



# Community & Leisure Services Policy & Scrutiny Panel

## Briefing Paper

Report of: Cultural Services Manager  
Date: 9<sup>th</sup> March 2006  
Open

### Sports & Leisure Centres – April 2005 to February 2006

#### 1. Purpose

- 1.1 The purpose of this report is to review the management of the Council's Sports and Leisure centres.

#### 2. Background

- 2.1 Wyre Forest Glades Leisure Centre (WFGLC), Stourport Sports Centre (SSC) and Bewdley Leisure Centre (BLC) have been managed by DC Leisure since April 2003.
- 2.2 The partnership agreement is for a period of 10 years and DC Leisure manage this contract through a trading arm of the company, Wyre Forest Leisure Community Association Ltd.
- 2.3 The partnership arrangement has achieved significant revenue savings for the Council.
- 2.4 A working group was set up in 2003 as part of the Overview & Scrutiny exercise and 6 month and annual reviews took place. The working group was extremely satisfied with the way the centres were being managed. In March 2005 it was agreed that the panel would review the Leisure Centres yearly.
- 2.5 Board meetings take place quarterly and the Council is represented by two members (Councillors Kelly and Ballinger) and two officers.

#### 3. April 2005- February 2006

##### 3.1 Complaints

- 3.1.1 Details of complaints received at the centres are attached at **Appendix 1**.

3.1.2 Numbers of complaints at Stourport Sports Centre has reduced in the same period as last year. However, numbers of complaints received in the same period at WFGLC has increased. Many of these complaints are cleanliness related and hopefully this situation will be helped by the changing room refurbishment in December 2006.

### **3.2 Staffing Levels**

3.2.1 Staffing levels have remained broadly unchanged at Wyre Forest Glades Leisure Centre and SSC.

3.2.2 Any change to the programme at the Sports & Leisure Centres is firstly agreed with the Cultural Services Manager who is the Council's representative. However, at Stourport Sports Centre, all Customer Advisor and Fitness Instructors have been employed since the same period last year. All new appointments are directly related to the success of the new gym development at Stourport Sports Centre. Membership has increased from 174 in November 2004 to 800 in November 2005.

3.2.3 At Wyre Forest Glades Leisure Centre, an additional post of IFI Activator (Inclusive Fitness Initiative) has been created to carry out the marketing and the facilitation of the newly accredited IFI gym, which was jointly funded by WFDC and DCL.

### **3.3 Programming Changes**

3.3.1 Any change to the programme at the Sports & Leisure Centres is firstly agreed with the Cultural Services Manager who is the Council's representative.

3.3.2 The programme at Wyre Forest Glades Leisure Centre remains broadly the same as previous years, but the group exercise programme has been increased to include yoga, body balance and body attack. These classes are very popular and DC Leisure is always looking for opportunities for improvement or brand new initiatives to enhance the programmes.

3.3.3 The programme at Stourport Sports Centre, remains largely unchanged in comparison with the same period last year, however, it is pleasing to report that due to the success of the new gym, DC Leisure now runs 10 hours per week Teen Gym/Circuit training sessions and have additional 6 Group Exercise Classes. The other major expansion has seen SSC provide an extra 2 hours per week swim tuition as part of the growing learn to swim programme 'Swim Academy'.

### **3.4 Usage Figures**

3.4.1 Detailed usage figures are provided at **Appendix 2**.

3.4.2 Usage figures from the equivalent period in 2004/05 at Bewdley Leisure Centre and Stourport Sports Centre are broadly comparable. Income has continued to reach previous levels. At WFGLC problems have been experienced collecting the usage data. From the attached usage figures in appendix 2 it would appear that attendances have significantly reduced however, after taking account of inflation increases income is still at previous levels. It is therefore a reasonable assumption that attendances are also broadly similar and it is hoped that the problems with the software used to collect the data will be rectified in the next few months.

### **3.5 QUEST**

3.5.1 QUEST is the leisure industry's award for quality management of sports and leisure facilities. Both centres were reassessed last year and the award demands ongoing continuous improvement.

3.5.2 Wyre Forest Glades Leisure Centre and Stourport Sports Centre are currently ranked joint third out of 535 leisure centres with scores of 79% (highly commended).

3.5.3 This is a remarkable achievement for the centres and is indicative of the quality within the centres and strong partnership ties with Wyre Forest District Council.

3.5.4 It is also worth noting that Wyre Forest Glades Leisure Centre gained third place in the prestigious Flame Awards (The Oscars of the fitness industry). Stourport Sports Centre has been nominated by DC Leisure, as this year's representative.

3.5.5 Stourport Sports Centre was the winner of the SENSE National Deaf, Blind Friendly Award in the Health and Well-being category for exceptional service to disabled users.

## **4. Refurbishment - WFGLC**

4.1 In July 2005 the Council agreed to contribute £350,000 to the refurbishment of the changing / health suite facilities at Wyre Forest Glades Leisure Centre.

4.2 The work is due to be carried out in December this year.

4.3 The current swimming changing rooms have not had any refurbishment or alteration since the late 1980's and the facilities are clearly well short of the standards expected by the public.

4.4 The plans will provide a better designed and improved changing facility which would be appropriate to accommodate the 300,000 plus users to the swimming pool each year. The refurbishment would also provide a health suite, including sauna and steam room, which would be available for members of the gym and also the general public.

## **5. Disability Discrimination Act**

5.1 The Council has also worked in partnership with DC Leisure to improve access to the centre and the gym area. Automated doors are now in place and a lowered counter for wheelchair access.

5.2 Wyre Forest Glades Leisure Centre has also been given Inclusive Fitness Initiative (IFI) status, which is a national initiative and includes a grant of £30,000. This has been used to improve access into and around the gym area, training of staff and provision of specific equipment for disabled people.

## **6. Sports Hall Floor – Stourport Sports Centre**

6.1 The Council has also agreed to fund up to 50% (maximum of £40,000) towards the replacement of the sports hall floor at Stourport Sports Centre.

6.2 This has been funded from the contract contingency and work will be carried out in the Summer this year.

## **7. Conclusion**

7.1 The Council's sports and Leisure Centres are well managed and the partnership agreement has been very successful in achieving both DC Leisure's and the Council's objectives.

## **8. Background Papers**

8.1 None.

## **9. Appendices**

Appendix 1 – Customer Comments

Appendix 2 – Usage Figures

### **Officer Contact details**

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## **APPENDIX 1**

### **Wyre Forest Glades Leisure Centre & Glades Arena**

#### **Customer Comments Comparisons**

##### April 04

Scumline to pool, changing room cleanliness  
Chewing Gum  
Changing & Toilet Cleanliness  
Notices to encourage showering before swim

##### April 2005

Concerns due to pool staff behaviour.  
Cleanliness of changing facilities.  
Comments passed on from Kay Higman, District Council concerning studio cleanliness, equipment & maintenance, dry change showers dirty.

##### May 04

Mis information of pool programme  
Disorganised birthday party

##### May 05

Studio, high level dust present.  
Pool Programme, was not aware of pool timetable for public swimming.  
Family Changes, level of cleanliness unacceptable.  
Lockers, lockers in poor state of operation.  
Slides Closed, were due to EAP implemented.  
Cleanliness, poor levels of cleanliness.

## Wyre Forest Glades Leisure Centre & Glades Arena

### Customer Comments Comparisons

#### June 04

Admission prices

#### June 05

Junior Swimming Lessons, not informed of time amendments during school holidays.

Arena Curtains, poor condition

Studio, floor dusty.

Pool Water Temperature, felt colder than normal

Baby Food, would like to use cafeteria microwave to warm her baby food

Baby Changer, no provision for babies in family changing room.

Slides Closed, were due to EAP implemented.

#### July 04

(2)Ladies changing room cleanliness

Leisure pool rules and regulations, Dated changing room facility

#### July 05

Female Wet Change, poor level of cleanliness.

Lockers, poor state of operation.

Fitness Suite, would like Kinetika Krew on Mondays.

Drench Shower, dirty

Changing Rooms, unhappy with levels of cleanliness.

Anti Social Behaviour, within the locker area.

Pool Hall, EAP procedures.

## Wyre Forest Glades Leisure Centre & Glades Arena

### Customer Comments Comparisons

#### August 04

None reported

#### August 05

Football, replacement nets required.  
Public Swimming, showers hot, need a clean.  
Holiday Activity, insufficient cancellation notification

#### Sept 04

Non reported

#### September 05

Birthday Party, unable to set up party room prior to swimming party.  
Fitness Class, booked onto a cancelled aerobic class.  
Changing Rooms, chewing gum on floors.  
Fitness Classes, unhappy with session day change.  
Lost Property, unhappy with procedures not being carried out.  
First Aid, failed to attend first aid call.  
Six A Side League, unhappy with winners trophies.

#### October 04

Badminton disturbed via birthday party  
Showers cold  
Receptionist attitude

#### October 05

Pool Hall, unhappy with cleanliness to poolside surrounds, EHO- Site visit cleanliness  
Sunbeds, unable to attend session, Squash Courts, lighting poor, Towel Damage.

**Wyre Forest Glades Leisure Centre & Glades Arena**

**Customer Comments Comparisons**

November 2004

Non reported

November 2005

Location of toilet roll holder not in correct position for disabled user

December 2004

Cleanliness of toilets report via client  
Ball vending machine not vending goods

December 2005

Lighting lux levels inadequate for hockey bookings

January 2005

Three minutes silence for the Asian Earthquake not recognised in all areas of the centre

January 2006

No recorded comments

Stuart Booton  
Contract Manager  
Wyre Forest Glades Leisure Centre



**SPORTS & LEISURE CENTRES APRIL 2005 –FEBRUARY 2006 POLICY & SCRUTINY PANEL BRIEFING INFORMATION STOURPORT SPORTS CENTRE**

**CUSTOMER COMPLAINTS YEAR ON YEAR COMPARISON TABLE:**

MONTH	2004/2005	2005/2006
APRIL	0	0
MAY	0	0
JUNE	<ul style="list-style-type: none"> <li>• 2 COMPLAINTS RECEIVED ABOUT A NEW SWIMMING LESSON DURING PUBLIC SWIMMING TIME</li> </ul>	<ul style="list-style-type: none"> <li>• 1 RECEIVED RE. AEROBICS CALSS AT THE SAME TIME AS BADMINTON BOOKING</li> <li>• 2 DATED SHOWERS/ CHANGING ROOMS AND LOCKERS</li> <li>• 1 POOL WATER TOO WARM</li> </ul>
JULY	<ul style="list-style-type: none"> <li>• 1 TOO MANY VENDING MACHINES BLOCKING POOL VIEWING AREA</li> <li>• 1 SWIMMERS WHO ARE FROM SWIMMING CLUB SWIM TOO FAST IN PUBLIC LANES SESSION</li> </ul>	<ul style="list-style-type: none"> <li>• 1 RECEIVED RE. NEW SWIMMING LESSON SESSION DURING PUBLIC SWIM TIME</li> <li>• 1 'GRUBBY' OLD' CHANGING AREAS NEED UPDATING</li> </ul>
AUGUST	<ul style="list-style-type: none"> <li>• 1 OLD DISABLED FACILITIES</li> </ul>	<ul style="list-style-type: none"> <li>• 1 MORE EQUIPMENT REQUIRED FOR CRAFT CLUB</li> </ul>
SEPTEMBER	<ul style="list-style-type: none"> <li>• 2 RECEIVED RE. POOL TEMPERATURE TOO COLD</li> <li>• 1 RECEIVED ON CHANGING ROOM CLEANLINESS</li> </ul>	<ul style="list-style-type: none"> <li>• NUMEROUS COMPLAINTS RE. THE FACT THAT THE REAR CAR PARK WILL BECOME PAY &amp; DISPLAY EFFECTIVE 1<sup>ST</sup> OCTOBER</li> </ul>
OCTOBER	<ul style="list-style-type: none"> <li>• 1 OLD SHOWERS &amp; CHANGING ROOMS</li> <li>• 1 OLDER BOYS IN FEMALE CHANGING ROOMS</li> <li>• 1 CANCELLATION OF MONDAY MORNING TUMBLE FUN CLASS DUE TO LACK OF POPULARITY</li> </ul>	<ul style="list-style-type: none"> <li>• NUMEROUS COMPLAINTS RE. THE FACT THAT THE REAR CAR PARK HAS BECOME PAY &amp; DISPLAY EFFECTIVE 1<sup>ST</sup> OCTOBER</li> </ul>
NOVEMBER	<ul style="list-style-type: none"> <li>• 1 POOL WATER TOO COLD</li> <li>• 1 POOL TILES CLEANLINESS</li> <li>• 1 BROKEN TOILET FLUSH</li> </ul>	<ul style="list-style-type: none"> <li>• 1 RECEIVED RE. RESULT OF A LOCKER THEFT QUESTIONING AGE OF LOCKERS</li> </ul>

	<ul style="list-style-type: none"> <li>• 1 OLD LOCKERS AND CHANGING ROOMS</li> </ul>	
DECEMBER	<ul style="list-style-type: none"> <li>• 1 FOOTBALL LEAGUE PRICE INCREASE</li> <li>• 1 SCHOOL TEACHERS ATTITUDE TOWARDS MALE MEMBERS OF THE PUBLIC SWIM SEESION</li> </ul>	<ul style="list-style-type: none"> <li>• 1 SCHOOL SWIMMING FUN SESSION NOT CONDUCTIVE TO THE SYLLABUS</li> <li>• 1 OLD CHANGING FACILITES</li> </ul>
JANUARY	<ul style="list-style-type: none"> <li>• 1 OLD GRUBBY CHANGING FACILITIES</li> <li>• 1 BABY CHANGE FACILITIES LACKING IN THE MALE WET CHANGE</li> <li>• 1 MALE SHOWERS DATED</li> </ul>	<ul style="list-style-type: none"> <li>• 1 FAILED SUNBED ROOM DOOR LOCK</li> <li>• 1 3 SPORTSHALL LIGHTS NOT WORKING</li> </ul>
FEBRUARY	0	<ul style="list-style-type: none"> <li>• 2 OLD CHANGING ROOMS &amp; LOCKERS</li> </ul>
TOTAL COMPLAINTS-	20 ACTUAL COMPLAINTS	14 ACTUAL COMPLAINTS PLUS NUMEROUS REGARDING THE REAR CAR PARK NEW CHARGING SCHEDULE

**Damian Watts – General Manager – Stourport Sports Centre**

## APPENDIX 2

<b>SPORTS AND LEISURE CENTRE USAGE DETAILS</b>								
	<b>WFG</b>		<b>SSC</b>		<b>BLC</b>		<b>TOTALS</b>	
	<b>2004/2005</b>	<b>2005/2006</b>	<b>2004/2005</b>	<b>2005/2006</b>	<b>2004/2005</b>	<b>2005/2006</b>	<b>2004/2005</b>	<b>2005/2006</b>
<b>APRIL</b>	39,629	32,730	15,000	16,657	3,977	2,870	58,606	52,257
<b>MAY</b>	39,877	29,639	14,002	16,487	2,986	2,771	56,865	48,897
<b>JUNE</b>	45,152	30,859	13,748	16,034	3,170	2,419	62,070	49,312
<b>JULY</b>	40,569	32,712	15,045	15,851	3,400	2,165	59,014	50,728
<b>AUGUST</b>	39,502	33,605	15,127	15,933	3,108	1,232	57,737	50,770
<b>SEPTEMBER</b>	30,195	29,960	14,889	15,579	4,066	1,815	49,150	47,354
<b>OCTOBER</b>	33,174	30,660	13,852	15,412	3,690	1,951	50,716	48,023
<b>NOVEMBER</b>	30,021	25,438	14,213	14,654	3,590	1,987	47,824	42,079
<b>DECEMBER</b>	25,942	17,842	9,880	13,980	1,791	1,968	37,613	33,790
<b>JANUARY</b>	34,306	31,973	15,583	15,201	2,758	2,572	52,647	49,746
<b>FEBRUARY</b>	34,976		16,575		2,374		53,925	0
<b>MARCH</b>	32,967		17,214		2,473		52,654	0
<b>TOTAL</b>	<b>426,310</b>		<b>175,128</b>		<b>37,383</b>		638,821	0