding has been approved in the budget year 2019/2020 which will fund the running of the Town Visitor Centre by Tourism South East until March 2020.

2. Aims and objectives of Town Visitor Centre

Since the re-opening in May 2018, it has been considered that the Town Visitor Centre should be a place for both visitors to the town (home and overseas), and a reference point for town people wishing to know more about local places to visit, events, groups and organisations. This has required a re-focus on the Town Visitor Centre to make it more Petersfield Town focussed, with less focus on the East Hampshire area.

3. Other Aspects of the Town Visitor Centre

In addition to this, the Town Visitor Centre is now overseeing the 'Visit Petersfield' web site which was initiated as part of the Petersfield Tomorrow project. The website is maintained to provide information about local activities, where to stay, where to eat and what's on.

4. Future Location and Management of Tourism

This has led Petersfield Town Council to explore the wider opportunities that Petersfield can offer to the tourism market, and has raised discussions about where the manned Town Visitor Centre would best serve the whole of the community, as well as considering the ongoing costs to support and sustain the service.

A further consideration is the decision on who should manage the human resource of the existing Town Visitor Centre, and what resources are required for the future success and survival of this service. One key part that has been recognised, is the need to quickly speed up the evolution of the service, to make it more reliant upon the digital offering, and less on the human resource. This would enable any remaining human resource to be primarily focussed on the digital offering, but at the same time overseeing what is still required in terms of human, including networking with other organisations and venues, as well as providing a 'warm and inviting reception space' for those who need further advice and information, or do not have access to the internet.



The possible options are as follows:

A. The Town Visitor Centre remain at the Library run by Tourism South East, with Petersfield Town Council continuing to fund the service

Advantages	Disadvantages	Notes
Focal point for many other public services including Library and Citizens Advice	No adjacent parking facilities for visitors visiting by car or private coach/bus	
Focal point for local organisations when they want to use the TVC as an information point in the town	Opening times are governed by Library. When Library is closed, TVC is closed.	
TVC benefits from working centrally in the Library space and has good relationship with Library Staff	Limited by current space hired and provided by Library	
Central to retail part of the town	*Restricted by management of Tourism South East	
*Managed by Tourism South East	Location could be more central to all town areas of tourism. Does not achieve the Council's aim of an expanded online presence.	
Open every day except Sundays	*Ticket sales attract a commission charge, restricting number of groups who wish to use this service	
Public Transport Bus Stops are closure for visitors from Chichester and Midhurst, and the Railway Station		
TVC & Library support each other in public events		
Visitors who use the library have opportunity to use TVC		

*'Experts in Tourism'

Detail	Annual Costs	Notes
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Tourism South East – Staff and management fee	£44500	
Library Rent of space	£2000	
Internet Line	£480	
Total Cost to Town Council (annual)	£46980	

B. The Town Visitor Centre be re-located to another location in the town, but continue to be operated by Tourism South East

Advantages	Disadvantages	Notes
Could be located more centrally to all town attractions	*Still restricted by management of Tourism South East	
*Managed by Tourism South East	Potential increase in rental charges	
Could be closer to majority of Public Bus Stops and Train Station	*Ticket sales attract a commission charge, restricting number of groups who wish to use this service	
Possible location where parking is nearer		e.g. Mobility Building in Central Car Park
	Does not achieve the Council's aim of an increased online presence	

*'Experts in Tourism'

Detail	Annual Costs	Notes
Moving expenses	£1000	
Tourism South East (staff costs and TSE fee)	£44500	
Rent of space	£2000	Based on Library Cost but could be much higher
Internet Line	£480	
Total Cost to Town Council (one off)	£1,000	
Total Cost to Town Council (annual)	£46,980	



C. Terminate the contract with Tourism South East, transfer the TVC staff en-masse and re-locate to the Town Hall, administered by the Town Council

Advantages	Disadvantages	Notes
Focal point for many other public services provided by the Town Council	Not central to shopping centre where TICs are traditionally found	
Managed by the Town Council, enabling better economies of resources	Re-direction or new sign-posting would be required	PROS - This would be a benefit to dealing with all kinds of PTC bookings, including hiring and ticket sales
Central to all main town attractions including retail centre, historical interests, and green spaces including Heath and Pond, meadow, leisure activities (inc. tennis, swimming, petanque, croquet and other green spaces activities	Temporary building works which may disrupt current services	
TVC would be within Festival Hall Car Park which could potentially be signposted as 'visitor car park' when access is made from Tor Way	Increased use of public conveniences at Town Hall	
No commission on ticket sales for all Petersfield Groups using the Festival Hall	Initial costs to relocate	
Opportunity to provide other retail and service opportunities such as sports equipment hire, museum tickets, hovercraft tickets, spinnaker tower tickets, excursions to QECP & Gilbert White, cycle hire etc	However, without bringing in new skills, this is unlikely to enable the Council's aim of a increase online presence with dynamic content management	PROS – there is the potential that some of the skill sets required may already be in PTC employment which could be utilised with some alteration to job descriptions and change of roles etc.
Broader social media and IT system knowledge due to nature of Town Council operation requirements		
Increased use of Town Hall		



public building – and independence of Library times		
Profits from retail business and ability to expand retail in both lines and outlet e.g. purchases via website		
“Further integration for the TVC to PTC which will be positive for town and TVC could develop closer working relationship with town businesses and have input towards and be central to town events”	There are likely to be TUPE requirements which will restrict both salary levels and working conditions. Thus difficult to bring in new skillsets.	
Staff to assist with PTC responsibilities and project work, helping to promote the ‘town vision’ for Petersfield as a great destination to live, work and visit		
“Financial stability for TVC as located in Town Hall, therefore removing any rental and associated costs. Also TVC would be independent of HCC decisions that may affect library services in long term future”		
“TVC would be ideally placed to work alongside PTC to promote our green spaces that the town has to offer. The town is fortunate to have such a unique visitor attraction in the form of ‘Petersfield Heath and Pond’ offering all year round appeal to visitors and locals. The Town Hall, being situated between town and Heath could see increased visitors if TVC is well signposted and located at the Town Hall”		



Costs to move Town Visitor Centre to Town Hall

Description	Costs	Notes
Move from Library	£300	Based on using alternative furniture at PTC
Redevelopment of downstairs offices	£30,000	Based on budgeted amount originally put away (One off cost)
Estimated Staff Costs (full time manager and full time member of staff)	£42,963	Merging of PTC & TVC staff, removing any TSE management fee (if this now exists) should enable us to reduce the overall costs
Gross Profit from retails sales	(£2750)	
Web-Site Design	£10,000	
Total Cost to Town Council (one off)	£40,300	
Total Cost to the Town Council (annual)	£40,213	

D. Terminate the contract with Tourism South East, form a new Tourism organisation (Tourist Information Service(TIS)) based in the Town Hall but with a focus on digital, complemented by limited physical presence, administered by the Town Council

Advantages	Disadvantages	Notes
Focal point for many other public services provided by the Town Council	Not central to shopping centre where TICs are traditionally found Limited hours of 'physical presence'	
Managed by the Town Council, enabling better economies of resources	Re-direction or new sign-posting would be required	PROS - This would be a benefit to dealing with all kinds of PTC bookings, including hiring and ticket sales
Meets the Council's goal of an increased and expanded online presence with greater reach outside the town	Reduced physical presence which would limit some of the services on offer	
No contractual restrictions with TSE and no legacy TUPE	New staff will need to be recruited	TSE expertise can still be procured on a consultancy basis



requirements.		
Central to all main town attractions including retail centre, historical interests, and green spaces including Heath and Pond, meadow, leisure activities (inc. tennis, swimming, petanque, croquet and other green spaces activities	Temporary building works which may disrupt current services	
Tourist Function would be within Festival Hall Car Park which could potentially be signposted as 'visitor car park' when access is made from Tor Way	Increased use of public conveniences at Town Hall	
No commission on ticket sales for all Petersfield Groups using the Festival Hall	Initial costs to relocate	
Opportunity to provide other retail and service opportunities such as sports equipment hire, museum tickets, hovercraft tickets, spinnaker tower tickets, excursions to QECP & Gilbert White, cycle hire etc		
Broader social media and IT system knowledge due to nature of Town Council operation requirements		
Increased use of Town Hall public building – and independence of Library times		
Profits from retail business and ability to expand retail in both lines and outlet e.g. purchases via website		
Staff to assist with PTC responsibilities and project work, helping to promote the 'town vision' for Petersfield as		



a great destination to live, work and visit		
“TIS would be ideally placed to work alongside PTC to promote our green spaces that the town has to offer. The town is fortunate to have such a unique visitor attraction in the form of ‘Petersfield Heath and Pond’ offering all year round appeal to visitors and locals. The Town Hall, being situated between town and Heath could see increased visitors if TIS is well signposted and located at the Town Hall”		

Costs to move Town Visitor Centre to Town Hall with increased focus on digital content

Description	Costs	Notes
Move from Library	£300	Based on using alternative furniture at PTC
Redevelopment of downstairs offices	£30,000	Based on budgeted amount originally put away (One off cost)
Estimated Staff Costs (Physical presence)	£10,000	Limited hours
Web-Site Design	£10,000	Initial one-off cost
Website content management and online engagement	£30,000	Annual Cost
Total Cost to Town Council (one off)	£40,300	
Total Cost to the Town Council (annual)	£40,000	



E. Terminate the contract with Tourism South East, close the Town Visitor Centre services and provide digital information only

Advantages	Disadvantages	Notes
Meets the Council's goal of an increased and expanded online presence with greater reach outside the town	No direct contact for tourists visiting the town	
	No assistance or guidance for people visiting Petersfield from other places and oversees other than any digital provisions	
	Discriminating against those who do not have, or cannot use IT	
No contractual restrictions with TSE and no legacy TUPE requirements.		

Detail	Costs	Notes
Closure	£0.00	
Website Design	£10,000	
Ongoing Annual Website costs to update and maintain	£36,000	Based on one person solely maintaining the website
Total Cost to Town Council (one off)	£0	
Total Cost to the Town Council (annual)	£46,000	



Why would we want to bring the human resource of the Town Visitor Centre to the Festival Hall?

The Town Hall is one of many suitable locations in the town, and many would consider that current position being based in the Library is the most appropriate location so far, based on the fact that it is in the centre of the town's 'retail area'. It should be recognised that the Library would remain a significant position as a TIS point, but any remaining manpower could assist with the Town Hall Reception as well as focussing on maintaining the tourism web-site.

If the manned part of the Town Visitor Centre was re-located to the Town Hall, and visitors from outside the town were directed to the (Visitor) Festival Hall Car Park, this would create a far busier hive of activity, and would allow services to grow far beyond the current offering, ensuring continual services to both visitors and town people, online and offline, making it a more viable financial proposition.

The view of the Tourism sub-group (back in January 2019) was that Petersfield Heath and Pond is probably the highest visitor attraction in Petersfield. By locating the human resource at the Town Hall, and visitors to Petersfield being encouraged to park in the Festival (Visitor) Car Park, this would place them in the heart of Petersfield, less than 2 minutes away from the High Street (arguably as close as they would be if they had parked in the Central Car Park), and less than 5 minutes away from the main leisure attraction, the Heath and Lake.

Four main areas of tourism are considered, which are vital to the economy and success of our tourism as follows:

- a. Shopping** After collecting a guide in the form of a map showing each street (see example below)



the visitors are a few minutes walk away from a wide variety of coffee shops and eating places, as well as the wide variety of independent and national retail outlets that can be found across the retail area. Two signposted routes will take them (via traffic lights) either into the quaint shopping complex and lanes known as the Folly Market, or straight into the main shopping area of the High Street. The shopping guide would include Folly Market, Pages Court, Rams Walk, High Street, The Square, Chapel Street, Bakery Lane, Hobbs Lane and Lavant Street.

- b. Town attractions** Starting at the Festival Hall and Town Visitor Centre, the ‘Petersfield Historic Trail’, (also available as a leaflet guide – see example below), will take the visitors to the main town attractions such as The War Memorial, St Peters Church, The Square & William III, Petersfield Museum, Physic Gardens, The Spain, and other notable places worthy of a visit. It would be envisaged that this would be a round trip, possibly finishing off at the famous Red Lion Coach House for a drink, before returning to the Visitor Car Park.



- c. **Cycle and footpaths** In addition to a 'historic trail', taking in some of the towns greatest attractions, it is envisaged that the Town Hall could become the starting point for many cycling and footpath routes that run through Petersfield and out to various places, including the cycle route that runs out to Queen Elizabeth Country Park. For those who prefer to walk, there would be an offer of various walks including the 'Petersfield Boundary' walk which is currently being (or has been) created by Petersfield Museum.

A Cycle Hire business could be located somewhere in Petersfield, and with early engagement, Petersfield Town Council could be instrumental in becoming a satellite location where bikes could be hired.

- d. **Leisure and Recreation** The Town Visitor Centre would have all the knowledge of leisure and recreational activities in the Petersfield, including the Heath and Pond, Avenue Playing Fields, 'Petersfield Country Park', Petersfield Outdoor Swimming Pool, as well as those not so close, including Love Lane, Penns Farm, Taro Leisure Centre, Borough Hill, High Meadow, Woods Meadow, and Merritts Meadow. The centre would be able to make tennis, croquet and petanque bookings, and hire out associated sports equipment. Licences for boating on the pond can also be issued, as well as information provided for day fishing. Other activities such as timed visits to the barrows with a guide could be set up, and the Town Visitor Centre could be the meeting place for this, and other tours around the town.



Tickets would be available for all the shows being performed at the Town Festival Hall next door, as well as any other events in the town where the organisers wish to promote their events through the Town Visitor Centre box office.

Relocating the manned part of the Town Visitor Centre (TIS) would effectively provide an 'encyclopaedia' of Petersfield, providing information on events, organisations and places to visit. This would be achieved by offering staff continual site visits to places of interest so that they would be able to provide knowledge to members of the public, as well as ensuring that information is up to date in its digital offering. Digital hubs would be located around the town at key locations.

- e. **Parking** Parking is a real issue for those wishing to visit our town and find out what is going on. By creating a place where visitors can park their vehicle and pop into the Town Visitor Centre as a reference point to what they can visit while they are in the area, would vastly improve the facilities that we currently have for visitors to our town. The Town Hall with the currently named Festival Hall Car Park, could provide the perfect solution to become a focal point and hub for visitors coming to our town by car or bus, and a digital hub located at the Station, Library and Museum (as well as other possible locations) would provide a much improved and enhanced offering to inform people visiting our town, and those who are part of the community.

The Town Visitor Centre (TIS) staff would still ensure that the information stands based at Gilbert White, Queen Elizabeth Country Park, and the library, would be maintained to ensure that both visitors to the town, and town folk who are non-IT would be able to gain the information that they required.

Other Considerations

A telephone could be set up in the Library for people to use to speak directly to a member of the Town Visitor Centre (TIS) or Town Hall staff to seek further information or book tickets.

Under the Town Spine project, parking, cycle and walking signs could be revised to ensure that visiting traffic and pedestrians are directed to the Town Visitor Centre (TIS).

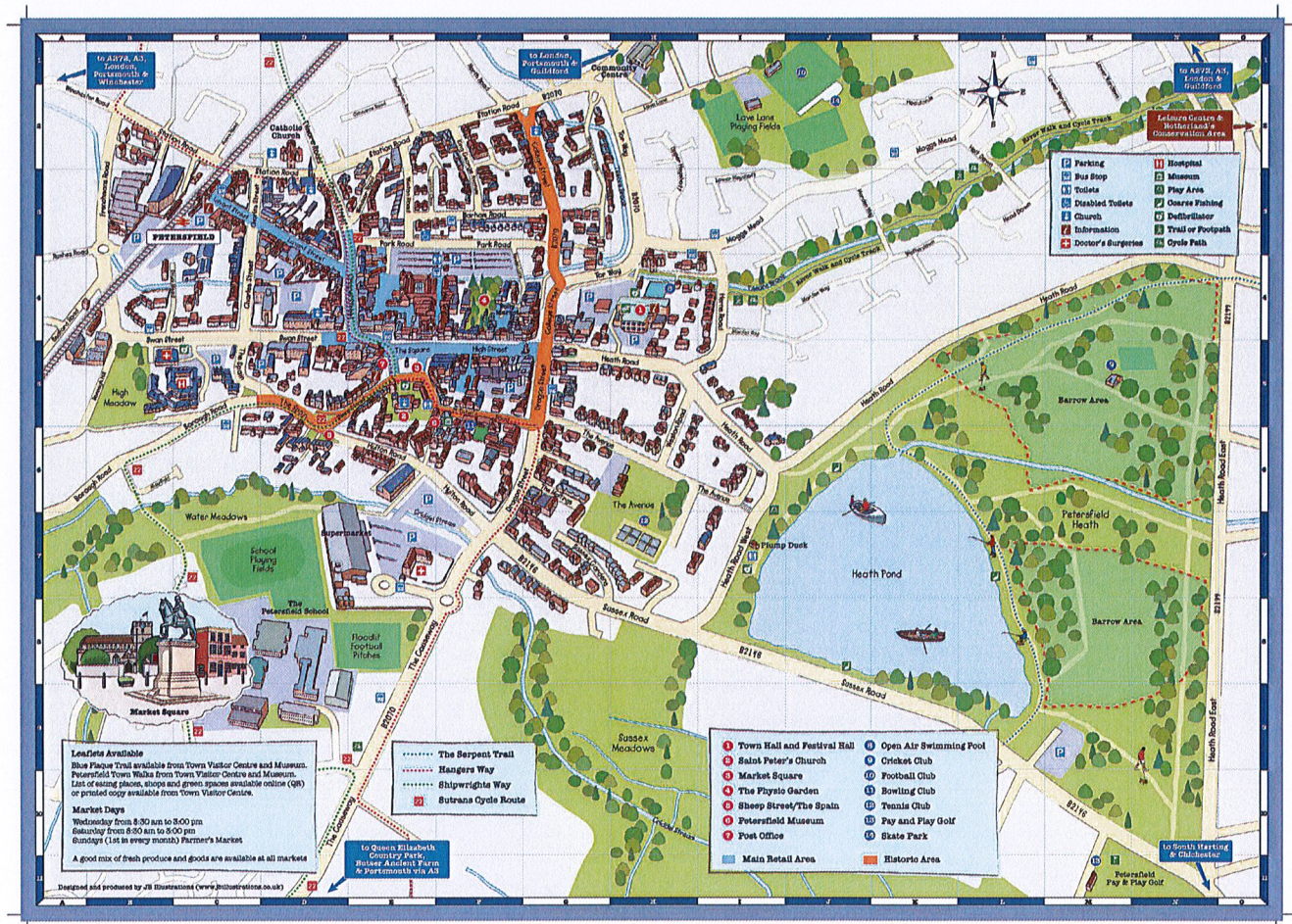
If the Small Hall is re-opened, then it could be considered for use by the Town Visitor Centre at specific times for exhibitions, films, and other activities for both locals and visitors to the town.

Petersfield Town Council own most of the bus stops in Petersfield, including the one that National Express stops at each morning. Run by Petersfield Town Council, the TVC (TIS) could re-initiate the sale of National Express Tickets and have information about the TVC (TIS) and where it is located at each bus stop. The Dragon Street bus stop, nearest to the Town Hall, facilitates bus routes 37/38 Havant to Alton, 71 Froxfield to Petersfield, 67 Winchester to Petersfield, 94 Buriton to Penns



Place, and could therefore designated as the bus stop to get off for the TVC (TIS). The exceptions are 54 Chichester and 91-93 Midhurst buses.

The attached copy of the recent map boards placed around the town demonstrates how central the Town Hall is to the wider activities and places of interest available to visitors who come to Petersfield.





Benefits in Summary

To the public

- The Library would still be a key Town Visitor Centre point for people living in the town, and those visiting, offering all the same information, and providing ticket sales and general assistance via a direct phone device connected automatically to Town Visitor Centre and Town Hall staff as required.
- The Town Hall would be a more central and suitable location for the broader aspects of tourism that exist within our town – this includes Heath & Pond, fishing, boating, tennis, swimming, dining, museum, retail and historic centre.
- The Town (general public, businesses, organisations, charities, visitors) would benefit from a more diverse offering of both town and visitor information
- The combined team based at the Town Hall, would have far more freedom to expand and enhance the current services, providing assistance with all enquiries, events, bookings, retail sales information and potentially utilising facilities and space at the Town Hall to put on exhibitions etc
- Visitors to the town would be able to park adjacent to the Town Visitor Centre, so that they can find out what they need to know about the town before reaching the retail sector
- Moving services to the Town Hall would make the Town Visitor Centre more economical and viable
- Funding and effort could be greatly improved on a new web-site that would ultimately become the main focus and thrust to inform visitors and local people of the services, events and attractions available

To the Town Council

- The Town Council would have full control of a service that it currently funds
- Long term savings would be made, and profits from retail sales would potentially increase with a wider range of local products and on-line presence, supporting the local economy and local businesses
- The Town Hall profile would be raised significantly with more people visiting
- The Small Hall could be utilised to put on exhibitions, perhaps supporting the Museum by exhibiting part of an exhibition that they are currently showing as a taster

TDC Tourism Working Group – Rationale, Cost Breakdown, Options.

Tourism Working Group Zoom Meeting 27 August 2020. 10.30 am.

Present: Louise Bevan (LB), Cllr Peter Bisset (PB) and Steve Field (SF).

The WG reviewed the minutes of last meeting pre-lockdown, of 16 March 2020, drafted by LB together with SF's comments. The WG agreed that the recommendations drafted in March, are still valid based on the reasons given below in **Notes to Town Development Committee (TDC)**

WG therefore recommends that

1. PTC give six months' notice to Tourism South East (in September 2020) before terminating the contract to manage Petersfield's Town Visitor Centre (TVC) at the end of the current contract in March 2021. (note that PTC has paid for the lease of space to the library up until end of March 2021).
2. PTC establish, locate and man/staff a "**Town Information Service**" for a minimum commitment of 5 years starting in March 2021 with a reduced annual budget not exceeding the current budget of £46,000.
3. Contractor B (who submitted a proposal in March 2020 that best met the brief) be awarded the contract for a new town website design at a cost of £10K

Caveat: the third recommendation is **subject to** acceptance of recommendations 1 and 2, which are considered to be **essential minimum commitments** to promoting tourism and providing information.

Notes to Town Development Committee (TDC)

Spending £10K on a website would not be worthwhile before a decision on how it would be managed in the medium term. PTC currently spends £46K on the services provided by Tourism South East and bringing this in-house has the potential for savings. In order to differentiate between the current visitor centre and the new service, we recommend calling it the **Town Information Service (TIS)**. This change of name reflects a broader orientation (providing information to both visitors and local residents) and the fact that PTC would be providing a service.

The new Town Information Service would be responsible to deliver / remain part of the Town Council's Tourism Strategy. Depending on decisions by other WGs and Town Council committees, the TIS could, if so decided, be closely linked to the promotion of the Festival Hall and hence provide support to a Programme Manager.

The new Town Information Service would provide an information and publicity service for community events as well as providing up-to-date tourist information via the new website.

The WG has discussed questions as to the staffing and location of the TIS. One option is that existing staff from the TVC would assist in managing the website with associated social media, answering telephone queries, and providing tourism reception. All these services would be based in the Town Hall and staff could undertake additional PTC work if desired.

These recommendations are made

- (i) to TDC, who may, if they see fit, recommend them to
- (ii) the September F&GP for approval and passage to the
- (iii) the Full Council meeting for final approval. F&GP is considered to be the appropriate committee because of the resource implications of the proposed recommendations.

2020.09.04 Following submission, Tourism WG was asked to rewrite as per JP's recommendations

1. Reiterate the rationale behind ending the contract – pros and cons
2. Financial breakdowns and liabilities – clarify the TUPE position and what the £46k will cover. Are there any risks?
3. Location recommendation – options for locations with rationale or pros/cons for each

Mr Tim O'Kelly has agreed to join the Tourism WG.

2020.09.09 Tourism Working Group Zoom Meeting 2.00 pm till 3.30 pm

Present: Louise Bevan (LB), Cllr Peter Bisset (PB), Steve Field (SF), Tim O'Kelly (TOK)

WG presentation of options and considerations to F&PG

1. PTC give six months' notice to Tourism South East (TSE) in September 2020 before terminating the contract to manage Petersfield's Town Visitor Centre (TVC) at the end of the current contract in March 2021. PTC has paid for the lease of space to the library up until end of March 2021. By ending the contract, PTC would be free to move from a rather generic service to a much more Petersfield centric service and to steer /change the operation so as to better meet: (a) the purpose /aim of the town's Tourism Strategy, and (b) the information needs of local residents.

Once the contract is terminated PTC will have the following options:

- (i) to bring the TVC (operations and staff) under its direct control, to manage it and re-shape it gradually;
- (ii) to close the TVC as it currently operates and to replace it with a Town Information Service that provides a very different balance of services focussed on Output 1 of the Tourism Strategy (see below), whilst remaining under the direct management of the Town Council;
- (iii) to outsource to a different provider with different skills, the management of new redesigned web-based Town Information Service.

The risks of terminating the TSE contract and managing the TVC directly is that, (depending on the option chosen) there could be an increase in the annual cost and there would be an increase in town hall personnel to be managed.

Attention is drawn to the fact that TDC agreed with recommendation of Tourism WG made at September 2019 meeting that Output 1 "an improved and enhanced on-line presence and greater visibility on the internet" is the top priority, and that this would be at the centre of **a revised and updated visitor information delivery service.**

2. PTC establish, locate and man¹/staff a "**Town Information Service**" for a minimum commitment of 5 years starting in March 2021 with a reduced annual budget not exceeding the current budget of £46,000.

The TUPE and TVC staff implications are complex and highly sensitive. It is assumed² that of the current annual cost of the TVC, (£46K approximately 90% (excluding the rent to the library) is for salaries (i.e. roughly £39.6K). The Town Clerk looked into the TUPE³ implications of terminating the contract with TSE. He heard back "from our HR consultants and their considered view is that TUPE is likely to apply in the

¹ Term used to mean staffed by either a male or female.

² Estimated by Project Manager 2020.09.09

³ Transfer of Undertakings (Protection of Employment) 2006

TDC Tourism Working Group – Rationale, Cost Breakdown, Options.

event that the Council *takes over the running of the TVC*⁴ as many of the tasks that are currently done by the Centre will still need to be done even with the additional duties that may or may not be added to their workload.” The precise salary costs involved would only become clear once it is established if TUPE will apply in this case.

Meanwhile the WG notes that:

- (i) If the TVC is brought within the Town Council whilst retaining its main characteristics, the current staff will need to be TUPEed across, at the same salary levels and with the same terms and conditions.
- (ii) If the TVC is closed, and PTC establishes a Town Information Service that is substantially different in terms of job description(s), TUPE may not apply. Legal advice would be needed to confirm this.

The WG notes that the staff requirement will be a function of the kind of Town Information Service (TIS) that is established, i.e. the extent to which a seriously chunky and very dynamic online, web-based service is supported by a manned system where one can speak to a member of staff (either in person, or by phone or both).

The WG group is in favour of a service that is heavily-weighted towards web-site management, constant content creation, creative use of social media to spread messages also by Facebook, Twitter, Instagram, etc. What the £46 K will cover will depend on whether /to what extent, a manned physical presence is retained as well.

The WG view as to the balance of expenditure between physical presence (PP) and website management, hardware, content creation (WHCC) varies and different options are presented in the table below. Note that PP and WCC estimated annual cost allocations between PP and WHCC are inclusive of the costs of associated staff/expertise and exclusive of the expected £10,000 cost of designing the website (for which resources are earmarked in 2020 budget).

Annual budget (2020)	£46,000	TSE contract plus £2000 rent to library	
	PP	WHCC	Total
Option A: transfer TVC en masse to PTC	£39,600	£6,400	£46,000
Option B: 35%: 65%	£16,100	£29,900	£46,000
Option C : 25%: 75%	£11,500	£34,500	£46,000
Option D : 20%: 80%	£9,200	£36,800	£46,000
Option E : 0%: 65%	£0	£29,900	£29,900

Estimated staff costs of TVC based on information collected by SF

⁴ LB italics added.

TDC Tourism Working Group – Rationale, Cost Breakdown, Options.

WG found that the 90% cost of the cost of the current TVC operation is staff costs estimated at an annual total of £39,600. The split between staff and other costs within each category, PP and WHCC, would also have to be established. An option for WHCC might look like this:

Indicative annual cost breakdown of Website Management, Hardware, and Content Creation

Employee or contracted 1/	21	£15	£315	52	£16,380
Hardware (annual updates) 2/					£5,000
Rent of serviced desk, telephone, internet					£2,000
Consultancy, photography, etc. 3/	10	£50	£500	10	£5,000
Miscellaneous					£1,500
Total (cost estimate)					£29,880

1/ TOR to be determined, to include Content creation, website and social media management and maintenance. Assumes 21 hours per week (3 days). There are pros and cons of direct employment by PTC or contracted services. If a contracted person fails to satisfy TORs, it is easier to replace. Direct employment provides job security, becomes a member of the PTC team, etc.

2/ Could include 3 all-weather interactive screens to be placed for example at station, library and Town Hall

3/ Could be used also for surveys, specialist photography, etc.

3. Location recommendation – options for locations with rationale or pros/cons for each

Options for the location of the proposed Town Information Service (TIS) are largely dependent on the extent to which it is supported by a manned physical presence and whether or not TIS staff become staff of the Town Council, and thus directly managed by council officers. (see Options A to E above).

The pros and cons of **co-locating the TVC/TIS at the Town Hall** are documented in the paper: 2020 Town Visitor Centre.

Other options include:

- Maintaining a physical presence **as close as possible to the Square** either in the library where the current TVC sits (constrained by library opening hours) or at another location such as the PO building, the Museum, or section of shop or cafe.
- Maintaining 3 unmanned hubs at (i) Petersfield Railway Station (to engage visitors who arrive by train), (ii) the library, and (iii) the Town Hall (if minimum or zero manned physical presence is preferred).
- Options B to E for which are 75% or more of the available budget is devoted to WHCC, i.e. on-line presence and greater visibility on the internet, the location and its visibility(!) becomes increasingly less important. What becomes critical is the relevant expertise of the operator/ employee/contractor including knowledge of Petersfield. An outstanding web-presence providing wide information services could be delivered from a spare room/office supported by a mobile phone.

Regarding location: It is a matter of judgement and perception as to (i) the pros and cons of maintaining a manned physical presence and (ii) what constitutes the centre of Petersfield. There are advantages in having as much flexibility as possible given the constraints on PTC finances, and uncertainties as to the scope and scale of the Town Hall / Festival Hall development / operations.

Second Draft LB, Tourism WG, 14th Sept 2020

List for Council to renew by resolution

Correct as 15/09/2020

BACS

Council Staff	Wages/salaries	Monthly
HMRC	PAYE/NI	Monthly
Hampshire LG Pensions	Pension payments	Monthly
EHDC	Business Rate Avenue Pavilion	6 Monthly
EHDC	Business Rate TH/FH	6 Monthly

Other regular suppliers have now started to be paid by BACS.

All BACS payments are authorised by two Councillors prior to payment being made.

Variable Direct Debit

Cardnet	Service Charge for Credit/Debit cards	Monthly
Focus	Town Hall telephone system	Monthly
Cavendish Communications	Mobile Phones	Monthly
BT	Broadband/telephone for TH/FH	Quarterly
Eden Springs	Water machines	Monthly
Castle Water Ltd	Water for Avenue Playing Field	6 monthly
Castle Water Ltd	Water for TH/FH	6 monthly
Castle Water Ltd	Water for Heath Toilets	6 monthly
Castle Water Ltd	Water for Tilmore Allotments	6 monthly
Castle Water Ltd	Water for Bell Hill Rec	6 monthly
Scottish Water Business Stream Ltd	Waste Water for TH/FH	6 monthly
Scottish Water Business Stream Ltd	Waste Water for Heath Toilets	6 monthly
SSE	Meter Operator Charge	Annually
Veolia	Container Exchange	Monthly
Dyce Energy Ltd	Gas bill for Avenue Pavilion	Quarterly
Crown Gas & Power	Gas for TH/FH	Monthly
Haven Power	Electricity bill for TH/FH	Monthly
HMRC VAT	To pay VAT owed	Quarterly
Suez recycling & recovery (UK) Ltd	Skip Hire	Monthly
WEX Europe Services (UK) Ltd	Fuel Card	Monthly
Lloyds credit card services	Company Credit card	Monthly

Fixed Direct Debit

First Data	Debit/Credit card machine rental	Monthly
Leaseplan UK Ltd	Lease of Toyota Hilux	Monthly
Lex Autolease	Lease of Toyota Hilux	Monthly
Aviva/WPS Brokers	Building and content insurance	Monthly
Dual Energy	Electricity for Heath Toilets	Monthly
Yu Energy	Electricity for Avenue Pavilion	Monthly
Tv Licence	For TVs Town/Festival Hall	Annually

List of Payments made between 01/08/2020 and 31/08/2020

<u>Date Paid</u>	<u>Payee Name</u>	<u>Reference</u>	<u>Amount Paid</u>	<u>Authorized Ref</u>	<u>Transaction Detail</u>
03/08/2020	Wex Europe Services (uk) Ltd	WEC	214.17		Purchase Ledger DDR Payment
03/08/2020	Lex Autolease Limited	LXL001	355.50		Grounds truck rental
03/08/2020	WPS Insurance Brokers & Risk S	WPS/Aug	1,121.93		CouncilGuard - New Business
06/08/2020	Altis Industries Ltd	AIL	2,700.30		Gasoil
07/08/2020	TDG Marketing Ltd	DIRECT	468.00		Leaflet distribution
07/08/2020	CPRE	CPRE	36.00		CPRE membership 1 year
07/08/2020	Petaprint Ltd	PP	1,595.00		8000 news leaflets
07/08/2020	Milk & More	MILK	19.68		Office milk
07/08/2020	Southern Planning Practice Ltd	SPPL01	3,434.08		Fees for Heath Pond studies
07/08/2020	SSE Scot Hydro-Southern Electr	SSESH	239.27		Gas - T and F Halls
07/08/2020	LLoyds Bank fees & charges	CHARGES 5	12.50		LLoyds Bank fees & charges
10/08/2020	Wex Europe Services (uk) Ltd	WEC	358.44		Fuel - truck & equipment
10/08/2020	Broxap Ltd	BROX	38,260.80		Finial x14
11/08/2020	LeasePlan UK Ltd	NET	358.62		Grounds truck rental
12/08/2020	HMRC PAYE/NI July 2020	PAYE/NI 4	6,286.43		HMRC PAYE/NI July 2020
13/08/2020	Hunt Forest Group Ltd	FHGL01	7,980.00		Multitiner
14/08/2020	Bromsgrove & Redditch Trophies	BRT	127.85		Engraved rose bowls
14/08/2020	Martin Cashmore Fencing Ltd	MCFL001	1,128.60		Post mix for knee high rail
14/08/2020	Rake Garden Centre	RGC001	542.51		MOT Type 1 bulk bag
14/08/2020	Rake Garden Centre	RGC001_a	42.49		P/Ledger Electronic Payment
14/08/2020	Winchester Garden Machinery	WGM	20.28		Chainsaw chain
14/08/2020	Cardnet fees & charges August	CARDNET 5	0.32		Cardnet fees & charges August
17/08/2020	Dual Energy Direct Ltd - Heath	DEHT	66.86		Electric - Heath toilets
17/08/2020	Wex Europe Services (uk) Ltd	WEC_a	213.79		Purchase Ledger DDR Payment
17/08/2020	LLoyds Credit Card	17/08/2020	1,624.32		Credit card direct debit Aug
18/08/2020	First Data	FD	25.60		Credit card processing equipme
20/08/2020	Bristol Energy Ltd	BE/July	34.88		Electric - Ave Pav
20/08/2020	•Staff wages August	STAFFWAGE5	23,050.71		Staff wages August 2020
21/08/2020	Winchester Garden Machinery	WGM	820.81		Equipment for Monday Group
21/08/2020	Martin Cashmore Fencing Ltd	MCFL001	763.20		23 x oak sleepers
21/08/2020	ASDC Southern Ltd	ASL001	2,653.20		CCTV maintenance
21/08/2020	Microshade Business Consultant	MICRO	2,021.52		Software hosting
21/08/2020	Elite Playground Inspections	SASP	620.00		Playground inspections
21/08/2020	Caines Farm Partnership	CFPT	336.00		Bracken control
21/08/2020	VoxIT Limited	VOX	551.98		Website hosting
21/08/2020	VoxIT Limited	VOXoverpay	7.00		P/Ledger Electronic Payment
21/08/2020	The Play Inspection Company Lt	PICL	503.58		Annual play inspections
21/08/2020	Crown Oil Ltd t/a Crown Gas &	CGP001	212.05		Gas - Town & Festival Halls
21/08/2020	LGPS Hants pension August	PENSION 5	7,061.08		LGPS Hants pension August
24/08/2020	Wex Europe Services (uk) Ltd	WEC	169.49		Fuel - truck & equipment
24/08/2020	SIEMENS FINANCIAL SERVICES	SIEM	509.04		Photocopier lease & annual fee
26/08/2020	Cavendish Communications	CC	101.75		Purchase Ledger DDR Payment
28/08/2020	Eden Springs UK Ltd	ESUKL	46.42		Office water
28/08/2020	Veolia ES (UK) Ltd	OUKL	277.34		Waste removal
28/08/2020	Focus Group	FOC	296.92		Calls, charges & add services
28/08/2020	SUEZ Recycling and Recovery UK	SITA	1,455.31		Waste removal
28/08/2020	Altis Industries Ltd	AIL	2,468.26		Site fencing hire

List of Payments made between 01/08/2020 and 31/08/2020

<u>Date Paid</u>	<u>Payee Name</u>	<u>Reference</u>	<u>Amount Paid</u>	<u>Authorized Ref</u>	<u>Transaction Detail</u>
28/08/2020	Ampella Ltd	AMP	489.60		Replace hot water pump
28/08/2020	ACORN OFFICE SUPPLIES	AOS	404.91		Stationery supplies
28/08/2020	Beaver Tool Hire	BTH	8.40		16amp to 3 pin cable
28/08/2020	CIA FIRE & SECURITY LTD	CIA	874.80		LTA auto doors & Clubspark
28/08/2020	ENTC Ltd	ENTCL01	1,764.00		Tennis court deep cleaning
28/08/2020	HAMPSHIRE COUNTY COUNCIL	HCC	513.46		Janitorial supplies
28/08/2020	Trade UK	SFD	119.96		LED bulkhead x 3
28/08/2020	Tudor (UK) Ltd t/a Tudor Envir	TE01	95.64		Ear defenders & first aid
Total Payments			115,464.65		



List of Regular payments

2020/21

To	reason	frequency
HMRC	PAYE and NI	Monthly
A1 security Systems	service of alarm monitoring	annually
Aluminium Access Products	Tallescope service	annually
Armashield	Shutter inspections	annually
Ofcom	wireless microphone licence	annually
Assoc British Theatre Technicians	membership	annually
Auditel	Utility bill reduction	Monthly
Avalon Software	Halls booking SW	annually
PKF	Audit of Annual Return	annually
Britton Price	Service of lifts	annually
G Burleys & Sons Ltd	Grounds Maintenance	Monthly
C Kates and Son	Water tap On/Off Tilmore	6 monthly
CIPFA	Vat advice subscription	annually
Citizens Advice	perennial grant	annually
Clear Round Pest	Contract	annually
Colin Norgate	Mayors board carving	annually
Ampella Maintenance Ltd	service of gas appliances & Inspections	annually
Council Staff	Wages/salaries	Monthly
Country House Carpet Care	carpet cleaning	annually
Do the Numbers/Alan Harland	Audit of accounts/Accountant	annually
TBC	Energy assessment for TH/FH	Annually
EHDC	Premises Licence FH	annually
EHDC	Premises Licence AP	annually
Ellis Whittam	Human Resource services	annually
Festive Lighting	Christmas Lights	annually
Fields in Trust	membership	annually
Fire Skill	Fire assessment	annually
Hampshire Association of Local Councils	membership	annually
Hampshire Pension Fund	Pernsion contriubutions	Monthly
Hampshire Playing Field Association	membership	annually
HCC	Playing field fee Paddock Way	annually
Imp and Dev agency for local Government	LGA workforce subscription	annually
Laddersfree	TH/FH and Avenue window cleaning	Quarterly
Maltbys	bookbinding of minutes	annually
Meon Cleaning Services	Bus Shelter Cleaning	Quarterly
NALC	Magazine subscription	annually

Quadiant formally Neopost	franking machine service agreement	annually
NLA Media Access	Copywrite licence	annually
P/F Cricket Club	Perenial grant	6 monthly
P/F Museum	perenial grant	annually
P/F Open Air Swimming Pool	perenial grant	annually
Petaprints	PTC News	Quarterly
Petersfield Post	Adverts	annually
PHS Group	Sanitary unit servicing	annually
Pickets and Pursers	Engraving in Bloom Tropies	annually
PPLPRS	Sound recording licence	annually
PPLPRS	Performing rights	6 monthly
Regal Enviromental Systems	Air conditioner maintenance	annually
Regal Enviromental Systems	Service of heat pump units	annually
Rialtas Business Solutions	Accounts software support	annually
Royal British Legion	Wreath for Rememberance Sunday	annually
Safesite UK	Roof safety equipment inspection	annually
Elite Playgrounds Inspections	playground inspections	Monthly
Tilmore allotment Association	Best allotment prize	annually
Siemens	Lease of photocopier	Quarterly
SLCC	Membership x 2	annually
SLCC	national clerks conference	annually
Matthews Electrical	Fire Alarm tests	6 monthly
Southern Fire Protection	Fire Extinguishers	6 monthly
Matthews Electrical	Emergency Lighting	6 monthly
TAS Sage Software	Renewal of payroll licence	annually
TDG marketing	distribution of newsletter	Quarterly
The Petersfield School	GCSE prize	annually
UK Office Systems	Photocopier rental	Quarterly
Voxit	Domain registration for FH	annually
Voxit	Domain registration for PTC	annually
Workplatform	Service	annually
Hampshire County Council	Library Lease	annually
Tourism South East	TVC Service Contract	annually
Hiberian	Defibrulator service	annually

Finance Report

Sale Ledger Aged Account Balances report

This attached report details any current outstanding monies still owed to the Council. Or accounts which may be in credit, for example if a customer has overpaid. The report does not include invoices which have been recently issued but not yet posted to the accounts. The report is only accurate at the time of printing as payments may have now been processed and/or invoices added.

The following account holders have no issues with their accounts even though they appear to have a balance (positive or negative). This is because adjustments still need to be made to the accounts, for example processing a cheque payment received.

Zero Balances

Credit due: PIBC - Petersfield Inbetween Club

Watch List

These are customers who make part and/or late payments.

JG002 – JG Tennis Tennis coach required constant chasing for payment. This account is now on payment in advance. One annual invoice is issued.

PTFC – Petersfield Town Football club – A payment plan is in place again this year.

LR001 – LR Fitness Ltd Tenants continue to breach the lease by parking in the spaces to the rear of the building. Payment of invoices is currently up to date.

EMPC001 East Meon Parish Council – Late payers as always pay invoices after the due date.

Formal debt recovery stage

No accounts require formal debt recovery at this time.

Writing off debt.

SW002 – Sophie Watkins, The arrears remain unpaid. I seek permission to write off the debt of £56.45.

Blacklist

The individuals or companies below are no longer permitted to hire from Petersfield Town Council due to debts having to be written off due to non-payment.

- Simply Tutoring – Ms Sam Austwick
- SW002 – Sophie Watkins

Accounts on the watch list are reviewed regularly. Any questions regarding individual accounts please contact me directly. Thank you.

Outstanding Balances by Due Date as at 01/07/2020

A/C Code	Customer Name	Balance	Current	Up To 30 Days	Up To 60 Days	Over 60 Days	On A/c Pymnts
EMPC001	EAST MEON PARISH	1,512.00	792.00	720.00	0.00	0.00	0.00
FRRME	FRRME	5,684.48	5,684.48	0.00	0.00	0.00	0.00
GVH001	GREATHAM VILLAGEHALL	324.00	324.00	0.00	0.00	0.00	0.00
LSOTL	LITTLE SCHOOL	9,900.00	0.00	9,900.00	0.00	0.00	0.00
PIBC	PFIELD INBETWEEN CLU	-221.89	0.00	0.00	0.00	-221.89	0.00
PRC	P/F RUGBY CLUB	1,173.89	0.00	0.00	0.00	1,173.89	0.00
SPC001	STROUD PARISH	80.40	80.40	0.00	0.00	0.00	0.00
ST01	SIMPLY TUTORING	49.08	0.00	0.00	0.00	49.08	0.00
STPC	STEEP PARISH COUNCIL	21.00	21.00	0.00	0.00	0.00	0.00
SW002	SOPHIE WATKINS	56.45	0.00	0.00	0.00	56.45	0.00
Total Sales Ledger No 1		18,579.41	6,901.88	10,620.00	0.00	1,057.53	0.00
TOTAL SALES LEDGER BALANCES		18,579.41	6,901.88	10,620.00	0.00	1,057.53	0.00

Bank - Cash and Investment Reconciliation as at 31 August 2020

Confirmed Bank & Investment Balances**Bank Statement Balances**

31/08/2020	Lloyds Current Account	25,000.00
31/08/2020	Lloyds Savings Account	103,087.31
31/08/2020	Cambridge & Counties	1,550,110.41
31/08/2020	Public Sector Deposit Fund	192,356.64
31/08/2020	Lloyds Ticketsource	14.46
31/08/2020	Moviola Cinema Float	110.00
31/08/2020	Petty Cash Tin Float	128.59
31/08/2020	Reception Till Float	35.00
31/08/2020	Town Mayor's Charity -Current	1.00
31/08/2020	Town Mayor's Charity-Savings	953.93
31/08/2020	Lloyds Credit Card	245.49

1,872,042.83

Other Cash & Bank Balances

0.00

1,872,042.83

Unpresented Payments

245.49

1,871,797.34

Receipts not on Bank Statement

-16.58

Closing Balance

1,871,780.76

All Cash & Bank Accounts

1	Current Bank A/c	128,070.73
2	Cambridge & Counties Bank A/c	1,550,110.41
3	Public Sector Fund A/c	192,356.64
4	Ticketsource A/c	14.46
5	Petty Cash	273.59
6	Town Mayor's Charity A/c	954.93
7	CCLA Local Authorities' Proper	-245.49
	Other Cash & Bank Balances	0.00
	Total Cash & Bank Balances	1,871,535.27