



## Hinckley & Bosworth Borough Council

Forward timetable of consultation and decision making

Finance and Performance Scrutiny: 2 September 2024

Wards affected: All Wards

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### Hinckley Leisure Centre Annual Performance Review 2023/24

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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 2023 – March 2024, under the operation of leisure contractor 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, operation and maintenance 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 several reporting requirements which must be fulfilled by Places Leisure, included in this are the production of monthly performance reports, enabling Council Officers to track progress whilst challenging and supporting.
- 3.4 Representatives from Places Leisure will deliver a complimentary presentation to members at the meeting on 2 September 2024.

3.5 This performance update purely focusses on Hinckley Leisure Centre and does not include data on Places Gym, located on Station Road, Hinckley.

#### 4. Performance

4.1 Hinckley Leisure Centre has performed well over the last year.

#### 4.2 Participation and Footfall

Over the reporting period monthly participation has averaged 55,512 on all available activities within the leisure centre and the monthly average footfall (visits) was 67,239.

Footfall is up by 0.57% and participation is slightly down by just 0.65% comparing to previous year.

	April - March 23	April - March 24
Footfall	802,307	806,872
Total no. participation	670,509	666,155

#### 4.3 Memberships

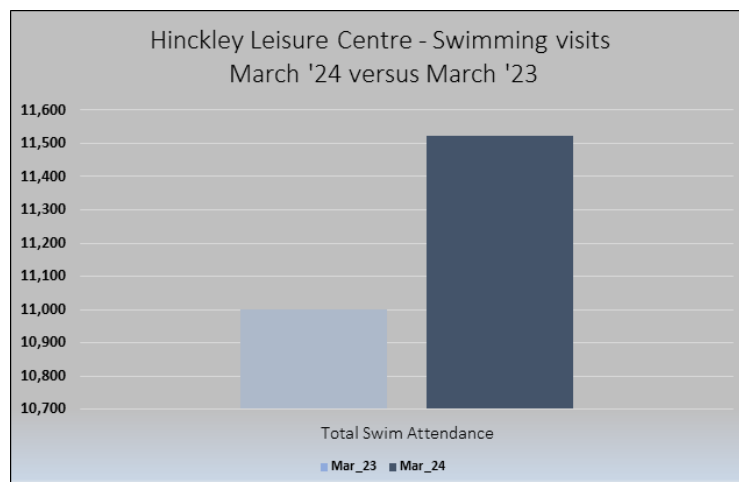
As of 31/03/24 the Leisure Centre breakdown for memberships were: -

- Fitness membership: 3,561 members
- Swimming membership: 582 members
- Swimming lesson enrolment: 1,940

There has been growth across all memberships categories comparing to 2022/23, which is an encouraging trend.

#### 4.4 Swimming

Swimming saw a very positive uplift following the COVID recovery years.



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

Places Leisure continue to provide an innovative membership structure. There is an option for members to add up to 4 junior memberships (exc. Students) at £1 per month (per CYP) to any 'Premium' membership. This offers good value for money and a key focus on family engagement. It also contributes towards harnessing a culture of family participation and creating the Leisure Centre as the number 1 destination locally for families.

#### 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 2023. There will always be local competition, which makes it more important that the offer is clear to local residents.

Part of the drive from Places Leisure is to ensure that the fitness offer is an option for all people at different parts of their wellbeing journey. These will continue 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
- A key physical activity provider for referrals (including self referrals) from people with long term health conditions
- 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
- Host the University Hospitals Cancer Prehabilitation programme
- Active Families - Confidence Swims for new parents and their babies in conjunction with LCC Family Wellbeing Service.
- Active Menopause programme
- School Sport Competition programmes
- Host to HAF (holiday activities fund) sessions
- Outreach offer in schools and the within the community

As demonstrated above Places Leisure are positioning themselves to ensure that all areas of the community feel that the facility is a place for them on their health and wellbeing journey. A recent introduction of a health and wellbeing membership supports this.

## **5. 2024/25 Opportunities and Challenges**

- 5.1 The continued cost of living issues continues to affect consumer spend on leisure activities, an example is Swimming Lesson growth which has remained stagnant.
- 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. Hinckley Leisure Centre concluded with a Net Promoter score of 43.5% which is higher than the customer standard of 30%. 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 will be 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 Places Leisure have plans to improve the gym and fitness suite. This forms part of the contractual investment programme for Hinckley Leisure Centre.

## **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 2024/25 is £1,204,039.

## **8. Legal implications [HI]**

- 8.1 None

## **9. Corporate Plan implications**

- 9.1 The services of Hinckley Leisure Centre contribute to all three of the Corporate Plan 2024-2028 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 is one 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  The installation of solar/PV panels will significantly reduce this risk.	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. Over the last year energy consumption has been reduced by 10%. 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.

## 14. Corporate implications

- 14.1 Officers have consulted and engaged with several 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

Contact Officers: Simon D. Jones, Cultural Services Manager  
Karen Mason, Physical Activity Manager

Executive Member: Councillor M Bools