



Hinckley & Bosworth Borough Council

Forward timetable of consultation and decision making

Finance and Performance Scrutiny: 6th June 2022

Wards affected: All Wards

Hinckley Leisure Centre Annual Performance Review 2021/22

Report of Director Community Direction

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 2021 – March 2022, 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 the new Hinckley Leisure Centre on Argents Mead.
- 3.2 The contract commenced in May 2016 for a 20-year management period.
- 3.3 Hinckley Leisure Centre was built at a cost of £15million.
- 3.4 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.

4. Impact of Covid

- 4.1 Officers from the Borough Council have worked closely with Places Leisure throughout the pandemic period. Adherence to Government guidelines was implemented.
- 4.2 Members will be aware that the Leisure Centre has been used throughout the pandemic as a key vaccination site for the residents of the Borough. Over 100,000 vaccination jabs have been administered at the facility.
- 4.3 Representatives from Places Leisure will deliver a complimentary presentation to Members at the meeting. They will elaborate on the impact of Covid and will discuss the recovery of the local Leisure Sector.

5. Performance

- 5.1 There are a number of key points to note, for the 12-month reporting period. Due to the implications of Covid, performance comparisons through this report are made to the 2019/20 reporting period.

5.2 Participation and footfall

Over the last 12 months participation has averaged 34,070 attendances on all available activities within the leisure centre and the monthly average footfall was 36,416

Footfall comparisons

2021/22	2019/20	2018/19	2017/18
437,001	840,510	808,279	702,198

Covid closure periods, restrictions and customer confidence has seen footfall impacted, which should come as no surprise. However, in reflecting on footfall performance for February and March 2022, there is clear signs of 'bounce back' that the period of recovery is in progression.

5.3 Memberships

At the time of writing this report fitness membership for Hinckley Leisure Centre is at 3,556 members.

The swimming membership, which remains popular with 574 members and swimming lessons enrolment is over 2,089.

To provide some context performance across all membership categories are back to pre-covid levels.

5.4 Swimming

Swimming, across all swimming categories (lessons, casual swimming group water workout and memberships) has recovered well as demonstrated in Fig1.

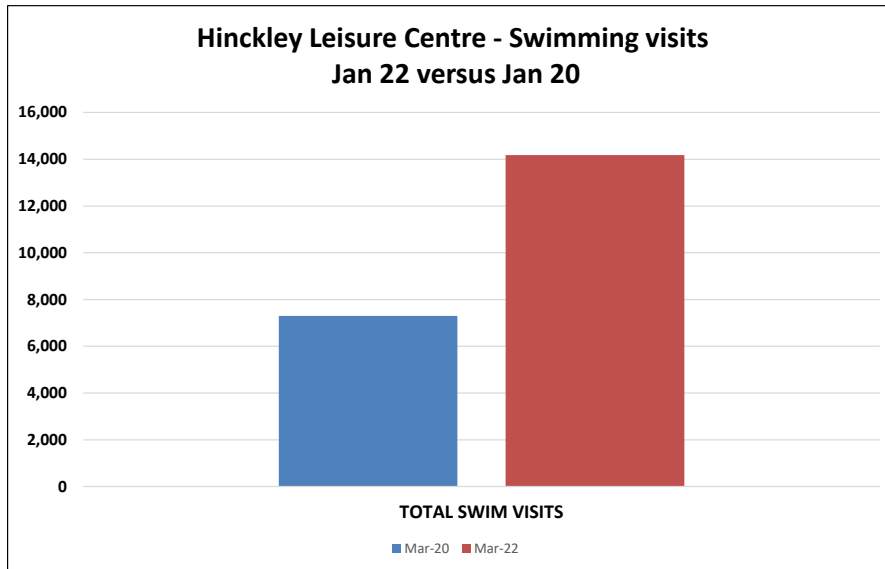


Fig 1

5.5 Children and Young People / Family offer

In July 2019 Places Leisure embarked on an innovative new membership structure. The company took the decision to include 4 free junior memberships to any 'Premium' membership. A first in the industry, offering fantastic value for money and a key focus on family engagement. The impact of this can be seen where casual swimming resumed in April 2021 with extremely high levels of participation.

5.6 Fitness

Places Leisure continue to offer their dual site membership for customers, whereby they can use both Hinckley Leisure Centre and their sister site Places Gym (in the Crescent) as part of the Premium Membership. Colleagues at the Leisure Centre have worked hard throughout the months of January – March in exceeding Sales targets for fitness, which means that memberships are back to pre-covid levels and stand at 3526, 2104 at Places Gym Hinckley.

5.7 Health and Well being offer and Hard to reach delivery

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

- reducing obesity levels contributing
- to positive mental well being
- Host to the Exercise Referral Programme (averaging up to 500 patients per annum)
- Actively delivering health promotional campaigns throughout the year, in partnership with borough council colleagues
- Staff trained as Dementia Friends

In September 2021 the Leisure Centre accessed some Covid Contain funding from the Local Authority and created a Hard-to-Reach position. Deliverables have included the following:-

- Steady Steps - falls prevention scheme through local borough council for stability and balance in older population.
- Active Families - Confidence Swim. A one hour family swim session in community pool
- Inactive Girls and Boys Programme - to introduce 11-17 year olds to various activities and facilities and encourage a more active lifestyle. Including group classes delivered in community
- Outreach offer in schools to inactive boys and girls
- Tea Dance - to encourage older adults to be more active through dancing and provide a place to chat and support each other over coffee/tea
- Exercise Referral Aqua and soft circuits class – extending our offer by providing a gentle aqua aerobics and soft circuits classes as an extension to the scheme

6. 2022/23 Opportunities and Challenges

- 6.1 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.
- 6.2 Places Leisure have created a Covid Recovery programme. The programme sits alongside the Exercise Referral programme and provides an option for those wishing to access a bespoke programme addressing the health implications of Covid.
- 6.3 Continue to provide great 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. Data enables the management team to understand what improvements are required and where they can be benchmarked across the leisure sector.
- 6.4 Energy price rises provide a challenge to both the contractor and the Council and are reflected under the risks detailed in 12.1

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

- 7.1 Not applicable.

8. Financial implications [AW]

- 8.1 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.

2022/23	2023/24	2024/25	2025/26	2026/27
£885,000	£1,041,490	£1,064,122	£1,031,827	£1,048,608

8.2 The 2022/23 fee is slightly lower than originally contracted for due to Covid, but then returns to the agreed management fee in 2023/24 The difference in 2022/23 is relatively low at £35,856.

9. Legal implications [MR]

9.1 None

10. Corporate Plan implications

- 10.1 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.

11. Consultation

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

12. Risk implications

12.1 There are two significant risks associated with this report.

Management of significant (Net Red) risks		
Risk description	Mitigating actions	Owner
Financial impact of the reduced management fee for 2022/23 following the impact of COVID	Open book accounting will be retained along with the opportunity to claw back funds via Schedule 15 Surplus share agreement that forms part of the management contract.	AW
Potentially significant impact of energy price rises and how this will financially affect the Council	Energy benchmarking forms part of the contract – Schedule 13	SJ

13. Knowing your community – equality and rural implications

13.1 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.”*

14. Climate implications

- 14.1 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.
- 14.2 Energy efficiencies are always being sought which will assist in the quest to address the climate emergency.

15. Corporate implications

- 15.1 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.

Background papers: None

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