

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

27 MARCH 2018

REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

THE PROVISION OF BEACH AND WATER SAFETY SERVICES IN PARTNERSHIP WITH THE ROYAL NATIONAL LIFEBOAT INSTITUTION (RNLI)

1. Purpose of Report

The purpose of the report is to request approval to establish a long term partnership arrangement with the RNLI to operate a seasonal beach lifeguarding service at local beaches and in doing so seek a waiver under paragraph 3.2.3 of the Council's Contract Procedure Rules from the requirement to obtain quotes or tenders by open competition and agreement to enter into a contract with the RNLI.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

2.1. This report supports the following corporate priorities:

- Supporting a successful local economy
- Helping people to be more self-reliant
- Smarter use of resources

3. Background

3.1. Historically, Bridgend County Borough Council (BCBC) directly employed a seasonal lifeguarding workforce at Coney Beach, Rest Bay, Trecco Bay and Pink Bay.

3.2 This service encouraged the use of local coastal amenities by both residents and visitors and worked to create a safe environment for beach and water safety. Its delivery was based on a partnership approach with surf lifesaving clubs and the landowners of the beaches which are not in the ownership of the Local Authority.

3.3 During 2016/2017, BCBC undertook phase 1 of a pilot partnership with the RNLI in response to a desire to rationalise the service and deliver it through a different model. Following a further rationalisation and the transfer of the service to the Communities Directorate phase 2 of the pilot was undertaken in 2017/2018.

3.4 The measured approach towards service change, the close working relationships with local stakeholders and the current financial context now present an opportunity for the experience of the pilot approach to be embedded through a longer term partnership arrangement between BCBC and the RNLI.

4. Current Situation / Proposal

- 4.1 It is now proposed that BCBC and the RNLI enter into a longer term partnership agreement to operate seasonal beach lifeguarding services at Trecco Bay, Coney Beach, Rest Bay and Pink Bay.
- 4.2 The agreement will be for an initial period of 3 years, covering the financial years 2018/2019 to 2020/2021. The core funding contribution by BCBC is proposed to be a fixed figure of £38,000 per year. In addition to this, funding has been agreed by Porthcawl Town Council and Parkdean as follows making the proposed contract value with the RNLI £154,000 as outlined below:

	2018/ 2019	2019/ 2020	2020/ 2021
BCBC	£38,000	£38,000	£38,000
Trecco	£12,000	£12,000	£12,000
Porthcawl Town Council	£2,000	£2,000	
Total	£52,000	£52,000	£50,000

- 4.3 The RNLI, through national and local fund raising activity, would generate investment towards the total costs of operations, which will be supplemented through the arrangement with BCBC. The degree of certainty that a long term arrangement provides will support the RNLI in doing this.
- 4.4 Such an agreement will require a waiver of the Contract Procedure Rules. In proposing such an action it is highlighted that the RNLI is a unique organisation in respect of such services due to its core focus on coastal safety and that an approaches similar to what is proposed here currently operate successfully in other Local Authority areas, such as Neath Port Talbot and the Vale of Glamorgan.
- 4.5 The core lifeguarding provision for each season will be based on a recommendation from the RNLI, developed following a risk assessment of each of the beaches covered.
- 4.6 In developing the pilot approach, BCBC worked with local landowners to seek support for the principle of a partnership arrangement with the RNLI. Having successfully delivered the pilot, and recognising that the private ownership of the beaches requires landlords' permissions to be in place, the proposed delivery of each season will be developed by the RNLI once they have undertaken consultation with beach owners.
- 4.7 The RNLI will manage the recruitment, training, event cover, equipment, uniforms, supervision and management of lifeguards and ensure the shared use of facilities and joint working arrangements with local clubs within the parameters of the agreed resources.
- 4.8 The RNLI will work with local stakeholders to consider options for additional services beyond those agreed within the parameters of the core service, provide cost estimates for such additional services and support local stakeholders to

consider alternative additional resources required. It is proposed therefore that the ability to vary the value of the contract value with the RNLI be included in a service level agreement, subject to the satisfaction of BCBC legal department.

- 4.9 Throughout each season regular update meetings will take place between BCBC and RNLI and the RNLI will produce an end of season report each year.

5. Effect upon Policy Framework & Procedure Rules

- 5.1. This report is requesting a waiver under the Council's Contract Procedure Rules in respect of the procurement of these services.

6. Equality Impact Assessment

- 6.1. Screening has highlighted that no issues arise as a result of this report.

7. Financial Implications

- 7.1. The budget currently available for BCBC to contribute towards the overall cost of delivering the seasonal lifeguarding service is £38,000. Additional funding from Porthcawl Town Council (£4,000) and Parkdean (£36,000) will be provided by these partners to BCBC to manage the service with the RNLI in line with a service level agreement and satisfactory annual reviews. Therefore, the funding agreement with the RNLI will be as outlined in 7.2 below.

- 7.2 The estimated total service value, including the value provided by the RNLI, is identified below:

	2018/ 2019	2019/ 2020	2020/ 2021
BCBC and partner contributions	£52,000	£52,000	£50,000
BCBC Percentage	53%	52%	49%
RNLI contribution	£45,606	£48,096	£50,649
RNLI Percentage	47%	48%	51%
Total value	£97,606	£100,096	£100,649

- 7.3 Should there be additional service proposals developed by the RNLI in partnership with local stakeholders beyond the parameters of the core service then then funding for these will be sought from other sources and any variance agreed to the contract value would comply with the service level agreement. Should the contributions reduce then the total budget would reduce accordingly.

- 7.4 Research conducted by the RNLI and Oxford Economics has demonstrated the value of a seasonal lifeguard service to a coastal economy through factors such as increased revenue generation, reduced costs to the National Health Service and reduced anti-social behavior.

8. Recommendation

- 8.1. Cabinet is recommended to authorise the Corporate Director, Communities to finalise negotiations with the RNLI and enter into a long term partnership arrangement and associated service level agreement with the RNLI and in doing so agree a waiver under paragraph 3.2.3 of the Council's Contract Procedure Rules.

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Background documents:
N/a