



Hinckley & Bosworth Borough Council

Forward timetable of consultation and decision making

Finance and Performance Scrutiny 15 September 2025

Wards affected: All Wards

Hinckley Leisure Centre Annual Performance Review 2024/2025

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 2024 – March 2025, under the operation of leisure contractor Places Leisure.

2. Recommendation

- 2.1 That, committee acknowledges the positive 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 when required.
- 3.4 Representatives from Places Leisure will deliver a complimentary presentation to members at the meeting on 15 September 2025.

4. Performance

4.1 Hinckley Leisure Centre has performed consistently well over the last year, as reflected in the content of this report.

4.2 Participation and Footfall.

Over the reporting period, monthly participation has averaged 57,511 on all available activities within the leisure centre and the monthly average footfall (visits) was 72,232 or 2,374 every day.

Footfall is up by 7% and participation is up by just 4%, comparing to previous year.

its the by		April 24 - March 25	April 23 - March 24	Footfall exceeded target for year (780,000) 11%.
	Footfall	866,783	807,753	
	Participation	690,134	665,234	

4.3 Memberships

As of 31/03/25 the Leisure Centre breakdown for memberships were: -

	31/03/25	31/03/24	+ / -
Fitness memberships (all)	3431	3561	-3.7%
Swimming memberships (all)	565	583	-4.7%
Swimming lessons (children and adults)	1932	1940	-0.41%

Memberships have been stagnant or seen small decreases comparing to previous year.

A breakdown of the above memberships by postcode analysis gives insight into the reach the Leisure Centre has with its users. A full breakdown is provided in Appendix A.

In summary we understand the following: -

- 80% of members are HBBC residents, with the remaining 20% from neighbouring areas (ie Nuneaton & Bedworth, Blaby).
- 42% are from a HBBC urban area (Hinckley), 38% from HBBC rural parishes and 20% outside of HBBC.

4.4 Swimming

Hinckley Leisure Centre prides itself on a comprehensive Swimming Lesson provision. It is maintaining over 1900 people attending weekly for lessons (children and adults). This is aligned to the national framework for swimming. There is aspiration by Places for this number to be higher.

On average, across swimming lessons and casual swimming (excluding club usage), the leisure centre has over 4000 visits for swimming every week. Programming is key to ensure it meets the demand and trends in customers visits.

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 £5 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 competition is strong locally. Which makes it more important that the offer provided by Places Leisure for Hinckley Leisure Centre can demonstrate its benefits and continues to be an attractive proposition in the local market.

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. See 4.7

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 the Physical Activity team in Cultural Services. Examples include:

- The Leisure Centre continues to offer provision for people with long term health conditions; this includes their 12-week supported programme (Exercise Referral) and Cardiac Rehabilitation. 209 people were triaged and signposted into these programmes during 24/25
- Steady Steps Plus - falls prevention scheme programme for older adults. 20 people attend the weekly maintainer class. A newly qualified Postural Stability Instructor (PSI) member of staff will be expanding this offer in 2024/25
- The Leisure Centre hosts the University Hospitals Leicester Cancer Prehabilitation programme – 26 patients benefitting in 24/25.
- 4 Confidence Swim Courses for new parents (& babies) and 3 Save a Baby courses have been delivered in conjunction with LCC Family Hubs.
- 10 Hinckley & Bosworth School Games Competitions held at the Leisure Centre, including Sportshall Athletics, Basketball Futsal and Swimming Galas for local primary and secondary schools.
- EMPwr deliver the Leisure Centres holiday scheme. Free HAF (holiday activities fund) funded places are available at each holiday scheme for children on free school meals.
- There has been the introduction of the new Health and wellbeing membership, available for people with Long Term Health Conditions (priced at £26) 61 are on this membership and it is growing.

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. This will be enhanced during 2025/26 with the introduction of a Healthy Communities officer for the centre.

4.8 Solar Project

In April 2025, HBBC and Places Leisure installed 700+ solar panels on the roof of the Leisure Centre. This installation, which was a capital investment of £250,000, will assist in the Council's quest to become carbon neutral and could assist in mitigating energy usage costs.

4.9 Customer Experience

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 40.5% which is higher than the company standard of 22%. Data enables the management team to understand what improvements are required and where they can be benchmarked across the leisure sector.

To support this, HBBC colleagues receive monthly red and green flag reports highlighting comments received. For the Red Flag reports, these are robustly challenged where required and any trends noted and documented at Operational and Technical meetings. Equally, comments received via Green Flag reports are celebrated.

5. 2025/26 Opportunities and Challenges

- 5.1 The cost-of-living factor continues to affect consumer spend on leisure activities. As detailed under 4.3 the growth on memberships not to the level required that Places Leisure would have hoped to have achieved.
- 5.2 At the time of writing this report, Places Leisure have written to the Council with their intention to provide future capital investment into the Fitness facilities at Hinckley Leisure Centre.

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

- 6.1 To be taken in public session.

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 2025/26 is £1,178,724 (£98,227 per month)
- 7.2 Committee should note that Internal Audit report was completed by Mazars in March 2025. Satisfactory assurance was provided.

8. Legal implications [HI]

- 8.1 The report forms part of the contractual requirement of its performance. This process ensures that the contractor remains accountable and that service delivery standards are maintained in accordance with the terms of the contract.

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 partner, 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	<p>Energy benchmarking forms part of the contract – Schedule 13</p> <p>The installation of solar/PV panels will reduce this risk.</p>	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 has climate efficient equipment such solar panels (see 4.8), 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.

Background papers: None

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

Executive Member: Councillor M Bools, Deputy Leader

Appendix A

Hinckley Leisure Centre 2024_2025

Data breakdown by area*

* postcode data unknown for 338

Area	Swimming Lessons No. Total = 1903	%	Swim Only Memberships Total = 565	%	Fitness Memberships Total = 3278	%
HBBC Area	1392	73	439	78	2768	85
Blaby	125	7	32	6	185	5
Nuneaton Bedworth	236	12	49	9	180	5
NWLDC	1	1	2	1	10	1
Harborough	16	1	10	2	30	1
North Warks	12	1	5	1	8	1
Other	121	5	28	5	97	2
Rural Parishes HBBC	716	38	205	36	1292	40
Urban HBBC	676	36	234	42	1476	45
Other	511	26	126	22	510	15