

BASFORD & BESTWOOD (AREA 2) COMMITTEE – 25 NOVEMBER 2009

Title of paper:	LEISURE CENTRE USAGE TREND DATA 2005/2006 UNTIL 2008/2009	
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Other officers who have provided input:	Nigel Hawkins – Head of Business Management (Sport , Leisure & Parks) Richard Glew – General Manager Southglade Leisure Centre	
Relevant Council Plan Strategic Priority:		
World Class Nottingham		
Work in Nottingham		
Safer Nottingham		
Neighbourhood Nottingham		
Family Nottingham		
Healthy Nottingham		
Serving Nottingham Better		
Summary of issues (including benefits to customers/service users):		
Following a recent report and recommendation of the Community Wellbeing Select Committee, this report looks to provide information to Area Committee's on the performance of Sport and Leisure Services		
Recommendation(s):		
1	The Area Committee is asked to consider and comment on the information detailed in the report concerning usage patterns and trends between activities and attendances to Nottingham City Council operated leisure centres across the City	
2	The Area Committee is asked to consider the information published from the most recent Sport England Active People Survey for Nottingham City Council in relation to Adult Physical Activity and Sport participation	
3	The Area Committee is asked to note key achievements of the areas local leisure centre	

1 BACKGROUND

- 1.1 At the July 2008 meeting of the Community Wellbeing Select Committee it was requested that the Director of Culture and Community Development brought back a report which provided the top line usage information on leisure centres attendance and a break down of key activities people participated in physical activity and sport across the City.
- 1.2 Following the submission of this report it was agreed that this information should be further shared with each Area Committee.
- 1.3 The tables below seek to outline the annual usage figures being achieved by Nottingham City Council's leisure centres. Tables 1 and 2 highlight the total number of annual visits being received by leisure centres and provide a breakdown of the main areas of activities that people undertake when visiting.
- 1.4 Overall the service has annually continued to see its total visits increase even whilst facilities were closed or had restricted access imposed whilst facility improvements took place as part of the Leisure Centre Transformation Programme. The full benefits of this investment work undertaken, are not likely to be seen in total visit figures until the full year figures are released for 2009/2010.

Table 1

	2005-06	2006-07	2007-08	2008-09
Leisure Centre				
Beechdale	240662	244367	231082	243051
Clifton	271433	262296	264218	242415
Elliott Durham	63291			
Harvey Hadden	204829	295784	202081	225848
John Carroll	133458	106024	189457	199997
Ken Martin	177055	113971	64956	206679
Noel Street	113315	113032	158807	147120
Portland	131448	186445	186644	190049
Southglade	228870	243350	340414	367372
Tennis Centre	395519	395761	387521	468152
Victoria	182767	200086	176980	133984
Total	2,142,647	2,161,116	2,202,160	2,424,667

Notes:

- (i) Visit figures in respect of John Carroll Leisure Centre were affected through major refurbishment works taking place in 2006/07 to construct new Fitness Studio and improved wet and dry side changing;
- (ii) Ken Martin figures were affected in 2006/07 and 2007/2008 due to closure for 12 months for refurbishment;
- (iii) increase in figures for Victoria Leisure Centre resulted in transfer of bookings and activities from Elliott Durham to the site in 2006/2007.

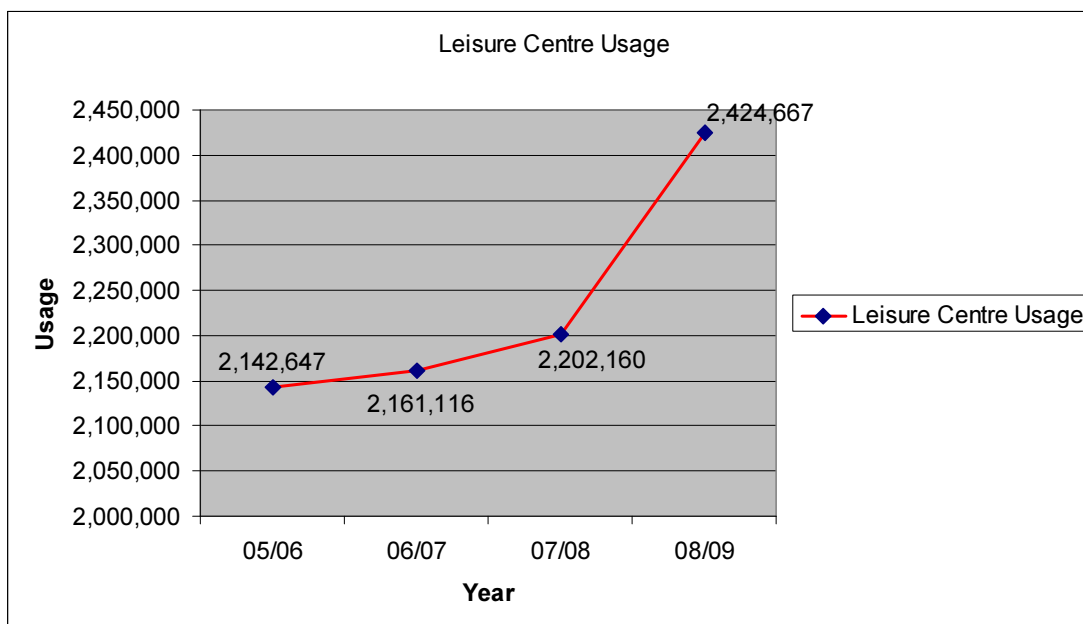


Table 2
Breakdown of usage by Activity
Areas

	2005-06	2006-07	2007-08	2008-09
Public swimming	278813	259898	225802	259221
Instruction swimming	505110	496781	572216	611237
Health & Fitness	347990	312249	336080	385919
Indoor - Dryside	426465	238679	130393	100917
Outdoor - Dryside	248779	177941	308904	367254
Events - Participatory	182000	518139	483648	654946
Events - Non participatory	153490	157429	145117	45173
Total	2,142,647	2,161,116	2,202,160	2,424,667

Alongside looking at new investment in facilities through the Leisure Centre Transformation Programme, a dedicated effort was also made to raise site management standards by introducing an externally accredited inspection programme known as QUEST (National Quality Awards Scheme for Leisure Services). Table 3 highlights the scores received by the sites that have to date participated within the QUEST programme. Again this shows a continuous improvement for the score being obtained by sites through the inspections.

Table 3

1.5

Quest scores

	1st cycle	2nd cycle	3rd cycle	4th cycle
Beechdale	68% May 06	69% May 08		
Clifton	61% July 02	64% July 04	70% July 06	75% Aug 08
Harvey Hadden	69% May 03	72% May 05	76% May 07	81% Jun 09
John Carroll	74% Mar 08			
Ken Martin	82% Nov 08			
Portland	67% Mar 05	71% Mar 07	78% Mar 09	
Southglade	65% Jul 04	70% Nov 06	71% Mar 09	
Tennis Centre	67% May 03	69% May 05	78% May 07	
Sports Development	90% Jun 06	94% Sep 09		

The Active People survey is the largest ever survey of sport and active recreation undertaken in England. The survey provides a nationwide picture of adult's participation in physical activity and sport and provides the measurement to National Indicator 8 (NI 8) which measures residents activity levels against the 3 x 30 minutes guideline. The survey was first run between October 2005 and October 2006 (APS 1) and results from the second survey run between October 2007 and October 2008 (APS 2) have recently been released. Table 4 highlights the results from this survey for Nottingham City Council and shows improvements Nottingham City is achieving in increasing physical activity and satisfaction.

Table 4

1.6

KPI 1 - Participation	APS 1	APS 2
	2005/06	2007/08
Nottingham UA	20.6%	24.1%
East Midlands	20.8%	21.6%
National Average	21.0%	21.3%

KPI 6 - Satisfaction	APS1	APS2
	2005/06	2007/08
Nottingham UA	63.9%	64.9%
East Midlands	67.7%	66.2%
National Average	69.5%	66.6%

1.7

Marketing Information

A variety of marketing channels are used to promote the leisure centre's facilities and activities to local people to increase participation. These channels include: external banners outside the leisure centre, pull up banners for reception areas, plasma TV screens within centre reception area, posters, leaflets, the City Council website, bus advertising, radio advertising, The Arrow (City Council publication distributed to all city residents), media releases and attending community events.

A number of promotions take place across all 10 of the City Council's leisure centres throughout the year. These include:

- Specific Flexible Fitness promotions for example the current '£50 cashback & no joining fee' offer which links in with the aims of the national Department of Health Change 4 Life campaign. The marketing materials for this Flexible Fitness promotion mirrored the branding style of the Change 4 Life campaign, tapping into public recognition of the brand.
- The promotion of the free swimming initiative for young people 16 years or under and those aged 60 years or over. This campaign has included a citywide distribution of free swimming postcards specifically targeted at the over 60s and under 16s, posters, articles in The Arrow publication, media releases, website coverage, external banners at leisure centres and pull up banners in centre receptions.
- One Big Open Day – all leisure centres host an open day offering free trials of activities and facilities. This year for the first time all centres hosted an open day on the same day. A marketing campaign was created and delivered to promote the activities taking place at each leisure centre.
- The school holiday activity programme which offers activity sessions in the leisure centres for 50p a day and great value sports coaching courses. These activities form part of the Council's 'We're on Your Side' campaign which aims to help residents through these difficult financial times. A city wide marketing campaign is delivered for each of the school holidays, targeting parents, children and young people. Key messages of this campaign include 'Let us entertain the kids this school holiday'.

As well as these city-wide promotions, each leisure centre also has their own marketing plan and makes the most of site specific marketing opportunities, these range from attending local events to promote the centre to producing customer newsletters

2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

2.1 None, this report is to provide statistical data only.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

3.1 None, this report is to provide statistical data only.

4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)

4.1 None, this report is to provide statistical data only.

5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS, CRIME AND DISORDER ACT IMPLICATIONS AND EQUALITY AND DIVERSITY IMPLICATIONS)

5.1 None, this report is to provide statistical data only.

6 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

6.1 None.

7 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

7.1 None.