

**Winchester Sport & Leisure Park**

**Advisory Board Meeting**

**Tuesday 15 February 2022**

**2:00pm**

**MS TEAMS**

**In Attendance**

Board Members

Cllr Angela Clear (Chair)  
Cllr Charles Radcliffe  
Dawn Adey (WCC)  
Claire Mitchell (UoW)  
Ed Ferris (Pinder Trust)

Ward Members

Cllr Horrill  
Cllr Kurn  
Cllr Ferguson

Panel

Justin Ridgment (UoW)  
Cllr Laming  
Emma Back (Winchester SALT)  
Janet Berry (Highcliffe Forum)

Members of Public/ Stakeholders

Simon Molden  
Julie Amies  
Mike Fisher

**Apologies**

Cllr Chris Edwards  
Cllr Steve Cramoysan  
Cllr Hugh Lumby

Non-Voting Board Members

Cllr Susan Cook

WCC Officers

Susan Robbins  
Steve Lincoln  
Calum Drummond  
Andy Hickman  
Graeme Todd  
Nancy Graham

Everyone Active

Alison Norman  
Craig Budden  
Ashley Miles

## AGENDA

1. Introduction by Chair	Cllr Angela Clear
2. Performance Measures in Contract	Everyone Active
3. Feedback by Everyone Active (Customer Surveys, Consultations)	Everyone Active
4. Sport Development / Health & Wellbeing Update	Everyone Active
5. Discussions/ Questions & Answers	Cllr Angela Clear
6. Date of Next Meeting	Cllr Angela Clear

## MINUTES

### 1. Introduction by Chair

Cllr Angela Clear (Chair and Cabinet Member for Communities and Wellbeing) welcomed everyone to the Winchester Sport & Leisure Park (WSP) Advisory Board. The guidance notes were reiterated, informing attendees to keep cameras switched off, microphones muted and only turn them on when asked to speak.

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

Cllr Clear introduced the Board Members, Non-Voting Board Member, Winchester City Council (WCC) Officers, Everyone Active (EA) staff, and Councillors.

### 2. Performance Measures in Contract

Alison Norman shared the EA Presentation which covered; performance measures, contract KPIs, customer insight, moving communities, active communities and health & wellbeing.

Quarterly performance standards include;

- 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

EA are currently working on plans for this monitoring system for the next financial year and will be submitting these to the Council within the next month for review.

Annual performance standards cover:

- Quality management
- Inclusive fitness mark
- Operational and financial reporting
- Pricing requirements
- Sports development and health & wellbeing
- Authority outcomes

The following contract KPIs that EA report on to WCC on a monthly basis:

- Centre attendances
- Fitness memberships
- Swimming memberships
- Swimming lessons
- Concessions
- Accidents and incidents
- Utilities

Contract KPIs to date – Q3 (Oct – Dec 2021)

- Attendances: 154,000 visits
- Concessions: 45,348 visits
- Memberships: 4,233 (September) / 4,465 (December) an increase of 232
- Swim only memberships: 247 (September) / 328 (December) an increase of 81
- Swimming lessons: 1,313 (September) / 1,400 (December) an increase of 87
- Accidents and incidents 46
  - Sporting injures: 18
  - Natural causes: 4
  - Pool rescues: 0
  - RIDDOR: 0
  - Other: 20

Total number of casual attendance (i.e. pay and play)

- 22,085 (October)
- 17,642 (November)
- 15,880 (December)

Utility consumption (no benchmark to compare i.e. no full year, and disruptions due to COVID-19). May 2022 will provide a better view of how the building is operating.

### **3. Feedback by Everyone Active (Customer Surveys, Consultations)**

Customer insight is gathered from daily feedback (written/ verbal) through EA's reporting system.

EA have also held a quarterly customer viewpoint session (27 Jan 2022) – advertised via member email and Facebook with 10 people attending.

Positive feedback from clubs on the facilities. Working with clubs on their event calendars for next season. A full review of the pool and sports hall timetable is underway for club sessions.

EA also send out monthly surveys to their users as well as a mystery shopper (pro insight). The mystery shopper measures performance through online response to queries, and how well staff interact with customers and respond to questions in person.

View point feedback:

- More swimming sessions for those over 50 and with long term health conditions.
- More group exercise classes at different times.
- Cleanliness
- Customer service
- Website information
- General customer information (additional notice boards)
- Closure of pool for aquatic events (balance of events and community use)

Monthly surveys ask customers how satisfied they are with the following categories (on average 50 customers complete this survey each month):

- Gym and group exercise
- Overall swimming experience
- Value for money
- Standards of cleanliness
- Booking process
- Customer service
- Overall visit
- Accessibility

WSLP geographical data helps target areas of non-users and helps maximise marketing opportunities. Key postcode areas where users are travelling from:

- SO20
- SO21
- SO22
- SO23

#### **4. Sports Development/ Health & Wellbeing Update**

The following programmes have now been launched:

- Walking netball, BEE netball and 'Back to Netball' in partnership with the NGB (England Netball).

- Disability football in partnership with the NGB (Hampshire FA).
- Low level circuits in partnership with Winchester Go LD.
- 50+ club with 564 members.
- Southampton youth project (once a month)
- The Beacon Charity
- Adopt a School – 41 people participating in February. In partnership with All Saints Primary School.
- This Girl Can classes.

#### Future projects:

- Consultation with Lanterns Nursey regarding SEND provision.
- Consultation with youth groups to develop a wider range of junior activities.
- Develop an outreach programme in priority areas.
- Develop a 'Squash Stars' programme in partnership with Hampshire Squash.
- SMI programme launching in April in partnership with the CCG.
- Support WADSAD (Winchester and District Sports Association for the Disabled) returning to the centre or an alternative disability swimming provision.
- Support the expansion on the Paralympic Personal Bests event across other EA sites.
- Train 3 staff in mental health first aid.

#### Club Development:

WSLP has 14 sports clubs using the facility including; swimming, water polo, cricket, martial arts, dodgeball, basketball, volleyball, athletics, triathlon, squash and the University of Winchester sports teams (swimming, netball, basketball, trampolining and cheerleading).

Future plans surrounding club development include:

- To host a club open day in 2022.
- Organise a club engagement meeting.
- Link with clubs to organise centre events.
- Facilitate training for clubs (i.e. safeguarding, first aid, NGB workshops etc.).
- Formulate swimming clubs and work towards the 'EA swimming development plan'.

#### Health & Wellbeing

The 'Winchester Wellbeing Programme' continues to be a success with:

- 151 referrals (90 active, 37 waiting to be processed, 15 completed and 6 not participating). This is excluding the local Primary Care Network referrals.
- 202 referral members in total – 68 of those on direct debit.
- 6 specialised exercise classes a week. Most of the classes are at 80-90% capacity at each week. EA are looking at the possibilities of expanding these classes.

- 12 health providers are currently referring into the programme. EA are currently in discussions with the Clinical Commissioning Group (CCG) to understand how this can also be expanded.
- The following healthcare providers are currently using the centre:
  - Royal Hampshire County Hospital – The ‘Cardiac team’ (cardiac phase 3 classes, and since then EA have launched an in-house cardiac phase 4 which is a pathway for the phase 3 to enter. So far 14 people have moved from phase 3 to phase 4 and then start to use the gym). The Pain Management team are using the studios.
  - Southern Health – using the treatment rooms for their health visitors for parent and baby ‘weigh-ins’ and check-ups.

### Data

- Escape-Pain – 12 take up (55%)
- Falls Prevention – 8 take up (80%)
- Long-term health conditions – 77 take up (74%)
- Mental health – 8 take up (73%)
- Pre and post-natal – 3 take up (75%)

### The Pinder Suite

This continues to grow, Monday – Friday approx. 85% capacity and weekends increased up to 40%.

- Pinder Trust and Hobbs are delivering 1:1 and group hydro sessions.
- Hydro group sessions include: back care, CFS Alliance, Next Step Physio and the University of Winchester are running an hour a week in the pool.
- On average between 7 hours per week of private hire within the hydro pool.
- Expanded to 11 sessions a week of ‘self-directed’ exercise (30 minute sessions of up to 10 people). People attend these sessions with a specialised programme.
- University of Winchester Physiotherapy Service.
- Private GP service – use a room for NHS Health Visitors.

### Health and Wellbeing Development

Aims of the programme moving forward:

- Develop an additional ‘Assisted Circuits’ class
- Work with the Pinder Trust to develop a pathway for clients into other leisure centre activities.
- Continue to build partnerships with health professionals.
- Improve the marketing for the health and wellbeing programme.
- Improve Hydro pool usage between Monday – Friday with a target of 100% and weekend target of 70%. Working with the Pinder Trust to spread the awareness of the facility.
- Support the University of Winchester Physiotherapy Service in engaging with local providers and members using the centre.
- Launch a ‘Stop Smoking’ service.

## 5. Discussions/ Questions & Answers

**Question 1:** How does the online monthly survey get distributed to members of the leisure centre?

**Answer:** These are randomly sent out each month.

**Question 2:** Does Winchester City Council have access to the mystery shopper results?

**Answer:** EA are not required to report on these results as part of the KPIs but can provide narrative around the responses received.

**Question 3:** Are EA recruiting for more staff?

**Answer:** Recruiting as a whole is a problem within the industry at the moment, EA are doing their utmost to recruit where they have gaps, it's a challenging time with COVID, staff sickness/ self-isolating etc. The management team are working hard every day to keep the building operational but are aware there are room for improvements.

**Question 4:** Are the outstanding matters regarding maintenance being resolved?

**Answer:** This is high on EA's agenda, there has been a few problems sourcing certain items but EA are working hard to resolve the maintenance issues which are in their control.

**Question 5:** There are areas of landscaping that are looking unloved especially around the cycle storage area.

**Answer:** WCC to monitor and take a look. WCC have an ongoing maintenance contract with a specialist contractor so this needs to be raised.

**Question 6:** When is the splash are being resurfaced?

**Answer:** The rubber crumb that is used for the surface for protecting children if they slip and fall within that area has discoloured and EA have been working with Willmott Dixon and the contractor to find a suitable replacement. The contractor have had this problem in a number of their facilities, so not alone, and they are working hard to try and find a solution and EA have been testing some patches for them. At the moment EA have not got a replacement date, but the area is useable.

**A Note:** A well written article in the Chronicle regarding the 'This Girl Can Classes'

**Question 7:** What is the take up of the virtual classes compared to instructor-led classes?

**Answer:** Each week EA receive an attendance report for each class. EA main goal is to offer instructor-led classes, and provide virtual classes only during quiet periods. EA expect virtual classes to be low but as they start to increase, EA will make them 'instructor-led' as they are proven much popular. EA always listen to feedback and try and accommodate what members want depending on studio space, and instructor availability etc. EA have just launched a 'This Girl Can' class and will be launching a beginner's yoga course which will be instructor-led. EA believe it is approx. a 70% uptake.

**Question 8:** The many ways in which you solicit feedback is great. Are there any themes emerging?

**Answer:** In regards to 'themes' from feedback – most recently the key messages have been around bookings, website and information surrounding community-based activities. The app is the most straight forward system and as a team, EA are spending time reviewing information that is on the website and whether it can be made more user-friendly.

EA will be producing a six page newsletter which will include detailed information about some of the activities that are available and how people can book.

**Question 9:** Due to the lack of water therapy at forces locations are we encouraging them to visit the WSLP? – would this help the level of take up?

**Answer:** EA are working towards this. EA have also organised a partnership with Worthy Down – in January they offered facilities free of charge for military personal.

**Question 10:** When are the budget and forward plans going to be reviewed by Councillors? – will there be a change in provision?

**Answer:** WCC are currently in discussion with EA. At the moment, EA's budget is not due to be published for next year because the period of us sharing budgets is going to end in April.

**Question 11:** How do you promote the current offer to the Blue Light and Military personal who make an invaluable contribution to our community? Can we do more?

**Answer:** EA ran the offer for Worthy Down during January. In regards to Military personal – there is the 'Winchester Saver Card' which is a more economical option. Alison Norman (Contract Manager) invited Cllr Kurn to meet her and the team to discuss ideas regarding incentivising this.



**Question 12:** What work is being done to explore with residents what barriers they perceive there are to using the centre? Is there specific outreach work being done to reach our communities that are often hard to engage with in both the city and wider district?

**Answer:** This is on EA's radar and is a piece of work that is high on the agenda. EA asked if there is anything that local Councillors can do to help them and drill down to where activities are needed then Alison would be very happy to move this forward.

EA have started to look at outreach work in local communities, and organising certain sessions for residents. Part of the Health & Wellbeing plan the WCC published with EA includes identification of outreach work and that includes some of the communities that are deemed as 'less-engaged' – this is something which will be relaunching again soon.

**Question 13:** The car park is often very full, and vehicles are seen parked up on paths and pavements. An indicator of success, but how do you view the parking provision and how are you actively managing this?

**Answer:** This is something that EA have also noticed since the start of January 2022. EA have been in communication with WCC in terms of car park management and also the University of Winchester (and the Sports Stadium) in terms of clubs and users that are utilising WSLP car park. This is something that EA are regularly monitoring, and it seems like the busy periods tend to be during the evenings from 6pm onwards. There has been more of a presence in terms of parking officers at the University of Winchester Sport Stadium.

**Question 14:** Do you have figures about how people are accessing the centre-by active travel, public transport etc.?

**Answer:** EA have a 'Green Travel' plan and are due to be surveying in May 2023 and Alison should be able to report on this at next year's forum.

**Question 15:** Does this monthly survey go out to non-member users who are registered within the centre, as well as to members?

**Answer:** This is a 'snap-shot' of people that are asked to complete the survey, or approached after sending in feedback. This is random, so different people are contacted each month.

**Question 16:** Do you have an update on the situation regarding the blinds in the sports hall?

**Answer:** EA are in conversation with the contractor, they are due to come to site week commencing 21 Feb 2022 to assess the system and understand whether this is a software issue, the blinds are programmed by a laptop – very technical

piece of kit. If there is a further issue further progress will be made week commencing 14 March 2022.

**Question 17:** What is meant by 'formulate swimming clubs' within the EA presentation?

**Answer:** This is the formulation of EA's swimming development plan, this is something EA discussed with Winchester City Penguins Swimming Club and have a meeting scheduled with the club in a few weeks' time.

**Question 18:** Is there any possibility of re-instating the footpath from the Garrison Ground to Bar End Road (avoiding going through the main entrance)?

**Answer:** There was a temporary access in that took you directly from Bar End Road round to the Garrison Ground when the construction works were underway but this was taken out because it was not part of the approved planning design. The approved planning design is that people walk round to the main entrance and come through that way.

**Question 19:** The community programme has some exciting elements and is a really important work strand for the area. Would it benefit from some broader strategic planning and engagement utilising a cross group of community partners and stakeholders?

**Answer:** This covers the work that the Winchester Sport and Physical Activity Alliance (SPAA) used to contribute towards before this group was put on-hold. Resources and focus surrounding this has changed over the years, but WCC, EA and partners that formed the SPAA are still working collaboratively to grow sport provision within our communities.

**ACTION: WCC and EA to organise a meeting with identified partners to form a plan of action surrounding community sport.**

Cllr Clear closed by thanking EA staff and everyone for attending the meeting and contributing towards to Q&A session.

## **6. Date of Next Meetings**

May/ June 2022