

REPORT TITLE: REVIEW OF MEADOWSIDE AND WINCHESTER SPORT AND LEISURE PARK PROVISION

2 MARCH 2022

REPORT OF PORTFOLIO HOLDER: Cllr Clear, Cabinet Member for Communities and Wellbeing

Contact Officer: Susan Robbins Tel No: 01962 848 461 Email srobbins@winchester.gov.uk

WARD(S): ALL

PURPOSE

The purpose of this paper is to provide an update to Policy Committee on the performance of the Winchester Sport & Leisure Park (WSLP) since its opening in May 2021 and Meadowside Leisure Centre (MLC) from April 2021. The report provides the figures for use and types of activity undertaken; it does not cover finance or building/facility issues which are reviewed in accordance with the council's contract management framework procedures and monitoring arrangements. Further as part of this contract management the WSLP Advisory Panel, held in public, has the opportunity to review detailed performance reporting as presented by Everyone Active.

The update also provides information about recent data on physical activity levels in the district and the Sports Development and Health and Wellbeing Plans agreed between the council and Everyone Active.

RECOMMENDATIONS:

1. The Policy Committee are asked to note the performance of Everyone Active and the range and quality of sport and leisure provision at the council's leisure centres.

1 RESOURCE IMPLICATIONS

- 1.1 Everyone Active is contracted to operate both Winchester Sport & Leisure Park and Meadowside Leisure Centre on the council's behalf. The council manages this contract in accordance with the council contract management framework, using existing staff in the Communities and Wellbeing team. The council's Health Improvement Manager takes a lead in the development of the Sports Development and Health & Wellbeing Plans and a contract manager will be appointed to oversee the detailed contract management. This includes supporting the WSLP Advisory Board that meets quarterly and the contract monitoring meetings which are monthly.

2 SUPPORTING INFORMATION:

Background

- 2.1 The Winchester Sport & Leisure Park (WSLP) opened its doors on 29th May 2021 with operator Everyone Active (EA). A massive achievement during the ongoing COVID pandemic at the time. EA also took over operational management of Meadowside Leisure Centre in September 2020.
- 2.2 Over this period both centres have continued to be affected by the restriction measures brought in by government to help stop the spread of COVID-19. This has included closures; partial opening; restricting the numbers that take part in some activities; and operating pre-booking systems.
- 2.3 Within this context EA has been able to perform strongly which (anecdotally) shows that people are taking a greater interest in the health and wellbeing as a result of the pandemic, with working from home perhaps affording them greater opportunity to take up physical exercise.
- 2.4 In October 2021 Sport England released the latest [Active Lives data](#) report. This shows the activity levels of adult's aged 16+ from May 2020 – May 2021.

Table 1: Winchester district active lives data

<u>May 2020 - May 2021</u>		Active (150+ minutes a week)		Fairly Active (30-149 minutes a week)		Inactive (under 30 minutes a week)	
		Population Total	Rate (%)	Population Total	Rate (%)	Population Total	Rate (%)
All adults (aged 16+)	Respondents						
National	172,970	27,847,500	60.9%	5,300,600	11.6%	12,549,800	27.5%
Hampshire	6,615	1,035,300	63.3%	200,500	12.3%	400,000	24.5%
Winchester	492	73,600	71.7%	9,400	9.1%	19,700	19.2%
Compared May 2019 - May 2020			1.2% Increase		1% Decrease		0.2% Decrease

- In comparison to the level in the previous period (May 2019-2020) our activity levels have increased by 1.2%
- A decrease in fairly active people by 1%%
- Inactivity has decreased by 0.2%
- Overall, adults in Winchester are becoming more active.

2.5 If we were to compare this to our surrounding LA's (see below) we are ranked 2nd in adults taking part in 150+ minutes a week, and in the top three of local authorities with the lowest inactivity rates.

Table 2. Hampshire Local Authority active lives data, May 2020 - 2021

Winchester vs Hampshire Authorities	Respondents All adults (aged 16+)	Active (150+ minutes a week)		Fairly Active (30-149 minutes a week)		Inactive (<30 minutes a week)	
		Population Total	Rate (%)	Population Total	Rate (%)	Population Total	Rate (%)
Winchester	492	73,600	71.7%	9,400	9.1%	19,700	19.2%
Basingstoke	522	94,200	66.3%	15,100	10.6%	32,900	23.1%
East Hampshire	472	73,500	72.4%	11,300	11.1%	16,800	16.5%
Eastleigh	432	64,000	58.5%	18,800	17.1%	26,700	24.4%
Fareham	549	58,600	60.4%	11,100	11.4%	27,300	28.2%
Gosport	470	41,500	60.0%	9,300	13.5%	18,300	26.5%
Hart	469	55,100	70.4%	6,900	8.8%	16,300	20.8%
Havant	449	57,200	55.0%	13,100	12.6%	33,700	32.4%
New Forest	439	95,100	62.8%	17,700	11.7%	38,700	25.5%
Rushmoor	484	45,000	59.7%	7,400	9.9%	22,900	30.4%
Test Valley	455	72,100	69.9%	13,900	13.5%	17,200	16.7%

Winchester Sport & Leisure Park and Meadowside Leisure Centre Performance

2.6 The council has a number of performance measures against which EA reports to demonstrate how well the WSLP and MCL are being used and managed. A WSLP Advisory Board has been established under the contract obligations to meet in public and report on performance against these measures, but also to hear about the sport programmes, club development and health programmes that demonstrate the ways in which people are supported to and are able to participate in different physical and healthy activities. The first meeting of the Advisory Board was held in November 2021 and the second in February 2022.

2.7 Membership of the Advisory Board comprises of:

- a) Nominated Cabinet Members
- b) Relevant Ward Councillor(s)
- c) Representative of the University
- d) Representative of the Pinder Trust
- e) An officer from Winchester City Council
- f) A representative from the management contractor

2.8 The Shadow Cabinet Member for Communities and Wellbeing has also been invited to sit on the Board

2.9 Performance of WSLP and EA is monitored through a series of contract Key Performance Indicators in accordance with the council's contract management framework:

- a) Centre Attendance
- b) Fitness Membership
- c) Swimming Membership
- d) Swimming Lessons
- e) Concessions
- f) Accidents & Incidents
- g) Utilities

2.10 A full overview of performance against these indicators and the delivery of activities and programmes is given in the presentation attached at Appendix 1. Everyone Active will give this presentation to the committee at its meeting.

2.11 In summary for WSLP in June 2021, the full first month after opening, the number of visitors was 51,893 and full membership was 2,515. When River Park Leisure centre closed in December 2020 total visits was 19,786 and membership was 1,850. In January 2022 full membership was 6,132. Total visits from May 2021 to December was nearly 380,000.

2.12 With regard to visitor numbers, and the activities they participate in, the following tables provide a breakdown from both Winchester Sport & Leisure Park and Meadowside Leisure Centre.

2.13 Table 3: WSLP Quarterly use figures

	Q1: April – June 2021 (partial from 23 May)	Q2: July-Sept 2021	Q3: Oct to Dec 2021	Total Year to date
Health & Fitness	32,442	75,578	65,850	173,870
Swimming	21,486	70,604	56,376	148,466
Dry-side activities	240	4,236	4,753	9,229
Outdoor/other	2,441	19,075	26,582	48,098
Total Visits	56,609	169,493	153,561	379,663

Average monthly total membership*	3,943	5,242	5,736	5,102
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2.14 * *Health & Fitness and Swim Only membership*

2.15 Meadowside Leisure Centre (MLC)

2.16 Table 2: MLC Quarterly use figures

	Q1: April – June 2021	Q2: July-Sept 2021	Q3: Oct to Dec 2021	Total Year to date
Health & Fitness	5,585	6,579	5,591	17,755
Swimming	0	0	0	0
Dry-side activities	3,066	3,444	3,266	9,776
Outdoor	4,155	4,267	3,600	12,022
Total Visits	12,806	14,290	5,038	32,134
Average monthly membership	306	299	395	333

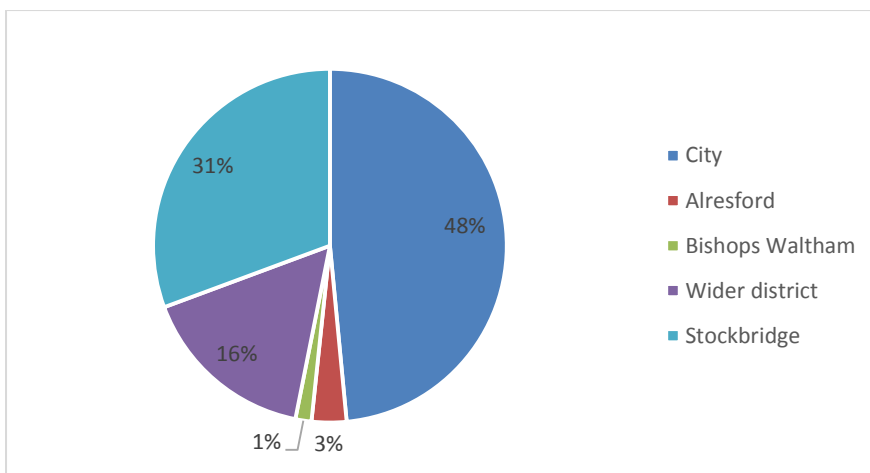
2.17 The dip visitor figures for December 2021 this is due to COVID restriction being re-introduced couple with traditionally a quieter month for people participating in physical activity. Figures for January 2022 show that total visits returned to 5,607 for the month.

2.18 An important investment has been made to improve the facilities at MLC through a £175k refurbishment, opened in October 2021, to provide an all-new 50-station gym floor, a new group cycling and virtual studio to add to the centres two five-a-side floodlit pitches and a three-court sports hall. It is too early to assess the impact of the improvements as usage figures look comparable to pre investment. However this covers a December traditionally a quiet month.

2.19 Reach and inclusion

2.20 The users of WSLP are drawn from across the district with a nearly even split between people coming from the city and those from market towns and the wider district.

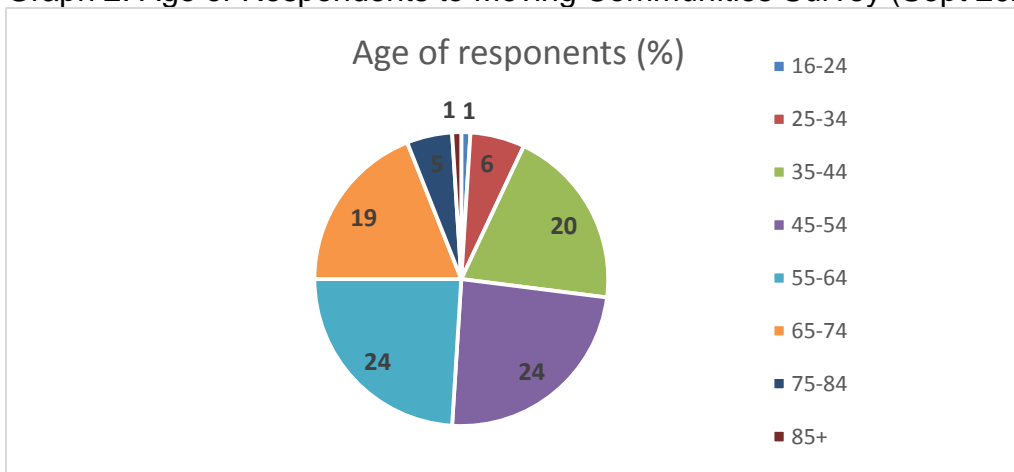
2.21 Graph 1: Location from of where WSLP users come.



2.22 In September 2021 WSLP users were surveyed as part of the Moving Communities monitoring and evaluation tool launched by Sport England. There were 192 respondents

2.23 Nearly half (48%) of respondents were aged between 45 and 64; and quarter were aged 65 and over.

2.24 Graph 2: Age of Respondents to Moving Communities Survey (Sept 2021)



- What is the geographical draw of residents to each centre from across the district and what % of users are coming from outside the district (if it is possible to measure that).

2.25 The types of activity respondents participated in was:

- 55% swimming / pool based
- 25% group exercise
- 15% fitness / gym

2.26 Concessions

2.27 Both WSLP and Meadowside offer concessions to support a range of people to access the facilities at a reduced rate. This includes for the armed forces

and blue light service. Take up of these concessions for the period May to December 2021 were:

- a) WSLP 107,626 = 27% of total visits
- b) MLC 2,938 = 7% of total visits

- 2.28 Transition of the 50+ Club has gone well, and the sessions are busier than ever and the Club has over 600 members.

Sport Development and Health & Wellbeing Plans

- 2.29 Both of the Sport Development and Health & Wellbeing plans contribute towards the 'Living Well' priority within Winchester City Council's Council Plan (2020-2025), with the vision to support all residents to live healthy and fulfilled lives. They also consider the five key outcomes set within the Government's '*Sporting Future: A New Strategy for an Active Nation*' and the five 'big issues' identified within Sport England's latest strategy '*Uniting the Movement*'.

- 2.30 WSLP and MLC have their own bespoke plans, but both report on the following areas;

- a) Children and young people
- b) School sport
- c) Adults & older people
- d) COVID recovery
- e) Long-term health conditions (inc. exercise referrals and classes)
- f) Disability groups
- g) Women & girls
- h) Sports clubs & volunteering
- i) Talent development
- j) Community events
- k) Competitions
- l) Staff training & development

- 2.31 Within each area, is a set actions of which are monitored through KPIs consisting of;

- a) No. of people
- b) Total throughput
- c) No. spaces available
- d) Take up %

- 2.32 The council and EA meet monthly to review each plans to ensure data is collected regularly, these are also discussed in the Contract Monitoring meetings.

- 2.33 Here are a few examples of progress over the past eight months since both plans were launched in June 2021.

Health & Wellbeing Programme	Data (June 2021 – January 2022)	
Exercise Referrals	90	No. of Participants
Steady & Strong class	149	Throughput
Pulmonary Circuits class	91	Throughput
Assisted Circuits class	198	Throughout
Neuro-fit class	95	Throughput
Cardiac Rehab* *Started December 2020	42	Throughput

Sports Development Programme	Data (September 2021 – January 2022)	
Gymnastics & Trampolining	133	No. of Members
Pre-school Gymnastics	28	No. Members
Junior Gym	183	Throughput
Walking Netball	282	Throughout
Disability Football	96	Throughput
Low-level Circuits	479	Throughput

2.34 Quotes from members

“The Centre is magnificent. We are lucky to have a Centre like this in our town. There are lots of activities to engage in” - Mo

“I take part in Winchester Gold Circuits on a Saturday. I really like my Hydrotherapy pool instructor. The water is very warm. I really look forward to coming” - Lucy

2.35 Performance issues and complaints

2.36 An important aspect of the performance monitoring is also ensuring that the required quality and customer services standards are met. This includes responding to complaints such as access to information and ability to book session, cleanliness, faults and defect and landscaping maintenance. EA monitor complaints and respond appropriately the majority of which with two days. EA also undertake customer / user feedback surveys to gather information about what is working well and areas for improvement.

3 OTHER OPTIONS CONSIDERED AND REJECTED

3.1 This is an up-date report so no options were considered.

BACKGROUND DOCUMENTS:-

Other Background Documents:-

Winchester Sport& Leisure Park Advisory Board – meeting 2 November 2021.

<https://democracy.winchester.gov.uk/ieListDocuments.aspx?CId=416&MId=2889&Ver=4>

APPENDICES:

None