



FAIR OAK & HORTON HEATH PARISH COUNCIL

• 2 Knowle Park Lane, Fair Oak, Eastleigh, SO50 7GL ☎ (023) 8069 2403

✉ enquiries@fairoak-pc.gov.uk 🌐 www.fairoak-pc.gov.uk

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SUMMONS

Dear Member

2 July 2024

You are hereby summoned to attend a meeting of the **FINANCE COMMITTEE** held on Monday, 8 July 2024 at 10.00 a.m at the Parish Office, 2 Knowle Park Lane, Fair Oak.

Melanie Stephens

Melanie Stephens, Parish Clerk

PUBLIC INFORMATION: Members of the public are welcome to attend this meeting. The seating capacity of our Conference Room for members of the public is limited under fire regulations to 22.

PUBLIC PARTICIPATION: Members of the public may speak in accordance with the Council's public participation scheme: (a) on items under the Council's remit which are not on the public agenda; and/or (b) on individual items on the public agenda, when the Chairman calls that item. Speeches may not exceed three minutes.

Anyone wishing to attend the meeting or speak in accordance with the Council's public participation scheme, should contact the Parish Clerk by emailing clerk@fairoak-pc.gov.uk no later than 12.00 noon on Thursday, 4 July 2024.

AGENDA

APOLOGIES

1 DECLARATIONS OF INTEREST

To receive declarations of interest and dispensation requests.

2 MINUTES (PAPER A, PAGES 3-5)

To note the minutes of the meeting held on 1 March 2024.

3 PUBLIC PARTICIPATION

To receive any public participation in accordance with the Council's public participation scheme.

4 ELECTION OF VICE-CHAIRMAN

To elect a vice-chairman for the forthcoming municipal year.

5 QUARTERLY FINANCIAL MONITORING REPORT (REPORT B, PAGES 6-18)

To approve the report of the Finance Officer.

6 FINANCE RISK ASSESSMENT (REPORT C, PAGES 19-26)

To approve the Council's Finance Risk Assessment.

7 MARKETING STRATEGY (REPORT D, PAGES 27-30)

To consider the draft strategy for adoption.

8 WORK PROGRAMME (REPORT E, PAGE 31)

To note the work programme.

9 ENERGY REPORT (REPORT F) (TO FOLLOW)

To review the energy action plan and agree next steps.

To: Councillors

Cllr P Barrett

Cllr H Douglas (Chairman)

Cllr W Chivuchi

Cllr N Couldrey

Cllr K Forfar

Cllr T Higby

Cllr M Marsh

Cllr B Tennent

Officers

Mrs J Cahill (RFO)

Ms M Stephens (Clerk)



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**Minutes of the FINANCE COMMITTEE meeting held on
Friday, 1 March 2024 at 11.30 am
at the Fair Oak Parish Office, 2 Knowle Park Lane, Fair Oak**

Present: Cllrs Barrett, Douglas (Chair), Couldrey & Tennent

Officers in attendance: Joanna Cahill, Responsible Finance Officer and Melanie Stephens, Clerk.

Apologies: Cllrs Chivuchi, Forfar, Higby, & Marsh.

PUBLIC SESSION

No members of the public were present.

20 DECLARATIONS OF INTEREST

Cllr Douglas in Minute No 23.

21 MINUTES OF MEETINGS (PAPER A)

RESOLVED:

That the minutes of the meeting held on 1 December 2023 be noted.

22 FINANCIAL MONITORING REPORT (REPORT B)

The Committee considered the financial monitoring report which set out the financial position of the Council as at 19 February 2024.

The Financial Officer explained that Community Centre hire income would unlikely to meet the predicted budget targets despite outstanding invoices for the remainder of the financial year. Members requested that Officers develop a marketing strategy for all hireable venues and that this be submitted to the next meeting for consideration.

Members also requested that the Scouts, as one of the main hirers at Woodland Community Centre be reminded that full hire fees would commence from April 2025 as part of the legal agreement put in place.

The Finance Officer explained the expenditure analysis across all budget streams, whilst most budget codes would meet targets, the cost of utility services had far exceeded the Council's predictions which would mean these would show an overspend. The Council had however approved solar installations at the Parish Office and Woodland Community Centres and it was hoped that these projects would be completed before the summer, assisting in energy savings and costs for the next financial year. Officers would also seek external

funding for panels at the Pavilion and Community Café.

RESOLVED:

- (a) That the latest budget position as at 19 February, as set out in Appendix 1 of the report be noted; and
- (b) That a draft Community Centre Hire Marketing Strategy be submitted to the next meeting for consideration.

Action: Mel Stephens/Carly Giles

23 ALLOCATION OF CAPITAL RESERVES 24/25 (REPORT C)

Cllr Douglas disclosed a non-pecuniary interest as a previous member of the Horton Heath community Centre Association which had transferred Horton Heath Community Centre to the Parish Council in 2018 along with £40k of ear marked reserves (EMR). She concluded that there were no issues under common law that prevented her from remaining in the meeting to speak and to vote.

The Committee considered the allocation of capital reserves 24/25 which included proposals to reallocate funds from historical posts with underspends to support other projects. These included:

- The reallocation of £3k from the Community Development Project EMR to support the completion of the café landscaping;
- The reallocation of £10,250 from the Horton Heath Community Centre Flooring EMR to support the refurbishment of the Community Library roof; and
- The reallocation of £8k from the Crowdhill Green EMR to support play provision.

The Committee supported the proposals with the exception of the reallocation of funds from the Horton Heath Community Centre, requesting that Officers seek quotes for a replacement flooring and draft a project initiation document prior to this request being determined.

RECOMMENDED:

- a) That the Council notes the current capital reserves for 2025/2025 as set out in Appendix 1; and
- b) That the Council approves the reallocation of underspends to support ongoing projects as set out in paragraph 4.2 of the report with the exception of the Horton Heath Flooring.

24 INVESTMENT STRATEGY (REPORT D)

The Committee considered the Investment Strategy 2024/25.

RESOLVED:

That the Investment Strategy 2024/2025 as set out in Appendix 1 of the report be approved.

25 WORK PROGRAMME (REPORT E)

RESOLVED:

That the work programme be approved.

Signed.....Chairman

Accessibility - should you need to view these minutes in an alternative format please contact:
enquires@fair-oak-pc.gov.uk

FINANCE COMMITTEE – 8 JULY 2023**FINANCIAL MONITORING REPORT – QUARTER 4 FINANCIAL COMMENTARY FOR THE PERIOD 01 APRIL 2024 TO 30 JUNE 2024****1. RECOMMENDATION**

- 1.1 It is recommended that Committee notes the latest budget position as at 30th June as set out in Appendix 1 to this report.

2. INTRODUCTION

- 2.1 This is a monitoring report on the current position relating to the 2024/25 budget approved by the Council in December 2023.

3. BACKGROUND

- 3.1 It is important that the Council manages its finances prudently. The Council undertakes a continuous review of its finances with monthly reports from the Responsible Finance Officer on highlighting the current bank balances and BAC transfers. In addition, quarterly budget monitoring reports form an important part of the review process and support the ongoing development of the budget planning for the forthcoming financial year.

4. BUDGET 2023/4

- 4.1 A budget of £645,438 for 2024/25 was agreed by the Council in December 2023. The full budget is attached at Appendix 1 (current year –agreed column).
- 4.2 The Council has only had 3 months of spending so far. All codes are within budget, except for Business rates where The Council is over budget– Parish Office (£285), Woodlands (£1,722), and Horton Heath (£319). Despite adding more contingency into these budget codes for this financial year – the rates Eastleigh Borough Council have set is higher than we budgeted.

5. TOTALS

- 5.1 Totals as of 30th June (period 3) are: -

Total Income: - £291,972 (£265,169 relates to 1st half precept)

Total Expenditure: - £204,022

6. EARMARKED RESERVES

- 6.1 Appendix 2 shows the current position regarding the Council's Ear Marked Reserves.

7. GENERAL RESERVES

- 7.1 As part of the last internal audit, the Auditor stated that the general reserve of the council is at a sensible level. Reserves are due to increase with the receipt of section 106 income.
- 7.2 The general reserves are currently £182,586. £77,070 is due to be journalled out to the New

Century Park EMR for this EMR figure to show as zero. This will leave 105,516 in general reserves.

8. ACCOUNT BALANCES

8.1 The current balances for all 3 of the Council's accounts as at 30th June are as follows: -

Current Account - £94,523

Premier Account - £66,972

Public Sector Account - £267,502

For further information:

Melanie Stephens, Parish Clerk

clerk@fairoak-pc.gov.uk

Joanna Cahill, Responsible Finance Officer

finance@fairoak-pc.gov.uk

Background papers:

None.

Appendix 1

27/06/2024

Fair Oak & Horton Heath Parish Council

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Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>100 Income</u>								
1076 Precept	495,019	265,169	530,338	265,169			50.0%	
1090 Interest Received	17,431	2,320	14,000	11,680			16.6%	
1300 Football Income	3,904	0	4,500	4,500			0.0%	
1310 Cricket Income	2,500	0	2,600	2,600			0.0%	
1550 Tennis Income	1,984	589	2,000	1,411			29.5%	
1900 Other Income	29,551	7,385	500	(6,885)			1477.0%	
1905 Section 106 Income	68,712	0	0	0			0.0%	
Income :- Income	619,100	275,463	553,938	278,475			49.7%	0
Net Income	619,100	275,463	553,938	278,475				
6001 less Transfer to EMR	68,712	0	0	0				
Movement to/(from) Gen Reserve	550,389	275,463	553,938	278,475				
<u>110 Administration</u>								
4000 Salaries	312,378	74,681	328,534	253,853		253,853	22.7%	2,242
4010 Employer's Pension	77,734	13,643	66,000	52,357		52,357	20.7%	
4030 Sickness/Holiday Cover	1,568	899	1,500	601		601	59.9%	
4055 Insurance	14,852	0	17,000	17,000		17,000	0.0%	
4060 Audit	1,750	1,000	3,207	2,207		2,207	31.2%	
4070 Legal & Professional Fees	5,864	3,541	5,000	1,459		1,459	70.8%	
4075 Postage	130	63	100	37		37	62.5%	
4080 Stationery	412	396	500	104		104	79.2%	
4085 Printer Consumables	1,189	212	1,100	888		888	19.2%	
4090 Admin Maintenance	1,434	115	1,000	885		885	11.5%	
4095 Bank Charges	65	10	50	40		40	19.9%	
4100 Chairman's Allowance	337	32	400	368		368	8.0%	
4105 Conference/Training/Staffing	4,075	180	2,500	2,320		2,320	7.2%	
4110 Clothing	1,378	270	1,000	730		730	27.0%	
4120 Telephone & Broadband	2,109	51	5,500	5,449		5,449	0.9%	
4125 Mobile Phone	283	37	500	463		463	7.3%	
4132 Subscriptions	1,579	551	1,000	449		449	55.1%	
4133 Software and support	8,033	6,157	10,900	4,743		4,743	56.5%	
4134 Members IT	5,571	0	0	0		0	0.0%	
4450 Equipment - Internal	55	0	0	0		0	0.0%	
4990 Sundry Expenses	551	17	500	483		483	3.3%	
Administration :- Indirect Expenditure	441,346	101,854	446,291	344,437	0	344,437	22.8%	2,242
Net Expenditure	(441,346)	(101,854)	(446,291)	(344,437)				
6000 plus Transfer from EMR	12,545	2,242	0	(2,242)				
Movement to/(from) Gen Reserve	(428,801)	(99,612)	(446,291)	(346,679)				

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>150 Parish Office</u>								
1200 Hiring Fees	3,528	2,697	8,000	5,303			33.7%	
Parish Office :- Income	3,528	2,697	8,000	5,303			33.7%	0
4120 Telephone & Broadband	44	87	0	(87)		(87)	0.0%	
4395 Business Rates	17,216	17,216	17,500	285		285	98.4%	
4400 Gas	2,714	117	3,000	2,883		2,883	3.9%	
4405 Electricity	10,208	770	6,500	5,730		5,730	11.8%	
4410 Water	919	0	750	750		750	0.0%	
4415 Repairs	55	180	500	320		320	36.0%	
4425 Health & Safety	2,902	340	3,200	2,860		2,860	10.6%	
4435 Cleaning	1,196	169	800	631		631	21.1%	
4450 Equipment - Internal	404	0	500	500		500	0.0%	
4680 General Bin Emptying	1,095	564	1,000	436		436	56.4%	
4990 Sundry Expenses	125	0	100	100		100	0.0%	
Parish Office :- Indirect Expenditure	36,877	19,441	33,850	14,409	0	14,409	57.4%	0
Net Income over Expenditure	(33,349)	(16,745)	(25,850)	(9,105)				
<u>210 Machinery and Van</u>								
4300 Machinery - General Repairs	2,279	328	3,000	2,672		2,672	10.9%	
4305 Fuel	5,427	1,093	5,000	3,907		3,907	21.9%	
4310 Road Tax	640	279	700	421		421	39.9%	
4315 Maintenance - Vans	2,759	2,375	2,500	125		125	95.0%	
4320 Vehicle Insurance	5,204	3,672	4,000	328		328	91.8%	
Machinery and Van :- Indirect Expenditure	16,310	7,747	15,200	7,453	0	7,453	51.0%	0
Net Expenditure	(16,310)	(7,747)	(15,200)	(7,453)				
<u>230 Crowdhill Community Building</u>								
1200 Hiring Fees	27,308	4,204	40,000	35,796			10.5%	
Crowdhill Community Building :- Income	27,308	4,204	40,000	35,796			10.5%	0
4120 Telephone & Broadband	1,190	56	700	644		644	8.0%	
4395 Business Rates	8,177	10,222	8,500	(1,722)		(1,722)	120.3%	
4400 Gas	4,864	731	2,500	1,769		1,769	29.2%	
4405 Electricity	8,284	2,627	3,000	373		373	87.6%	
4410 Water	300	52	350	298		298	14.9%	
4415 Repairs	814	1,449	1,000	(449)		(449)	144.9%	
4420 CCTV Maintenance	0	0	100	100		100	0.0%	
4425 Health & Safety	5,857	350	4,500	4,150		4,150	7.8%	
4435 Cleaning	350	416	500	84		84	83.3%	

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Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4450 Equipment - Internal	31	364	500	136		136	72.8%	
4455 Equipment - External	0	0	500	500		500	0.0%	
4680 General Bin Emptying	1,808	396	1,500	1,104		1,104	26.4%	
4990 Sundry Expenses	0	0	100	100		100	0.0%	
Crowdhill Community Building :- Indirect Expenditure	31,674	16,664	23,750	7,086	0	7,086	70.2%	0
Net Income over Expenditure	(4,366)	(12,460)	16,250	28,710				
240 Pavilion								
1200 Hiring Fees	20	0	500	500			0.0%	
1300 Football Income	0	695	0	(695)			0.0%	
Pavilion :- Income	20	695	500	(195)			139.0%	0
4120 Telephone & Broadband	438	29	700	671		671	4.1%	
4400 Gas	454	531	1,000	469		469	53.1%	
4405 Electricity	2,314	502	1,000	498		498	50.2%	
4410 Water	337	0	1,000	1,000		1,000	0.0%	
4415 Repairs	610	640	1,000	360		360	64.0%	
4420 CCTV Maintenance	0	0	100	100		100	0.0%	
4425 Health & Safety	1,694	276	2,500	2,225		2,225	11.0%	
4435 Cleaning	230	0	200	200		200	0.0%	
4680 General Bin Emptying	1,825	546	1,000	454		454	54.6%	
Pavilion :- Indirect Expenditure	7,902	2,523	8,500	5,977	0	5,977	29.7%	0
Net Income over Expenditure	(7,882)	(1,828)	(8,000)	(6,172)				
250 HHCC								
1200 Hiring Fees	28,116	5,911	25,000	19,089			23.6%	
HHCC :- Income	28,116	5,911	25,000	19,089			23.6%	0
4120 Telephone & Broadband	148	318	700	382		382	45.5%	
4395 Business Rates	2,502	3,319	3,000	(319)		(319)	110.6%	
4400 Gas	(6,542)	280	1,500	1,220		1,220	18.7%	
4405 Electricity	4,645	839	3,500	2,661		2,661	24.0%	
4410 Water	566	294	400	106		106	73.6%	
4415 Repairs	783	360	800	440		440	45.0%	
4425 Health & Safety	1,684	0	3,282	3,282		3,282	0.0%	
4435 Cleaning	100	0	100	100		100	0.0%	
4450 Equipment - Internal	0	0	50	50		50	0.0%	
4595 General Maintenance	0	0	300	300		300	0.0%	
4680 General Bin Emptying	807	273	1,000	727		727	27.3%	
HHCC :- Indirect Expenditure	4,693	5,684	14,632	8,948	0	8,948	38.8%	0
Net Income over Expenditure	23,424	227	10,368	10,141				

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>280 Other Properties</u>								
4480 Bus Shelters	100	0	100	100		100	0.0%	
4485 Memorial	0	35	50	15		15	70.0%	
4490 Memorial Clock	0	0	600	600		600	0.0%	
4505 Village Flowers	2,762	1,609	3,000	1,391		1,391	53.6%	
Other Properties :- Indirect Expenditure	2,862	1,644	3,750	2,106	0	2,106	43.8%	0
Net Expenditure	(2,862)	(1,644)	(3,750)	(2,106)				
<u>290 General Grounds Maintenance</u>								
4530 Equipment - Purchases	25,959	0	2,000	2,000		2,000	0.0%	
4535 Equipment - Maintenance	6,330	652	5,000	4,348		4,348	13.0%	
4540 Materials	4,690	1,236	4,000	2,764		2,764	30.9%	
General Grounds Maintenance :- Indirect Expenditure	36,979	1,887	11,000	9,113	0	9,113	17.2%	0
Net Expenditure	(36,979)	(1,887)	(11,000)	(9,113)				
<u>300 Lapstone Playing Fields</u>								
4575 Cricket (Winter)	585	0	800	800		800	0.0%	
4580 Football	581	0	800	800		800	0.0%	
4585 Tennis	667	0	300	300		300	0.0%	
4590 Pitch Maintenance	4,480	291	4,500	4,209		4,209	6.5%	
4595 General Maintenance	406	0	1,300	1,300		1,300	0.0%	
4600 Dog Bin Emptying	431	58	600	542		542	9.6%	
4670 Signs & Bins	0	0	50	50		50	0.0%	
4680 General Bin Emptying	77	0	500	500		500	0.0%	
Lapstone Playing Fields :- Indirect Expenditure	7,226	348	8,850	8,502	0	8,502	3.9%	0
Net Expenditure	(7,226)	(348)	(8,850)	(8,502)				
<u>310 Knowle Park</u>								
4595 General Maintenance	4,004	440	7,000	6,560		6,560	6.3%	
4630 Fencing	234	0	500	500		500	0.0%	
4635 Security	0	462	1,310	848		848	35.3%	
4640 Water Supply -White Tree Close	0	0	100	100		100	0.0%	
4645 Seating/Bins	0	0	2,000	2,000		2,000	0.0%	
4670 Signs & Bins	40	0	100	100		100	0.0%	
Knowle Park :- Indirect Expenditure	4,278	902	11,010	10,108	0	10,108	8.2%	0
Net Expenditure	(4,278)	(902)	(11,010)	(10,108)				

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>320 New Century Park</u>								
4420 CCTV Maintenance	0	0	70	70		70	0.0%	
4595 General Maintenance	654	0	500	500		500	0.0%	
4680 General Bin Emptying	0	0	200	200		200	0.0%	
New Century Park :- Indirect Expenditure	<u>654</u>	<u>0</u>	<u>770</u>	<u>770</u>	<u>0</u>	<u>770</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>(654)</u>	<u>0</u>	<u>(770)</u>	<u>(770)</u>				
<u>330 Knowle Hill</u>								
4595 General Maintenance	0	0	100	100		100	0.0%	
Knowle Hill :- Indirect Expenditure	<u>0</u>	<u>0</u>	<u>100</u>	<u>100</u>	<u>0</u>	<u>100</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>0</u>	<u>0</u>	<u>(100)</u>	<u>(100)</u>				
<u>360 Oak Walk</u>								
4595 General Maintenance	0	0	100	100		100	0.0%	
Oak Walk :- Indirect Expenditure	<u>0</u>	<u>0</u>	<u>100</u>	<u>100</u>	<u>0</u>	<u>100</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>0</u>	<u>0</u>	<u>(100)</u>	<u>(100)</u>				
<u>370 Daisy Dip</u>								
4595 General Maintenance	0	0	100	100		100	0.0%	
Daisy Dip :- Indirect Expenditure	<u>0</u>	<u>0</u>	<u>100</u>	<u>100</u>	<u>0</u>	<u>100</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>0</u>	<u>0</u>	<u>(100)</u>	<u>(100)</u>				
<u>380 Wyvern Meadow</u>								
4595 General Maintenance	0	0	100	100		100	0.0%	
Wyvern Meadow :- Indirect Expenditure	<u>0</u>	<u>0</u>	<u>100</u>	<u>100</u>	<u>0</u>	<u>100</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>0</u>	<u>0</u>	<u>(100)</u>	<u>(100)</u>				
<u>400 Play Areas General</u>								
4595 General Maintenance	722	0	600	600		600	0.0%	
4750 ROSPA Fees	0	0	600	600		600	0.0%	
Play Areas General :- Indirect Expenditure	<u>722</u>	<u>0</u>	<u>1,200</u>	<u>1,200</u>	<u>0</u>	<u>1,200</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>(722)</u>	<u>0</u>	<u>(1,200)</u>	<u>(1,200)</u>				

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>410 New Century Park Play Area</u>								
4595 General Maintenance	137	0	200	200		200	0.0%	
4993 New Century Park Playarea	343	382	500	118		118	76.3%	
New Century Park Play Area :- Indirect Expenditure	<u>479</u>	<u>382</u>	<u>700</u>	<u>318</u>	<u>0</u>	<u>318</u>	<u>54.5%</u>	<u>0</u>
Net Expenditure	<u>(479)</u>	<u>(382)</u>	<u>(700)</u>	<u>(318)</u>				
<u>420 Dean Road Play Area</u>								
4595 General Maintenance	118	0	100	100		100	0.0%	
Dean Road Play Area :- Indirect Expenditure	<u>118</u>	<u>0</u>	<u>100</u>	<u>100</u>	<u>0</u>	<u>100</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>(118)</u>	<u>0</u>	<u>(100)</u>	<u>(100)</u>				
<u>430 Meadowsweet Way Play Area</u>								
4595 General Maintenance	41	0	500	500		500	0.0%	
Meadowsweet Way Play Area :- Indirect Expenditure	<u>41</u>	<u>0</u>	<u>500</u>	<u>500</u>	<u>0</u>	<u>500</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>(41)</u>	<u>0</u>	<u>(500)</u>	<u>(500)</u>				
<u>440 Knowle Park Play Area</u>								
4595 General Maintenance	0	43	1,500	1,457		1,457	2.9%	
4670 Signs & Bins	119	0	100	100		100	0.0%	
4675 Signs	24	0	50	50		50	0.0%	
4770 Skatepark	0	0	500	500		500	0.0%	
Knowle Park Play Area :- Indirect Expenditure	<u>143</u>	<u>43</u>	<u>2,150</u>	<u>2,107</u>	<u>0</u>	<u>2,107</u>	<u>2.0%</u>	<u>0</u>
Net Expenditure	<u>(143)</u>	<u>(43)</u>	<u>(2,150)</u>	<u>(2,107)</u>				
<u>450 Pembers Hill Church Yard</u>								
4595 General Maintenance	0	0	100	100		100	0.0%	
Pembers Hill Church Yard :- Indirect Expenditure	<u>0</u>	<u>0</u>	<u>100</u>	<u>100</u>	<u>0</u>	<u>100</u>	<u>0.0%</u>	<u>0</u>
Net Expenditure	<u>0</u>	<u>0</u>	<u>(100)</u>	<u>(100)</u>				
<u>460 Pembers Hill Drive</u>								
4595 General Maintenance	567	2,455	2,900	445		445	84.7%	
Pembers Hill Drive :- Indirect Expenditure	<u>567</u>	<u>2,455</u>	<u>2,900</u>	<u>445</u>	<u>0</u>	<u>445</u>	<u>84.7%</u>	<u>0</u>
Net Expenditure	<u>(567)</u>	<u>(2,455)</u>	<u>(2,900)</u>	<u>(445)</u>				

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>470 Upper Barne Copse</u>								
4595 General Maintenance	1,160	989	500	(489)		(489)	197.7%	494
Upper Barne Copse :- Indirect Expenditure	1,160	989	500	(489)	0	(489)	197.7%	494
Net Expenditure	(1,160)	(989)	(500)	489				
6000 plus Transfer from EMR	0	494	0	(494)				
Movement to/(from) Gen Reserve	(1,160)	(494)	(500)	(6)				
<u>480 Crowdhill Drive</u>								
4595 General Maintenance	811	0	500	500		500	0.0%	
Crowdhill Drive :- Indirect Expenditure	811	0	500	500	0	500	0.0%	0
Net Expenditure	(811)	0	(500)	(500)				
<u>490 Fair Oak Library</u>								
4425 Health & Safety	290	0	500	500		500	0.0%	
4435 Cleaning	35	0	0	0		0	0.0%	
4595 General Maintenance	4,277	0	2,000	2,000		2,000	0.0%	
Fair Oak Library :- Indirect Expenditure	4,602	0	2,500	2,500	0	2,500	0.0%	0
Net Expenditure	(4,602)	0	(2,500)	(2,500)				
<u>500 Allotments</u>								
1500 Allotment Income	3,158	82	4,000	3,918			2.0%	
1550 Tennis Income	0	42	0	(42)			0.0%	
Allotments :- Income	3,158	124	4,000	3,876			3.1%	0
4410 Water	0	0	295	295		295	0.0%	
4800 Allotments - Knowle Park	412	0	500	500		500	0.0%	
4805 Allotments - Campbell Way	0	0	50	50		50	0.0%	
4810 Allotments - Knowle Lane Ditch	573	0	500	500		500	0.0%	
4815 Allotments - Pest Control	0	0	400	400		400	0.0%	
4820 Allotments - Toilet	1,223	274	1,100	826		826	24.9%	
Allotments :- Indirect Expenditure	2,208	274	2,845	2,571	0	2,571	9.6%	0
Net Income over Expenditure	950	(150)	1,155	1,305				
<u>510 Cemetery</u>								
1520 Burials Income	9,487	2,006	7,500	5,494			26.7%	
1530 Memorials Income	2,416	616	3,500	2,884			17.6%	

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
1540 Cremation Income	362	257	3,000	2,743			8.6%	
Cemetery :- Income	12,265	2,879	14,000	11,121			20.6%	0
4410 Water	0	0	115	115		115	0.0%	
4595 General Maintenance	0	38	500	462		462	7.6%	
Cemetery :- Indirect Expenditure	0	38	615	577	0	577	6.2%	0
Net Income over Expenditure	12,265	2,841	13,385	10,544				
<u>520 Community Cafe</u>								
4595 General Maintenance	0	288	500	212		212	57.6%	
Community Cafe :- Indirect Expenditure	0	288	500	212	0	212	57.6%	0
Net Expenditure	0	(288)	(500)	(212)				
<u>530 Splashpad</u>								
4405 Electricity	0	0	2,000	2,000		2,000	0.0%	
4410 Water	0	0	1,500	1,500		1,500	0.0%	
4595 General Maintenance	0	79	500	421		421	15.8%	
4596 Winterization	0	0	1,065	1,065		1,065	0.0%	
4597 Summerization	0	2,360	2,060	(300)		(300)	114.6%	
4598 Splashpad Toilets	0	234	500	266		266	46.9%	
Splashpad :- Indirect Expenditure	0	2,674	7,625	4,951	0	4,951	35.1%	0
Net Expenditure	0	(2,674)	(7,625)	(4,951)				
<u>540 Environmental Enhancements</u>								
4595 General Maintenance	0	0	1,000	1,000		1,000	0.0%	
Environmental Enhancements :- Indirect Expenditure	0	0	1,000	1,000	0	1,000	0.0%	0
Net Expenditure	0	0	(1,000)	(1,000)				
<u>550 Trees</u>								
4825 Tree survey	1,800	1,650	2,000	350		350	82.5%	
4830 Trees - Lapstone Playing Field	380	2,140	500	(1,640)		(1,640)	428.0%	
4831 Trees - Knowle Park	380	540	500	(40)		(40)	108.0%	
4832 Trees - New Century Park	2,112	0	500	500		500	0.0%	
4833 Trees - Knowle Hill	600	0	500	500		500	0.0%	
4834 Trees - Lapstone Farm	0	0	500	500		500	0.0%	
4835 Trees - Oak Walk	550	0	500	500		500	0.0%	
4836 Trees - Daisy Dip	0	0	500	500		500	0.0%	

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
4837 Trees - Wyvern Meadow	1,269	0	500	500		500	0.0%	
4838 Trees - Fair Oak Cemetery	720	0	500	500		500	0.0%	
4839 Trees-HHCC open space	1,078	0	500	500		500	0.0%	
4840 Trees - Crowdhill	0	0	500	500		500	0.0%	
4841 Trees - Community Orchard	0	0	1,000	1,000		1,000	0.0%	
Trees :- Indirect Expenditure	8,889	4,330	8,500	4,170	0	4,170	50.9%	0
Net Expenditure	(8,889)	(4,330)	(8,500)	(4,170)				
<u>600 Other Expenses</u>								
4850 Section 137 - Grants	4,000	0	4,500	4,500		4,500	0.0%	
4855 Section 137 - Street Pastors	700	0	700	700		700	0.0%	
4865 Election Expenses	0	0	500	500		500	0.0%	
4870 Youth Project	25,000	0	25,000	25,000		25,000	0.0%	
4875 Community Events Expenditure	4,357	1,657	4,500	2,843		2,843	36.8%	
Other Expenses :- Indirect Expenditure	34,057	1,657	35,200	33,543	0	33,543	4.7%	0
Net Expenditure	(34,057)	(1,657)	(35,200)	(33,543)				
<u>900 Reserves Spend</u>								
4000 Salaries	2,204	0	0	0		0	0.0%	
4882 Community cafe	427,263	2,683	0	(2,683)		(2,683)	0.0%	1,122
4888 Lapstone Farm	1,072	357	0	(357)		(357)	0.0%	357
4889 New Century Park	67,299	0	0	0		0	0.0%	
4994 New Office&Compund General	9,413	2,885	0	(2,885)		(2,885)	0.0%	283
4999 Woodland Community Centre	6,800	0	0	0		0	0.0%	
5003 Splashpad	2,268	0	0	0		0	0.0%	
5004 Village Centre	3,380	0	0	0		0	0.0%	
5006 Community Development	18,995	5,862	0	(5,862)		(5,862)	0.0%	5,862
5007 Public Art	10,540	5,300	0	(5,300)		(5,300)	0.0%	5,300
5010 Community Library Building	120,840	0	0	0		0	0.0%	
5011 Greening Campaign	1,396	0	0	0		0	0.0%	
5012 Crowdhill Green	84,240	300	0	(300)		(300)	0.0%	300
5013 Defibrillators	228	0	0	0		0	0.0%	
5016 Knowle Park	4,499	0	0	0		0	0.0%	
5019 New Playarea Provision	0	1,995	0	(1,995)		(1,995)	0.0%	1,995
5020 Solar	0	12,817	0	(12,817)		(12,817)	0.0%	
Reserves Spend :- Indirect Expenditure	760,437	32,198	0	(32,198)	0	(32,198)		15,219
Net Expenditure	(760,437)	(32,198)	0	32,198				
6000 plus Transfer from EMR	731,063	15,219	0	(15,219)				
Movement to/(from) Gen Reserve	(29,374)	(16,979)	0	16,979				

Detailed Income & Expenditure by Budget Heading 27/06/2024

Month No: 3

Cost Centre Report

	Actual Last Year	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Grand Totals:- Income	693,496	291,972	645,438	353,466			45.2%	
Expenditure	1,405,036	204,022	645,438	441,416	0	441,416	31.6%	
Net Income over Expenditure	(711,540)	87,951	0	(87,951)				
plus Transfer from EMR	743,608	17,956	0	(17,956)				
less Transfer to EMR	68,712	0	0	0				
Movement to/(from) Gen Reserve	(36,644)	105,906	0	(105,906)				

Earmarked Reserves

Account	Opening Balance	Net Transfers	Closing Balance
316 EMR - Community Development Pos	111,696.97	-6,916.65	104,780.32
317 EMR- Community Development Pro	62,299.06	-1,187.76	61,111.30
325 EMR - Knowle Park	225.05		225.05
340 EMR - Knowle Park Office &comp	1,303.88	-283.33	1,020.55
345 EMR - Lapstone Farm	60,273.24	-357.00	59,916.24
350 EMR - Horton Heath CC	2,708.30		2,708.30
375 EMR -New Century Park	-75,948.91	-1,121.50	-77,070.41
390 EMR - HHCC Flooring	40,250.00		40,250.00
391 EMR - New playarea Provision	8,000.00	-2,489.27	5,510.73
394 EMR -Public Art	11,421.60	-5,300.00	6,121.60
395 EMR - Onsite Maint Knowle Park	4,850.91		4,850.91
396 EMR- Woodland Play Area	21,400.00	-300.00	21,100.00
398 EMR - Greening Campaign	35.00		35.00
399 EMR- Brookfield Carpark	18,000.00		18,000.00
	<u>266,515.10</u>	<u>-17,955.51</u>	<u>248,559.59</u>



FAIR OAK & HORTON HEATH PARISH COUNCIL

📍 2 Knowle Park Lane, Fair Oak, Eastleigh, SO50 7GL

☎ (023) 8069 2403 ✉ enquiries@fairoak-pc.gov.uk

🌐 www.fairoak-pc.gov.uk 📘 @fairoakandhortonheathparishcouncil

CHAPTER 11

FINANCE RISK ASSESSMENT

Date Adopted 13 July 2021
Review Date 8 July 2024

FAIR OAK AND HORTON HEATH PARISH COUNCIL FINANCIAL MANAGEMENT RISK ASSESSMENT

This document has been produced to enable the Parish Council to assess the risks that it faces and satisfy itself that it has taken adequate steps to minimize them. In conducting this exercise, the following method was followed: -

1. Identify the areas to be reviewed;
2. Identify what the risk may be;
3. Ascertain the risk level;
4. Evaluate the management and control of the risk; and
5. Review, assess and revise the control measures if required.

1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Section One (Insurance to Help Manage Risk)				
Business continuity	Risk of Council not being able to continue its business	L	Considered remote. But risk is covered in the Council's approved emergency resilience and business continuity plan.	Review Emergency Resilience and Business Continuity Plan every 2 years.
Property and contents owned by the Council	Loss or damage	H	Up-to-date register of assets – adequate insurance cover	Annual review of the schedule of assets and insurance.
Damage by third party or to individuals	Public liability	H	Regular maintenance of properties and adequate insurance cover	The Council has public liability insurance up to 10 million pounds.
Consequential loss of income or the need to provide essential services following critical damage, loss or non-performance by a third party	Public liability	H	Annual review of risk and adequacy of cover	The Council has public liability insurance up to 10 million pounds.
Loss of cash through theft or dishonesty	Fidelity Guarantee	L	The Council is insured for £800,000 Fidelity Cover	
Legal liability as a consequence of asset ownership	Public liability	H	Regular maintenance of properties and adequate insurance cover	The Council has public liability insurance up to 10 million pounds.

1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Section Two (Working with others to help manage risk)				
Security for vulnerable buildings, amenities, and equipment		M	Where a high risk occurs, the Council has installed CCTV to protect from vandalism and theft.	Any repairs required are carried out as quickly as possible. Maintenance contracts have been awarded in respect of CCTV.
The provision of services being carried out under agency/partnership	Standing Orders and Financial Regulations deal with the award of contracts etc.	L	Standing Orders and Financial Regulations are reviewed every year or as and when required.	
Banking arrangements	Detect and deter fraud or corruption	L	Monthly bank reconciliations are completed. The RFO presents a Financial Statement monthly.	
Ad hoc provision of amenities/facilities for events to local community groups	Public liability	L	A copy of the groups public liability insurance is obtained, and prior permission is sought from the Council	
Vehicle or equipment lease or hire		L	The Council has an account with a reputable hire company	
Trading units: – Playing fields Pavilion Cemetery Woodland Community Centre Horton Heath Community Centre	Works are completed in house – external contractors are rarely used	L	The RFO reviews the existing contracts annually.	

1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Professional Services (solicitors, planning etc.)	Standing Orders and Financial Regulations deal with the award of contracts etc.	L	Standing Orders and Financial Regulations are reviewed every year or as and when required.	
Section Three (Self-Managed Risk)				
Non-availability of RFO/Clerk	Ineffective administration of Council	L	Deputy Clerk to cover Clerk or RFO post when needed	Deputy Clerk to cover Clerk or RFO post when needed
Salaries and associated costs	Salaries paid incorrectly/wrong hours/rate paid/wrong tax deductions/unpaid tax contributions	L	Pay slips are produced & checked monthly by the RFO.	The existing payroll system is adequate.
Proper financial records	In accordance with statutory requirements	L	Regular scrutiny of financial records and proper arrangements for the approval of expenditure.	Quarterly accounts submitted to Committee and Council. End-of-year budgets are scrutinised by the Council's internal and external auditors. Accounts are easily accessible to the public for viewing.
Budget	Inadequate monitoring	L	Budget T&F group set budget in Oct & Nov; final budget agreed by Council in December. Financial reviews conducted on a quarterly basis.	Existing procedure of regular reporting and monitoring by Full Council is adequate.
Payments Approval	Inadequate checks	L	A monthly finance statement is reviewed and approved by Council. This includes bank reconciliation and a breakdown of receipts and payments. Payments are agreed by Full Council and	Existing procedure of regular reporting and monitoring by Full Council is adequate.

			signed by 2 bank-mandated councillors. A hard copy is stored in the minute book for internal audit and public scrutiny.	
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1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Annual Returns	Return submitted late	L	Annual returns completed by the RFO every April. Annual return approved by full Council before submission.	Reviewed annually.
Business activities	Ensuring they are within the legal powers applicable to Local Councils	L	Recording in the reports presented to the council of the precise powers under which expenditure is being approved. Checks made by the Internal Auditor.	
Borrowing	Complying with restrictions	L	The Council has no borrowings or loans	
Employment Law and Inland Revenue regulations	Ensuring all requirements are met	L	The Council is a member of the South East Employers and has adopted the green book policy. The Council administers its own payroll internally managed by the RFO.	
VAT	Ensuring all requirements are met under Custom and Excise regulations and that VAT is recovered.	L	Regular returns of VAT are made quarterly. The Council is now VAT registered. VAT claims submitted quarterly as part of budget monitoring.	

1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Reserves & Precept	Inadequacy of existing funds and precept levy, preventing the Council from carrying out its statutory duties and services	L	<p>Council expenditure is monitored by senior officers reporting to the Finance Committee and Full Council.</p> <p>The Council has a policy to maintain reserves, in its public sector fund account not less than half the annual precept amount.</p> <p>The Council determines its precept amount required for the next year by examining the previous year receipts and payments data, a forecast for the year, and a draft budget for the forthcoming year reflecting ongoing costs, financial commitments, proposed changes to expenditure, and corporate projects. Money is then allocated to certain cost centres (headings) by the RFO. Consideration is also given to any income sources. The level of precept amount is then agreed with Eastleigh Borough Council.</p>	Monitoring of the budget and review of forthcoming budget requirements is undertaken regularly by officers and members.

Grants to local community bodies	Ensuring the proper use of funds granted under specific powers or under s.137 and that the allocation of funds is transparent	L	All requests and monitoring of grants are made to the Finance Committee annually.	
1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Council Minutes	Proper, timely and accurate reporting of council business in the minutes	L	Minutes are properly numbered with a master copy kept in safekeeping –minutes are periodically sent to the Archive Office in Winchester.	
Rights of inspection	Responding to electors wishing to exercise their rights of inspection	L	Adoption of the revised Freedom of Information Act Dec 2008	As and when there are relevant changes in legislation

Consultation invitations	L	L	Procedures in place to deal with responses to consultation requests via relevant committees and/or officer delegation.	
Document control/electronic records	Proper systems in place safeguarding potential loss of vital documents	L	Documented procedures for document receipt, circulation, response, handling and filing. Computer records are stored online using Microsoft 365. Accounts system held in supplier server, updated daily.	
Website/social media	Inadequate or outdated information and lack of public engagement with use of website, email and Facebook.	L	Virus checks and website security updates are in place.	Virus software purchased annually

GDPR	Ensure that the Council meets its statutory obligations	M	Necessary corporate documents relating to Data Protection and privacy are adopted and reviewed annually. Council undertakes data audits annually and seeks consent from individuals where data is retained.	GDPR compliance reviewed on an ongoing basis by senior officers.
1. Activity	2. Risks identified	3. Risk level H – High M – Medium L - Low	4. Management/control of Risk	5. Review/Assess/Revise
Section Four (Councillors Propriety)				
Register of Members' Interests and Gifts and Hospitality	In place, complete and up to date	L	Procedures in place for recording and monitoring Members' interests etc.	
Member Interests	Conflict of interest Register of Members' Interests	M L	Councillors have a legal duty to declare any interest at the start of meetings. Register of Members of Interest form to be reviewed at least on an annual basis.	Existing procedures adequate. Members to take responsibility to inform the Clerk to any updates to their interest form/register.

BRIEFING REPORT: INTRODUCTION OF NEW MARKETING STRATEGY FOR HIREABLE VENUES AND TENNIS COURT**1. RECOMMENDATION**

1.1 That the Committee adopts the strategy and agrees the implementation timeframe as set out in **Appendix 1**.

2. PURPOSE

2.1 The purpose of the report is to outline the marketing strategy for the Parish Council's hireable venues and tennis courts for 2024 proposed for adoption.

3. BACKGROUND

3.1 The Finance Committee, at its last meeting in March, instructed officers to draft a strategy aimed at maximising the footfall and hire rates at the community centres, ensuring profitability and community engagement.

3.2 The strategy set out in Appendix 1, details objectives, target audiences, promotional materials, unique selling points, marketing channels, special promotions, customer engagement, and community engagement activities. Councillors' agreement is sought for the implementation and associated timetable of this strategy.

4. STRATEGY OBJECTIVES

4.1 The aim of the marketing strategy is to maximise the utilisation and hire of community centres, the Parish Office meeting room, and tennis courts, while ensuring profitability for the Parish Council.

4.2 The strategy suggests various methods to achieve this from new promotional materials, virtual tours and advertising.

5. STRATEGY OUTCOMES

5.1 The primary goal is to attract a diverse range of customers and maximise revenue opportunities by implementing a blended marketing approach that highlights the unique benefits and features of each venue. Regular monitoring and evaluation will ensure the marketing efforts are effective, allowing for adjustments to strategies as needed to drive footfall and venue hire.

6. IMPLEMENTATION

6.1 An implementation timeframe for the strategy is set out in Annex A of the strategy. This includes a review of its effectiveness by the Finance Committee.

7. CONCLUSION AND NEXT STEPS

7.1 Approval is sought for the implementation of the marketing strategy and the associated timetable. Once approved, the strategy will be rolled out with immediate effect, with regular updates provided to monitor progress and outcomes.

For further information please contact:

Carly Giles, Communications & Events Officer

comms@fairoak-pc.gov.uk

Appendix 1

HIREABLE VENUES AND TENNIS COURTS – MARKETING STRATEGY 2024

Objective: To develop a marketing strategy for maximising footfall/hire of both community centres, Parish Office meeting room, and tennis courts, while ensuring profitability for the Parish Council.

Target Audiences: residents, community groups, event organisers, corporate clients (EBC/NHS etc), sports enthusiasts, and families.

Venue Promotion Material:

- Visuals: Capture professional photos and videos showcasing the facilities, amenities, and ambiance of each venue. Include shots of meeting rooms, tennis courts, parking areas, kitchen facilities, and any other amenities. Perhaps with examples of people using the space
- Virtual Tours: Offer virtual tours of the venues to give potential customers a realistic preview of the spaces.
- Detailed Information: Provide detailed information about hire charges, available amenities, capacity, and booking procedures.

Venue Benefits and Unique Selling Points:

- Emphasise the benefits and unique features of each venue, such as ample parking space, well-equipped kitchens, IT facilities, convenient location, flexible booking options, and well-maintained facilities, low hire charges?
- Highlight the versatility of the spaces, suitable for a wide range of events including community gatherings, corporate meetings, workshops, sports events, Children's parties and private functions.

Marketing Channels:

- Social media: Utilise Facebook & Instagram & consider LinkedIn, to promote the venues. Share engaging posts, photos, videos, and virtual tours to attract attention and generate interest. Have a case study or positive review to share also.
- Website: Maintain a user-friendly website dedicated to the Parish Council's venues. Include detailed descriptions, pricing information, booking forms, and online payment options. Include above for social media too.
- Email Marketing: Send out regular newsletters and email updates to E-bulletin subscribers, featuring upcoming events, special promotions, and testimonials from satisfied customers. Consider developing other mailshot lists (GDPR?) such as community groups.
- Print Materials: Design eye-catching posters, flyers, and brochures to distribute in local businesses, community centres, schools, and libraries. Include QR codes or website links for easy access to more information.
- Local Publications: Advertise in local newspapers, magazines, and community newsletters to reach residents and businesses in the area.
- Community Events: Participate in local festivals, fairs, and community events to raise awareness about the venues. Set up booths, distribute promotional materials, and engage with attendees to promote bookings.

Special Promotions and Packages:

- Offer introductory discounts or special promotions for new customers or for off-peak for tennis i.e if they buy year membership in the winter?

- Create package deals for combined bookings of multiple venues or recurring bookings over a set period. Include basic catering???

Customer Engagement and Feedback:

- Encourage customer reviews and testimonials to build credibility.
- Continue to provide excellent customer service and respond promptly to inquiries and booking requests.
- Gather feedback from customers to identify areas for improvement and make necessary adjustments to enhance the customer experience. (bring back satisfaction survey we did a few years ago).

Community Engagement:

- Continue to partner with local community groups, schools, churches, and businesses to host collaborative events and activities at the venues.
- Sponsor local sports teams or community initiatives to increase visibility and goodwill within the community.

Desired Outcome:

Attract a diverse range of customers and maximise revenue opportunities by implementing a blended marketing approach, as well as emphasising the unique benefits and features of each venue.

Regular monitoring and evaluation of the marketing efforts will enable the Council to adjust strategies as needed and ensure methods are driving footfall and hire of the venues.

IMPLEMENTATION TIMELINE

July 2024:

1. Develop a detailed marketing plan outlining objectives, target audience, messaging, and channels for submission to 5 July Finance Committee. **(draft above for CG to tweak).**
2. Arrange/conduct a photoshoot and video shoot to capture high-quality visuals of the venues. **(CG to arrange either through Josh or Gary)**
3. Begin drafting content for social media posts, website, email newsletters, and print materials. **(CG with Gary's help)**

August 2024:

1. Finalise marketing materials including posters, flyers, brochures, and website updates. **(CG with MLA)**
2. Initiate outreach to local publications for advertising opportunities. **(CG contact EBC/Hants publications)**

September 2024:

1. Launch the updated website with new content. **(RBS new booking functionality available in summer = CG speak to NC)**
2. Distribute print materials to local businesses, community centres, and other relevant locations i.e noticeboards. **(CG)**

3. Start sending out email newsletters to subscribers with information about venues. **(CG with MLA)**
4. Conduct market research to identify any shifts in customer preferences or competitor activities i.e benchmark their prices. **(CG)**

October 2024:

1. Continue regular posting on social media platforms, engaging with followers and promoting bookings. **(CG)**
2. Evaluate initial feedback and adjust marketing strategies as necessary. **(CG – do we still give out feedback forms upon booking?)**

November 2024:

1. Increase outreach efforts to corporate clients **(CG)**
2. Monitor website traffic and social media engagement to track effectiveness of marketing efforts. **(CG)**

December 2024:

1. Continue promoting venues during holiday season through targeted advertising and social media campaigns. Show lights and Xmas trees? **(CG)**
2. Collect customer feedback from events and bookings to identify areas for improvement. **(CG)**
3. Prepare marketing materials for the upcoming year, including updated visuals and content. **(CG)**

January 2025:

1. Review and optimise website content to improve visibility in search engines **(CG with MLA)**

February 2025:

1. Highlight/feature community engagement events at venues to increase venue visibility. **(CG with SS)**

March 2025:

1. Evaluate overall performance and return of investment of marketing efforts for the past 6-8 months against same period last year. **(JC with CG)**
2. Develop a plan for the next marketing cycle based on insights gathered. **(CG with MS)**

FINANCE COMMITTEE – WORK PROGRAMME (2024/25)

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ITEM	OBJECTIVE	METHOD	LEAD OFFICER
<u>5 JULY 2024</u>			
Finance Monitoring Report	To review the quarterly accounts	Report	Joanna Cahill
Financial Risk Assessment	To review the Financial Risk Assessment	Report	Mel Stephens
Marketing Strategy	To consider a strategy for marketing halls/venues to maximise income opportunities	Report	Carly Giles/Joanna Cahill
<u>6 DECEMBER 2024</u>			
Budget 2025/26 (including Budget T&F recommendations)	To review the draft budget prior to being submitted for final approval by Full Council	Report	Mel Stephens/Joanna Cahill
Grant Applications	To review applications received during the application deadline	Report	Mel Stephens
Review of VAT	To undertake the VAT review	Report	Joanna Cahill
<u>7 MARCH 2025</u>			
Finance Monitoring Report	To receive an update from the RFO including EOY progress.	Report	Mel Stephens/Joanna Cahill
Allocation of Capital Reserves	To agree allocation of capital reserves.	Report	Mel Stephens
Investment Strategy	To review the Strategy	Report	Mel Stephens/Joanna Cahill

NB: Budget Task & Finish Group will meet on 3 September, 28 October & 25 November 2024