

Overview and Scrutiny Committee (25th July 2017)

Leisure Centre Management Contract Update

1. Contract Commencement

Following the comprehensive procurement process, Sports and Leisure Management (SLM) operating as Everyone Active (EA), were awarded the contract to run the 4 Council owned facilities plus the dual use facilities at Kenilworth School and Myton School from 1st June 2017. Following a 10 week mobilisation period, contracts were signed and Everyone Active took over the operation of the leisure centres on 1st June 2017.

Over 80 staff transferred to SLM from Warwick District Council under the TUPE Regulations, and in the lead up to the 1st June, undertook comprehensive training to prepare them for their new duties and the new ways of working being introduced by Everyone Active. To date 5760 training hours have been undertaken by the staff who have transferred. Some of the staff have already been successful in being appointed into new roles

Customers who had been members of the leisure facilities whilst operated by WDC, were given the option to transfer their membership to EA; 2064 chose to do so and their details were transferred at the start of the contract. Contact details were also provided for clubs and hirers of the centres, and EA has since been in contact with these organisations to confirm the clubs requirements going forward.

Senior officers of EA have joined the project team for the construction works at St Nicholas Park and Newbold Comyn leisure centres. Their input has been key in finalising design details and the fit out of data and communications equipment. Their involvement has also been key in scheduling the re-opening of these two centres in the coming months.

A “client team” has been established within Cultural Services with a schedule of regular contract monitoring meetings in place to ensure that the contract is monitored and key performance data is provided to the Council by EA.

2. Everyone Active Launch

Prior to 1st June, EA started marketing and promotion of the facilities, using a range of marketing materials, including mailshots to local residents, press releases, and social media (each centre has a Facebook and Twitter Account). Much of this early marketing was done in partnership with the Council and was designed to ensure that the handover was as seamless as possible for customers.

In order to maximise the impact of the start of the contract, Open Days were held at Abbey Fields and Castle Farm on 3rd June, with a range of free activities available and opportunities for residents to sign up for their new EA cards. In the period to the end of June, 7348 residents registered for their Everyone Active cards and will now receive regular updates and special offers from EA. The company also chose to redecorate the gyms at St Nicholas Park and Castle Farm, and installed brand new Technogym exercise equipment, a taster of

what was to come in the new facilities at St Nicholas Park and Newbold Comyn leisure centres. Early indications are that this investment has increased the membership levels and attendances at both sites.

In the 2 months since the start of the contract, EA have participated in the following events to raise awareness amongst local communities and encourage people to sign up for their EA card:

Women's Cycle Tour
Lions Grand Show, Kenilworth
Stall at St Nicholas Park Café and Tennis Courts
Kenilworth School World Record Event
Stall at Jump In (Trampolining Centre)
3 days at Tesco Warwick
NHS awareness day

3. Pricing

EA are required to comply with the Service Specification that forms part of the contract with the Council. The Service Specification, as developed with the Member Working Group, specified a small list of charges that are to be agreed with the Council.

- Concessionary Swim
- Junior swimming lesson
- Casual concession gym session
- Casual concession fitness class
- School swimming lesson (currently calculated as a price per child)
- Exercise Referral session

All other charges are at the discretion of the operator ie EA.

Key points to note in respect of charges:

- There are a range of "membership rates" depending on the facilities being used and the age of the individual. EA have chosen to honour all current membership fees for current members until April 2018 at least. This was not required by the contract.
- Council officers have received a small number of enquiries from customers about membership rates; these have been referred to EA and in the majority of cases have been successfully resolved by EA
- There has been a change to the approach to swimming lessons, which are now being delivered on a 50 week basis rather than the 3 term approach previously used by the Council. The price per lesson has also increased (by agreement with officers). There is now an option to pay by DD to reduce the impact of the cost of lessons. In many cases this has been well received by parents, but there have been a small number of complaints about the increased costs of swimming lessons and the payment arrangements. Enrolments for the start of the new swimming lesson programme (Sept) are now underway at Abbey Fields. 636 children were enrolled in June at this site, so whilst there may have been a small number of objections to the increased prices, the vast majority of customers have re-enrolled.

- Charges will be monitored on an ongoing basis by the contract/client officers

Members may also be interested to hear of recent achievements by Everyone Active at the National “UKActive FLAME Awards”

Everyone Active was named as the Leisure Centre Operator of the Year for a second successive year, and Stratford on Avon Centre as the Leisure Centre of the Year. This is obviously great news for Everyone Active as a company, but also for Jon Senior and Toni Gaskins who are the senior Everyone Active managers responsible for Stratford and also our contract.

Investment Programme Update

As Members were briefed in May, the building works have been delayed at both Newbold Comyn and St Nicholas Park. Whilst these delays have largely been due to factors beyond the control of the Council, officers and Mace (our Project Managers) have been making great efforts to mitigate the delays. Both sites will partially reopen this summer. The pool and the brand new gym and studios will open at Newbold in August, while the pool at St Nicholas Park will reopen in September. We are currently awaiting confirmation of the specific dates for reopening and will confirm these as soon as possible. Both sites will be completely finished in Spring 2018 when the gym and studios at St Nicholas Park and the new sports hall and village changing rooms for the swimming pool at Newbold will open.

Work on Phase II of the Programme, focussing on Kenilworth facilities will commence later this summer with scoping, feasibility and consultation activities that will inform appropriate reports to the Executive in early 2018 seeking approval to progress these projects.