

Winchester Sport & Leisure Park

Advisory Board Meeting

Thursday 7 July 2022

1:00pm

MS TEAMS

Attendees

Board Members

Cllr Lucille Thompson (Chair)
Cllr Russell Gordon-Smith
Cllr Paula Ferguson
Cllr Mark Reach
Cllr Chris Edwards

Non-Voting Board Members

Cllr Susan Cook
Dawn Adey (WCC)
Alison Lewis (Everyone Active)
Helen Thomas (University of Winchester)

Winchester City Council Members

Cllr Angela Clear
Cllr Caroline Horrill

Winchester City Council

Susan Robbins
Steve Lincoln
Calum Drummond

Everyone Active

Craig Budden
Ashley Miles
Chloe Davanna

Panel/ Stakeholders

Emma Back (Winchester SALT)
Cllr Brian Laming
Janet Berry (Highcliffe Community)
Alison Oakley (CEO Winchester Penguins)

Apologies

Cllr Russell Gordon-Smith
Claire Mitchell (UoW)
Ed Ferris (Pinder Trust)
Justin Ridgment (UoW)
Andy Hickman (WCC)
Graeme Todd (WCC)
Simon Molden (The Sports Consultancy)

AGENDA

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|---|-----------------------|
| 1. Introduction by Chair | Cllr Lucille Thompson |
| 2. Advisory Board Membership | Cllr Lucille Thompson |
| 3. Everyone Active Presentation
(Q4 Reporting) | Everyone Active |
| ➤ Performance Measures in Contract | |
| ➤ Customer Surveys, Consultations & Feedback
Reports | |
| ➤ Sports Development and Health & Wellbeing | |
| 4. Discussions/ Questions & Answers | Cllr Lucille Thompson |
| 5. Date of Next Meeting | Cllr Lucille Thompson |
| ➤ Virtual or Face-to-Face? | |

WSP ADVISORY BOARD

MINUTES

1. Introduction by Chair

Cllr Thompson, welcomed everyone to the Winchester Sport & Leisure Park (WSP) Advisory Board.

Questions will be accepted during the Q&A sessions via the chat function. These will be read out and answered by the relevant Officer.

All attendees introduced themselves to the group.

2. Advisory Board Membership

Cllr Thompson introduced the Board (voting) Members;

- Cllr Thompson (Chair)
- Cllr Russell Gordon-Smith
- Cllr Chris Edwards
- Cllr Paula Ferguson
- Cllr Mark Reach

3. Everyone Active Presentation (Q4 Reporting)

➤ Overview & Performance Measure

The following areas are reported on;

- Marketing and publicity
- Catering and vending
- Customer service
- Access
- Equipment
- Opening hours
- Incident reporting
- Maintenance and building management
- Activity programme and event management
- Legislation and policy
- Operational and financial reporting
- Staffing

➤ Contract KPI's

There are a number of contract KPI's which are reported on;

- Centre attendances
- Fitness membership
- Swimming membership

- Swimming lessons
- Concessions
- Accidents and incidents
- Utilities

Overview of these KPIs (Q4 – January – March)

- 187,000 visits
- Concessionary visits (those under the age of 16 and seniors) – 51,753
- Memberships – 4,820 (January) and 4,913 (March) a rise by 93
- Swim only memberships – 324 (January) and 401 (March) a rise by 77
- Swimming lessons – 1,312 (January) and 1,332 (March) a rise by 20
- Accidents and incidents – 35

Activity attendance monitored:

- Health and fitness – gym
- Health and fitness – group workout
- Swimming
- Overall attendance

Consistent figures across the three months.

Craig provided examples of media coverage of the current state of leisure at this moment in time.

- Focus on utility prices
- Shortage of chlorine

EA have been monitoring chlorine levels and have been able to manage this effectively over all sites.

Utility Consumption (Gas & Electricity and Water Consumption)

- Gas and electric vary depending on the time of the year
- Water consumption seem to have fluctuated but depends on a number of variables such as shower usage etc.
- System Production (solar panels) – CO2 Emission saved: 44,039.34 Kg (since April 2021).

➤ **Customer Insight**

EA gather feedback from their customers in a number of different ways;

- Daily feedback (customer view portal), written and verbal
- Quarterly customer viewpoint sessions (3 informal sessions held in reception on 21, 22 and 25 June).
- Club feedback
- Monthly surveys
- Mystery shoppers

Summary of the viewpoint feedback sessions;

- Swimming – EA have changed the timetable and adjusted to single lanes for medium and fast paced swimmers and kept slow lanes within the wider double lanes. EA continue to review this timetable and take on any feedback which is received from their users.
- Group Exercise classes – EA are keen to maximise any opportunities to enhance their programme. Feedback received regarding early morning classes and Ash is currently looking into how this can be achieved.
- Defects liability period and closure of facilities – over the last 2 weeks there have been works carried out within the pool, and therefore EA have made adjustments to the programme to be able to accommodate those works.
- Gym – busy during the peak evening times. EA will investigate how this can be managed.
- Customer service – positive feedback on staff across a number of departments including swimming, gymnastics, reception and gym staff.
- Closure of the pool for aquatic events – Received a number of enquiries for hire. An aquatic programme has been agreed for next year (end of 2023) which has a good balance between competitive usage and public/ family and lane swimming.

Online monthly surveys are distributed and customers are asked how satisfied they are with the following 8 areas (gym and group exercise, swimming, value for money, standard of cleanliness, booking process, customer service, overall visit and accessibility). There is also an option to include any other areas customers feel that could be improved (approx. 50 completing each month).

Mystery shoppers measure EA's performance online (by responding to queries) and in-person (how staff interact and respond to the shopper). EA use a company called 'Pro Insight' to complete this. Results are fed back to the General Manager and Heads of Departments for any action or additional training that might be needed.

WSLP geographical data supports the outreach work that is carried out and to maximise opportunities to engage with people in certain areas to get them involved in physical activity. Main areas SO20, SO22 & SO23 postcodes but EA are looking at ways to maximise physical activity levels and WSLP usage from the other areas/wards as well.

➤ **Moving Communities**

Please note this section is not a quarterly overview – but an end of financial year review.

- Working with Lanterns Day Nurse around SEND provision within WSLP (under 5's).
- Prehab pilot programme with the University of Hospital Southampton. Patients that will be having cancer treatment at the Hospital will be sent to WSLP and will have 4 weeks of exercise classes (1-1 with a PT) with the

hope that they are more physically healthy before their treatment. They will then get re-referred back into the Health & Wellbeing programme for further support.

- In the process of developing an outreach programme in priority areas. EA have written a funding bid to Energise Me (Hampshire's Active Partnership) to deliver a programme in Stanmore. Also in discussion with Allegra's Ambition around funding to deliver a programme in either Winnall, Weeke or Harestock.
- EA working with the Beacon to run a pilot project with them for their service users to access WSLP free of charge across the whole week for 6 months (14 memberships).
- Launching a 'SMI Programme' with Southern Health supporting people with severe mental health illnesses to access WSLP and specific classes for these individuals (yoga, boxing, swimming and gym).
- EA Sporting Champions announced in June with 21 athletes, Hampshire Talented Athlete Scheme (HTAS) announced in December with 26 athletes within Winchester district. Overall 47 athletes using the centre from a wide range of different sports.
- In discussions with Winchester Go LD as to how EA can expand the annual Paralympic Personal Bests event originally set up by the Council to cover other sites in the south region.
- Working with Southampton Football club on a 6-week summer project but also taking place through to December. The University of Southampton Hospital have a department called PEER who support young people who see consultants and are having treatment at the hospital to access physical activity within the community. They have received funding to deliver a 6 week project but now has expanded to 6 months. They will visit WSLP and have access to three different activities (swimming, gym and netball), once completed they will all receive a membership to access any EA site to continue to take part in physical activity.
- Launching 'Goodboost' which is an aquatics programme week commencing 12 September.

Active Communities Memberships (Q1 2022 - April – June)

- Breakdown of Ukrainian memberships:
 - 11-15 year olds – 31 memberships
 - Adult – 144 memberships
 - Under 10's – 51 memberships

Currently have the highest Ukrainian refugee memberships across the south region.

- Parkinson's – 19 memberships
- EA have just launched a young carers membership – 4 memberships (expected to grow)

➤ Active Communities

Please note this section is not a quarterly overview – but an end of financial year review.

Active communities' figures (throughput):

Disability:

- Disability football (in partnership with Hampshire FA) – 131
- Winchester Go LD (disability circuits) – 673

Children & Young People:

- School holiday programme – 732
- Under 5's Active Antz – 4,034
- Junior gym induction – 286
- Junior active session – 834
- Bee Netball – 104

Adults & Seniors:

- Walking football: 354
- Back to netball: 38
- Over 50's: 3,059 (560 members)

Health & Wellbeing classes:

- Steady & Strong: 236
- Pulmonary rehab: 132
- Assisted circuits: 296
- Neuro fit: 142
- Cardiac phase 4: 102

Club Development - WSLP has 14 sports clubs using the facility: swimming, water polo, *cricket, martial arts (x2), dodgeball, basketball, volleyball, *athletics, triathlon, squash, UoW sports teams (swimming, netball, basketball, trampolining, cheerleading). *off season only

EA will be hosting a club engagement evening to find out the needs of each club and what they would like/ require of the next year.

To ensure there is a strong pathway that links EA's swimming programme with the club.

➤ Health & Wellbeing

Last financial year EA received 179 referrals (48 active, 10 waiting to be processed, 84 completed the programme and 34 not participating).

238 referral members (17.7% increase) and 100 Direct Debits (47% increase).

6 specialised classes a week with 36 health professionals referring into the programme. EA are also receiving a high number of self-referrals.

4 different teams using the centre; Royal Hampshire County Hospital departments, Cardiac team, Pain Management team and Southern Health.

Breakdown in the number of referrals:

- 63% female
- 37 male
- 133 white British

Development Opportunities

- EA are launching a Health & Wellbeing booklet (hard copy & digital) to be launched with the next month. This will help advertise what is on offer and will go out to all health professionals as well as other service providers.
- EA will be developing a wider programme to support those with dementia. Met with St. Johns and will be working collaboratively with them going forward.
- EA are organising a health and wellbeing event for providers and health professionals.
- EA are hoping to deliver health classes with the community – with Extra Care.

The Pinder Suite

- Kept the Hydro occupancy at 90% (Monday – Friday), and 60% over the weekends.
- Pinder Trust and Hobbs delivering 1:1 and group hydro sessions.
- Created a link with Osborne School.
- Hydro group sessions with Back Care, CFS Alliance, Next Step Physio, UoW and the MoD.
- Hydro private hire is at 10 hours per week.
- Hydro self-directed exercise is at 8 sessions per week.
- UoW physiotherapy service and private GP service are using the rooms and numbers are growing – NHS health visitors and Hampshire Hospital midwives.
- SEN swimming sessions – two times per week.

Throughput for Q4:

- 421 bookings for AI-CHI
- 39 directed
- 4 Aquatic physiotherapy courses

Development Opportunities:

- Expand MoD usage throughout the week.
- Secure long-term commitment for treatment room hire with the midwives
- Develop partnerships with special educational need schools/departments to use the facility for students.
- Increase usage at the weekends.

EA share the video for the 'Big Splash' event

ACTION: Calum to share Big Splash link with attendees

Further event achievements:

- Hosted the Hampshire School Games with over 1,000 school children from 100 schools across Hampshire & IOW.
- Hosting the Queen's Baton Relay

4. Discussions/ Questions & Answers

Cllr Cook

Do you take a note of memberships that have ceased? - and do you contact them if they have stopped their membership? If you do contact them does the ex-member get asked why they have stopped?

Yes – EA track everyone that leaves including any swimming lesson cancellations. EA then contact them and see if they can turn them around. A number of reasons why people leave (moving out of the area, found another gym, etc.).

Cllr Laming

On the PV do you use all that is generated or do you feed some back into the grid?

EA don't have an exporting contract, so nothing is fed-back to the grid due to the way that the contract has been set up – and yes, EA are using all of the power that is generated by the PV.

Cllr Cook

Regarding the Viewpoint Sessions - what if the member doesn't do Facebook could this not be put on the app?

All of the messaging should mirror what is put on the app. EA can look into adding this as a bookable session for next time.

Cllr Cook

NOTE: Regarding Defects - such as metal drainage, gully in the changing room. Really dangerous and as of this morning there was Black sticky tape not coloured Covering the area.

Cllr Cook

NOTE: Reception Staff are extremely polite. They are the first point of contact and 99% are smiling!!

Cllr Cook

Has never been sent a monthly survey - Do we get to see what the members would like to add not one of the 8 areas that you ask for a score on?

There is an option on the feedback for customers to add in any suggestions that they have to improve the service or facilities. They are selected at random and EA have over 100,000 people on their database.

Cllr Horrill

Are you able to share the monthly survey results for the last year please?

EA can pull together a report.

Cllr Horrill

It is important that the geographic needs for WSLP is broad across the district, the map and postcodes presented earlier shows a focus on certain areas. What is the plan to expand this across the district?

EA have a Sports Development and H&W plans which covers immediate plans for reaching targeted areas which were referenced earlier in the presentation. EA are working hard to understand how they can take their plans out to the wider communities and locations where it might be harder to access the leisure centre and take activity to them (Alresford, Bishops Waltham) and work with health professions to provide certain classes to target groups (i.e. over 50's)

Cllr Thompson

Have you done any work with the Carroll Centre in Stanmore?

The Carroll Centre have not been contacted by EA as of yet, they are waiting for funding to be approved. Chloe has been working with Street Reach to engage with young people within Stanmore to develop a programme around their needs and what they would like. Once funding has been approved then it is hopeful to use the Carroll Centre as a 'hub facility' and use the community hall behind the centre especially during the winter periods.

Cllr Cook

Question around not taking Cash. Many residents who often mention this matter to me when they take their grandchildren they like to take their pennies and pay for something. Not everyone has CC or uses a Bank Card.

EA to take this on-board. The cashless arrangements were brought in due to COVID, and as a company 95% of sites have kept with a cashless system, the majority of people do have contactless bank cards/ smart phones. EA understand that there are groups of people that would prefer cash payments, but will take a balanced approach moving forward.

There are financial implications to having cash collections, but EA will take the point away to review.

Cllr Edwards

The figures are difficult to interpret – they are not historic trends, only showing what has happened over the 3 months. How do these figures compare to the same figures in the previous year? – and are you meeting/ exceeding certain KPI's? It would be really helpful to see the headline figures before the meeting.

EA to look at info-graphics and drawing attention to the key points/ KPI's etc.

Cllr Ferguson

It would be really helpful if Chloe could provide a written update of all the work she is doing in this area please? Her verbal update is great, but there is too much information to note down.

Yes – EA happy to share.

Cllr Thompson

There is an offer for Ukrainian Refugees, which is great but are there any plans to expand the same offers for all refugees?

The Ukrainian membership offer is a corporate solution, but if EA are to expand this locally, it is a conversation to be had with WCC officers about what they do. EA will find it hard financially to offer this to all refugees.

Cllr Thompson

How do these Active Communities Figures compare with the last quarter?

Follows on from Cllr Edwards question.

Cllr Cook

NOTE: Excellent Work and it's staggering what you are. Achieved in such a short time of being in the Role! Excellent would really like to have this info in a written report as we really need to be waving this it's excellent.

Cllr Cook

May we ask what is charged in the form of the Membership for the Refugees?

Free of charge for 12 months.

Cllr Ferguson

Thank you for all this information and fabulous presentation, here are my additional questions - but I would like to see more trend data.

In the volume of the visits - do we have a split for number of membership visits vs single visits? What has been the percentage of membership renewals and are we analysing where people are not renewing and investigating that?

A majority of people joined between May, June and July last year, traditionally when a new leisure centre is open you see a big growth and 6 months later, you start to lose people. In this case – people joining on a family membership have left their anniversary to run and the price increases to the headline rate and then people have left. Cost of living has also increased, any maybe people are questioning where their money is being spend. EA are working on retention and how they can keep people.

EA and Advisory Board to agree on what is reported on.

You talked about the Beacon membership scheme, have you also spoken to Trinity?

EA thanked Cllr Horrill for linking them up with the Beacon.

Trinity can be approached, but EA need to apply for additional funding. The pilot project with the Beacon will help to gather important data (increased physical activity levels etc.) to show the successes in order to expand with other organisations/charities.

What happens to those who do not take up their referrals?

Some may be double referrals, some are referred and EA do not hear from them, however all referrals are on the system for 6 months. If someone initially didn't want to take up the offer but 3 months later they do – EA will pick this up. Post 6 months, EA require a new referral as their health information might be out of date.

Cllr Ferguson has been challenged by the public regarding the lack of signage on the building – why is that?

A question for WCC as this is to do with planning, and is an area which would like to be addressed.

Cllr Clear

Would it be possible just to ask how the facility at Whiteley is going?

Meadowside Leisure Centre is going well, but EA do not report on it within this Advisory Board. Membership is going very well, great activities starting and a nice partnership with Whiteley Warriors Basketball Club – also busy with parents and baby activities.

Cllr Cook

NOTE: Good to hear digital and a hard copy of booklets

Would it be possible to have a copy? - Yes

Cllr Horrill

How are we doing with our schools locally? How are we involving them more specifically? I thought we had committed to support schools?

EA have progressed well and have engaged with a lot of schools. EA have their 'Adopt a School' programme which was delivered to All Saints earlier on in the year. Chloe has been speaking to Winnall, a number of schools visit to use the facility. Unfortunately EA do not have the resources at the moment to go out and deliver within schools. EA have appointed as their 'Activities Manager' in September which will be their key focus.

The Big Splash event was open to all primary schools – Hampshire School Games which EA hosted are both great opportunities to engage and build new relationships with schools.

Cllr Cook

NOTE: Excellent to hear that you have accommodated their hours that they required to use the facilities.

Janet Berry

When are the prices for using the leisure centre reviewed next? How do these relate to inflation?

EA are reviewing pricing at the moment, there are some core pricing which EA need to ask permission from WCC to increase – but EA are looking at other areas where pricing will need to be reviewed.

From WCC perspective – in the contract EA are required to let WCC know by the end of December. Looking at inflation figures, what the changes will be and then the Council tie this into the amended fees and charges for the coming year.

What concessions are there for families on low incomes?

EA have a concessionary price for swimming and across many other categories – 50%.

Alison Oakley (covering the CEO responsibilities at Winchester City Penguins)

There have been some issues around closures of facilities due to staff shortages. Please can you let us know what measures are being taken to prevent this in future?

Across the industry, and across the country every business is short staffed – recruitment has been a big challenge. EA are gradually coming out of this now and are going into September in a much stronger position. That said, COVID is still with us and may see various waves of sicknesses going forward.

Emma Back (Winchester SALT)

How does your outreach and junior activities link with local clubs to provide pathways for ongoing participation?

A number of clubs use the facility – EA have a large amount of enquiries from members of the public about club links. EA have their own gymnastics club and if a coach notices a participant with talent, they will point them in the direction of a club.

Clubs tend to contact EA directly if they need support or have any questions about the use of the facility.

What plans do you have to enhance community presence within and partnership with the WSLP?

EA are happy with the plans that they have hosted – trying to get out into the communities as much as possible. EA have created a partnership with the Beacon, supported WCC Ukrainian Hub and will try and be present at as many events as possible this year.

When is the club engagement event likely to be held and what other ways can clubs discuss facility usage and partnership options with you if they can't make the event?

EA will be sending out a survey prior to the event in September which will cover a wide range of topics which can be fed-back.

Cllr Cook

Is the centre looking to put more seating outside as the seating looks great and often is taken.

EA have not budgeted to put any more additional seating outside, and possibly at the limit in regards to fire safety near the fire doors, but there could be other spaces – EA would have to find the funding for this.

Cllr Cook

Bike Security is still very much an issue and although the sitting of the cycle locker is within viewing of the reception but surely we shouldn't expect the EA staff to be keeping a look out! The position is located on the walkway!

EA have been working hard with Winchester Police and WCC in regards to the measures that can be put in place to improve bike security. There are additional bike stands and a bike shelter that have been installed outside the S&LP.

Janet Berry

Are there figures for the numbers of people travelling to the centre by active travel and other means?

EA are due to send out a survey over the next couple of months as part of the green travel planning conditions to customers, and report back on that at a future Board meeting.

5. Date of Next Meetings

Date TBC – September/ October

In-person at Winchester City Council Offices.

Cllr Thompson closed the meeting – with thanks to all those that attended.

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