



## Hinckley & Bosworth Borough Council

Forward timetable of consultation and decision making

Finance and Performance Scrutiny: 4 September 2023

Wards affected: All Wards

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### Hinckley Leisure Centre Annual Performance Review 2022/23

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Report of Director Community Services

#### **1. Purpose of report**

- 1.1 To provide Finance and Performance Scrutiny an annual update report and presentation on the performance of Hinckley Leisure Centre for the 12-month period April 2022 – March 2023, under the operation of Places Leisure.

#### **2. Recommendation**

- 2.1 That, committee acknowledges the performance of Hinckley Leisure Centre as detailed within this report.

#### **3. Background to the report**

- 3.1 In June 2014 Places Leisure were awarded the Leisure Management contract for the Design, Build, Operate and Maintain of Hinckley Leisure Centre on Argents Mead.
- 3.2 The contract commenced in May 2016 for a 20-year management period.
- 3.3 Within the Leisure Management Contract there are a number of reporting requirements which must be fulfilled by Places Leisure, included in this is the production of monthly Performance reports, enabling Council Officers to track progress and challenge/support accordingly.
- 3.4 Representatives from Places Leisure will deliver a complimentary presentation to Members at the meeting on 4 September.

#### 4. Performance

4.1 As an overall reflection, Hinckley Leisure Centre has recovered well from the challenges of Covid. The community has reacted and during 2022/23 customers have returned and clearly value the variety and the importance of the 'leisure offer' at this fantastic Centre. There remains some challenges as we navigate 2023, these are highlighted in section 5.

#### 4.2 Participation and footfall

Over the reporting period monthly participation has averaged 56,578 on all available activities within the leisure centre and the monthly average footfall (visits) was 67,382.

Footfall comparisons

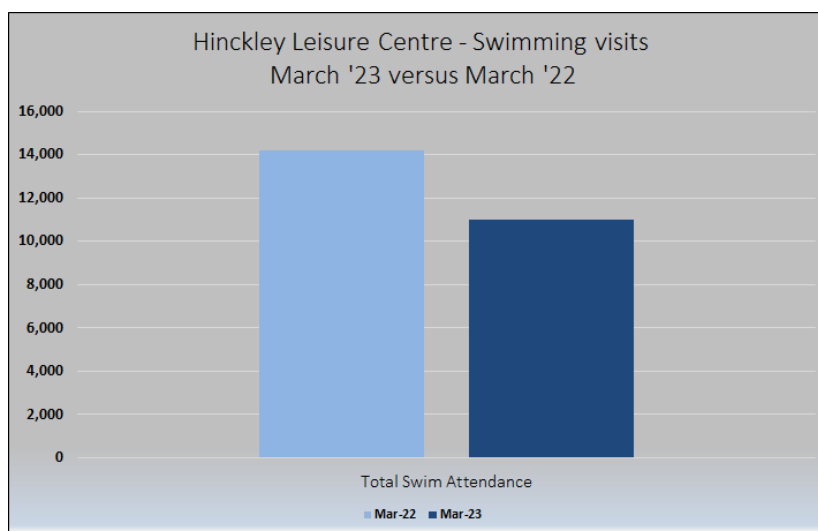
2022/23	2021/22	2019/20
808,582	437,001	840,510

#### 4.3 Memberships

As of 31/03/23 the Leisure Centre breakdown for memberships were:-  
Fitness membership 3276 members.  
Swimming membership 551 members.  
Swimming lesson enrolment 1920.

#### 4.4 Swimming

Swimming was a challenge during the period, reflected in Fig 1. This is an industry trend and is seeing similar performance at other Leisure Centres. Fig 1.



Places Leisure have reviewed pool timetables and where lane swimming is quiet, opening them up to family swims, in addition more inflatable sessions, popular with young people, have been added at the weekends.

Data provided for number of people (children and adults) enrolled on swimming lessons shows that whilst numbers are good at 1920, growth has been stagnant. Considerations point to cost of living crisis. Places Leisure have worked with the Sport and Physical Activity team to promote Swimming Lessons, particularly where there is capacity at the lower levels of the scheme.

#### 4.5 **Children and Young People / Family offer**

Places Leisure provide an innovative membership structure. There is an option for members to add up to 4 junior memberships (exc. Students) at £1 per month to any 'Premium' membership. This offers good value for money and a key focus on family engagement.

#### 4.6 **Fitness**

The fitness offer at Hinckley Leisure Centre is strong and varied with a comprehensive gym suite, cycling studio and class programme. Fitness attendance is on par with that recorded in 2022. There are challenges in respect of local competition, which makes it more important that the offer is clear to local residents. These will continued to be monitored by Places Leisure and HBBC colleagues.

#### 4.7 **Health and Wellbeing offer**

Places Leisure is a regular attendee at the Hinckley & Bosworth Health and Well Being Partnership. The Leisure Centre contributes to addressing many key health inequalities.

- reducing obesity levels
- enabling positive mental well being
- Host to the Physical Activity Referral Programme (averaging up to 600 patients per annum)
- Actively delivering health promotional campaigns throughout the year, in partnership with borough council colleagues

During the reporting period, colleagues at the Leisure Centre have worked closely with Physical Activity officers at the Council delivering:-

- Steady Steps - falls prevention scheme programme for older adults
- Active Families - Confidence Swims for new parents and their babies in conjunction with LCC Family Wellbeing Service.
- School Competition programmes
- Outreach offer in schools and the community

### 5. **2023/24 Opportunities and Challenges**

5.1 The whole of the Leisure Sector will have a watching brief as the challenges on consumer spend, in light of the Cost of Living crisis, sets in.

5.2 Hinckley Leisure Centre continues to provide a good customer experience. Measurement of this is actively tracked via the Places Pulse Mystery Visits and Net Promoter Scores. These are shared with HBBC officers on a monthly basis. As of March 2023 Hinckley Leisure Centre was rated 16<sup>th</sup> out of 74

sites for NPS. Data enables the management team to understand what improvements are required and where they can be benchmarked across the leisure sector.

5.3 HBBC and Places Leisure are in the early stages of exploring opportunities and the potential benefits of installing solar panels on the roof of the Leisure Centre. This installation would assist in the Council's quest to become carbon neutral and could assist in mitigating energy usage costs.

5.4 Energy price rises provide a challenge to both the contractor and the council and are reflected under the risks detailed in 11.1

## 6. Exemptions in accordance with the Access to Information procedure rules

6.1 Not applicable.

## 7. Financial implications [AW]

7.1 The council receives an annual management fee for the provision of the Leisure Centre contract. This income has already been allowed for within the MTFs. The annual fee income for the next five years is summarised in the table below.

2023/24	2024/25	2025/26	2026/27	2027/28
£1,120,401	£1,142,183	£1,105,045	£1,120,515	£1,198,009

## 8. Legal implications [MR]

8.1 None

## 9. Corporate Plan implications

9.1 The services of Hinckley Leisure Centre contribute to all three of the Corporate Plan 2022-2024 aims;

- People – Helping people to stay healthy, active and protected from harm.
- Places – Creating clean and attractive places to live and work.
- Prosperity – Encouraging growth, attracting businesses, improving skills and supporting regeneration.

## 10. Consultation

10.1 As the main key stakeholder, Places Leisure have been consulted on in the production of this report.

## 11. Risk implications

11.1 There are two significant risks associated with this report.

Management of significant (Net Red) risks		
Risk description	Mitigating actions	Owner
Impact of energy price rises and how this will financially affect the Council	Energy benchmarking forms part of the contract – Schedule 13	SJ

## 12. Knowing your community – equality and rural implications

- 12.1 Through the Leisure Management Contract Places Leisure are responsible for ensuring that the service provision of Hinckley Leisure Centre is equitable. Requirement of the contract states the following; *“Hinckley Leisure Centre will provide equitable delivery across the Borough, including the rural areas, targeted delivery to priority communities and social groups.”*

## 13. Climate implications

- 13.1 Places Leisure closely monitor energy consumption at the facility. The building is rated BREAM very good and hosts a number of climate friendly equipment such as, variable speed drives on swimming pool pumps and a Combined Heat and Power unit.
- 13.2 During 22/23 officers from the Council and Places Leisure have produced an exploratory report on the Option to provide Solar Panels to the roof of Hinckley Leisure centre. This will form part of the Councils quest to address the climate emergency and also to aid any future costs incurred as part of Schedule 13 of the contract (see 12.1)

## 14. Corporate implications

- 14.1 Officers have consulted and engaged with a number of internal service areas in the production of this report, to review Environmental and Asset Management implications.

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Background papers: None – presentation to be shared at the meeting  
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