

REPORT TITLE: UPDATE ON PERFORMACE OF THE COUNCIL'S LEISURE FACILITIES MANAGED UNDER CONTRACT BY EVERYONE ACTIVE

3 DECEMBER 2024

REPORT OF PORTFOLIO HOLDER: Cllr Kathleen Becker, Cabinet Member for Community and Engagement

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WARD(S): ALL

PURPOSE

This paper provides an update to Policy Committee on the overall footfall performance of the Winchester Sport & Leisure Park for the last three years since opening in May 2021. Overall footfall performance for the last three years is also reviewed for Meadowside Leisure Centre, which together form the centres managed by Everyone Active as part of the council's leisure contract.

The report provides the figures for use and types of activity undertaken, as well as activity with a wider health and wellbeing impact. 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.

RECOMMENDATIONS:

1. The Policy Committee are asked to acknowledge the performance of both sites under Everyone Active's management and note the range and quality of sport, leisure, health and wellbeing provision which take place at these facilities.

1 RESOURCE IMPLICATIONS

- 1.1 Everyone Active (EA) is contracted to operate both Winchester Sport & Leisure Park (WSP) and Meadowside Leisure Centre (MLC) on the council's behalf. The council manages this contract in accordance with the council's contract management framework, primarily through the work of the Contract Manager in the Communities and Wellbeing team.

2 SUPPORTING INFORMATION

Background

- 2.1 EA opened the doors to the new WSP on the 29th May 2021 and had earlier in September 2020, taken over operational management of MLC from Places Leisure.
- 2.2 Both centres were affected during the early part of the contract, and the first year of the performance reporting, by ongoing restriction measures brought in by the government to help stop the spread of COVID-19. These included closures and partial opening, restricting the numbers that took part in activities and requiring the use of pre-booking systems.
- 2.3 Although no longer under any restriction, the way in which people choose to exercise changed during the pandemic, it has taken time for people to feel comfortable to return to leisure settings. The leisure industry has evolved, health and wellbeing are far more pertinent than before and the ability to access exercise sessions on demand and outside of peak times is more commonplace than before.

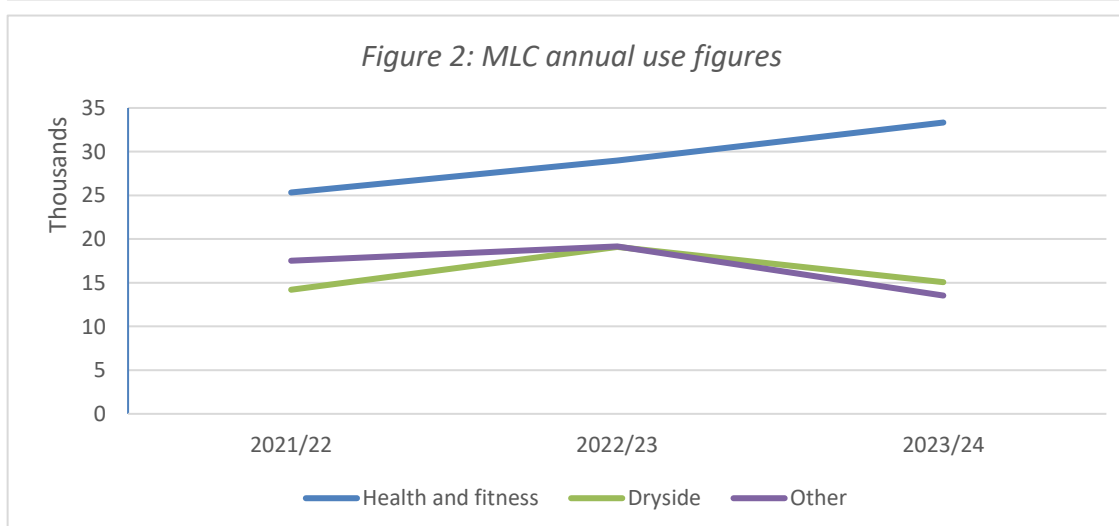
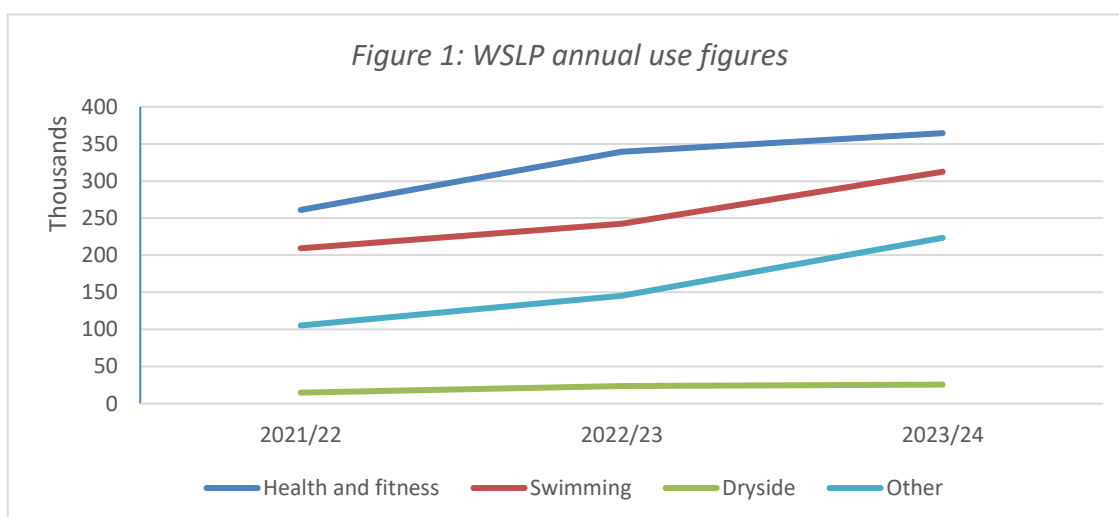
Winchester Sport & Leisure Park and Meadowside Leisure Centre performance

- 2.4 The council has performance measures in place which Everyone Active report against in relation to WSP and MLC. The WSP Advisory Board meets three times a year to monitor performance against these measures, but also to hear about EA's sport programmes, club development and health programmes. Alongside this, the performance of the whole contract is tracked and reported to the Contract Manager each month as part of the council's contract management processes. Each year an annual strategic meeting is held with senior officers from both the council and EA, to review the year in detail and set objectives for the year ahead.
- 2.5 This report sets out overall footfall for both sites over the past three years, which is the headline statistic. It also looks at what areas of the buildings are used to build of picture of how people use the centres and where these users come from. The report also gives a flavour of the various programmes which are taking place in the centres to support residents across the breadth of our community. Before finishing by looking at the latest Active Lives information.

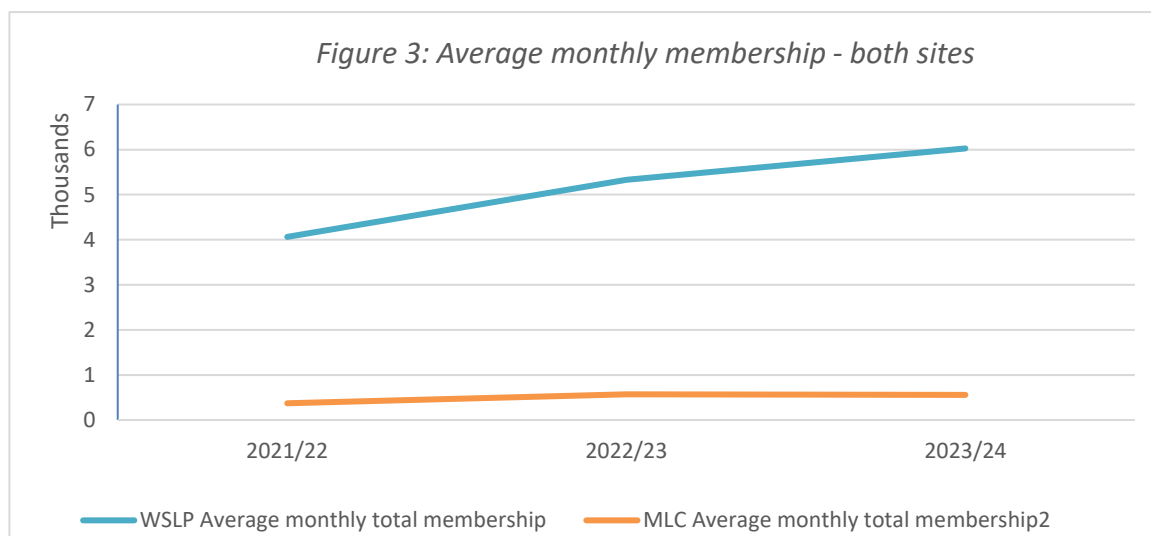
- 2.6 Table 1 below summarises total visitor and membership numbers at the two centres while Figures 1-3 show the trends in participation amongst activity types.

Table 1: Total visitor and membership numbers

| | 2021-22 | 2022-23 | 2023-24 |
|-------------------------|----------------|----------------|------------------|
| WSP Footfall | 590600 | 751271 | 1176166 |
| MLC Footfall | 57,301 | 67,238 | 71,812 |
| Total | 647,901 | 818,509 | 1,247,978 |
| WSP Concessions | 443,511 | 387,407 | 266,867 |
| MLC Concessions | 13,642 | 10,937 | 9,181 |
| Total | 457,153 | 398,344 | 276,048 |
| WSP Membership | 4,913 | 5,141 | 5,626 |
| MLC Membership | 491 | 598 | 562 |
| Total | 5,404 | 5,739 | 6,188 |
| Swimming Lessons | 1,332 | 1,284 | 1,453 |



- 2.7 Overall, the contract is performing well and usage is in line with the council's expectation based on the operator's bid submission during the tendering phase.



- 2.8 There is a broad and growing range of activities on offer for residents and headline footfall for both centres is increasing year on year. WSLP welcomed its millionth visitor in November 2022, 18 months after opening.
- 2.9 In July 2024 WSLP achieved a rating of 'Outstanding' in a national Quest assessment - one of only four facilities in England to have achieved this rating. Quest is the leading national quality scheme for the leisure industry and has been Sport England's continuous improvement tool for leisure facilities for over two decades. Areas which were noted as being of a particularly high standard included team management, swimming lessons and the exercise referral scheme.
- 2.10 MLC has seen an increase in its gym members of around 200 people since the refurbishment works in early 2021, and the membership base for the site in September was 594.
- 2.11 Usage of the dryside and other (outdoor) facilities at MLC have declined over the last year. The reduced numbers using the outdoor facilities is a result of the 3G football pitches being unplayable for extended periods due to flooding, which is intended to be addressed in 2025. The reduced numbers for dryside is a result of overreporting footfall in year two, which has been rectified from year three with a more accurate system now in place.

Demographics

- 2.12 Table 2 shows the breakdown of major post codes provided by members when joining either as members. This gives us insight into where the users of each site are coming from, both inside and outside of the district.

Table 2: Post code breakdown of members

WSLP

| Postcode | Area | Membership base |
|-----------|------------------------|-----------------|
| PO17 | Wickham | Very Low |
| PO15 | Whiteley | Very Low |
| SO22 | City | Highest |
| SO23 | City | High |
| SO21 | Rural | High |
| SO30 | Rural | Very Low |
| SO50 | Rural | Moderate |
| SO24 | Alresford | Moderate |
| SO32 | Bishops Waltham | Moderate |
| PO7 & PO8 | Denmead/ Waterlooville | Very Low |

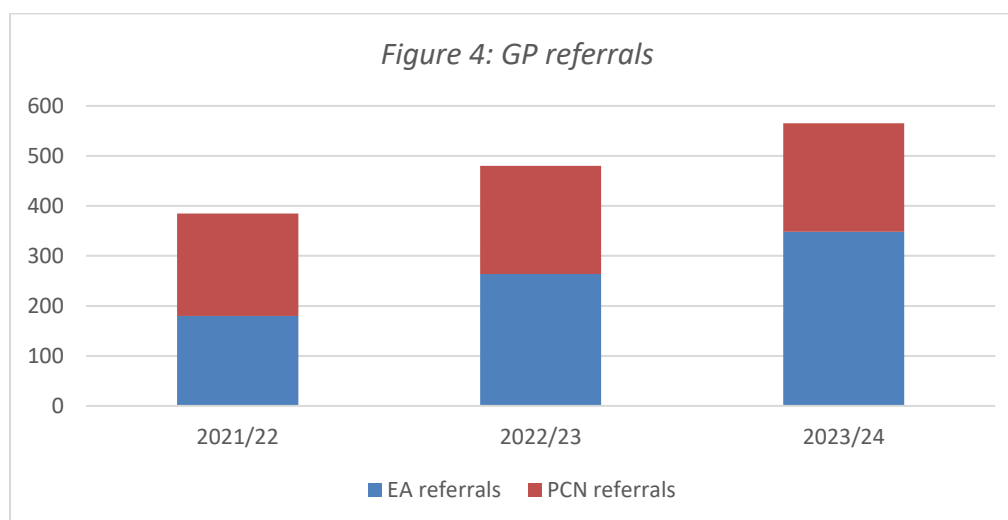
| MLC | Postcode | Area | Membership base |
|-----|----------|-----------------|-----------------|
| | PO15 | Whiteley | Highest |
| | SO30 | Rural | Moderate |
| | SO32 | Bishops Waltham | Low |
| | PO13 | Fareham | Moderate |
| | SO14 | Southampton | Moderate |
| | PO17 | Wickham | Low |

- 2.13 The users of WSLP are drawn from across the district. The majority of users unsurprisingly come from the city area, but with a high usage from the SO21 postcode area that surrounds the city and significant numbers also from Alresford, Bishops Waltham and the rural areas around those towns.
- 2.14 At MLC, nearly half of users are from Whiteley and Fareham, with a small number from Bishops Waltham and Wickham. The remainder come from out of district, many of whom are likely to be people working at Solent Business Park.
- 2.15 As well as junior rates, both WSLP and MLC offer concessions to support a range of people to access the facilities at a reduced rate under the council's Saver Card scheme. This includes students, over 66's, those on certain benefits, disabled, carers, the armed forces and blue light services. A special scheme was also set up for new arrivals from Ukraine following the war there. Take up of these concessions for 2023/24 was:
- WSLP: 268,903 = 23% of total visits
 - MLC: 9,181 = 13% of total visits

Wider impact on health & wellbeing

- 2.16 A great deal of work delivered by Everyone Active falls outside of the commercial contractual performance indicators. There is considerable work happening every day to improve the health and wellbeing of the wider community.
- 2.17 The hydrotherapy pool is a cornerstone of the centre's offer to support people with complex needs. The area has been close to capacity during the week, so EA have worked to increase capacity in this area during peak times by reducing the amount of down time between bookings. Spare capacity exists outside of peak times and at the weekends, which is the next area of focus to fill. There is also capacity in the site's additional needs sessions which take place in the other pools.
- 2.18 The Pinder Trust, a funding partner in WSLP, occupies the hydrotherapy pool two days a week. They support patients from all over Hampshire to access water therapy, the trust are happy with their current use and do not wish to expand on this. Hobbs, another local charity occupy the space 12 hours a week to support individuals who require neurological rehabilitation. The University of Winchester also uses the pool for 3 hours a week for rehabilitation, alongside hiring the onsite community rooms to run clinics.
- 2.19 Outside of these sessions, EA runs self-referral, special educational needs (SEN) and water therapy sessions such as Ai-Chi to support a wide range of needs.
- 2.20 Everyone Active works closely with the Winchester City Primary Care Network (PCN) to offer a comprehensive Exercise Referral Scheme. The aim is to improve participants' health and wellbeing by encouraging long-term participation in physical activity. It targets people who suffer from, or are at risk of developing, chronic medical conditions and provides support to patients whose health could benefit from a more active lifestyle. Referrals can be made through a variety of pathways including health professional referral or self-referral depending on the participants health concern.
- 2.21 Programmes vary between 8 and 48 weeks in length dependent on the individual's needs. Participants receive regular planned contact with exercise professionals and alongside using the main facilities onsite, participants have access to specialist classes such as Assisted Circuits, Cardiac Phase IV, Falls Prevention Classes, Neuro Fit and Pulmonary Circuits.
- 2.22 Currently there are over 300 people attending each month who are in the scheme. On completion, customers are encouraged to continue their exercise journey independently through the site's existing memberships and pay-as-you-go schemes. The scheme was recently assessed and accredited by QUEST to meet the Exercise Referral Standard.

- 2.23 EA have just launched an exercise referral programme at MLC to complement the existing scheme and further extend its reach into the Whiteley community and surrounding area.



- 2.24 Various events and activities are run at the leisure centres with specific groups in mind, set out below are some examples of this

- a) The annual **Paralympic Personal Bests** event is run in partnership between the council, Winchester Go LD and the University and hosted by EA at WSLP. Now into its twelfth year, the event provides an opportunity for adults with a range of physical and learning disabilities to take part in various activities from swimming, circuits, football and rugby to squash, athletics, yoga and cricket. From just 33 people in 2012, the event has now a record 198 participants in September 2024.
- b) **Hampshire School Games** is a one-day event that comprises activities and competitions delivered by Hampshire and Isle of Wight School Games Organisers and the county's Active Partnership, Energise Me. Approximately 1,300 pupils attended from schools across Hampshire and the Isle of Wight, taking part in activities regardless of ability. The event has been held at WSLP in recent years due to the range of high-quality facilities available and children had access to the sports hall, squash courts, swimming pool and climbing area.
- c) **Park Yoga** is delivered by the council thanks to funding from the national Park Yoga organisation. EA supports weekly park yoga sessions during May, June, July and September on the Garrison Ground adjacent to WSLP and on the open space outside MLC in Whiteley. Now into its fourth year, we see an average attendance of 100 people each week across the two sites
- d) The **Primary Schools Gala** is organised by Winchester City Swimming Club and is into its third year at WSLP.

- e) The **‘Everyone is Family’** campaign took place throughout the summer and provided affordable, fun-filled and flexible activities for families to take part in during the school holidays. EA offered activities to families for just £2, ranging from racket sports to climbing and soft play. Over 800 people took part over the 2-month period.
- f) EA’s **‘Adopt a School’** programme sees the operator work with local schools to provide a free month’s membership for staff, pupils and families associated with the school. EA also visits the school (for example to deliver water safety and nutrition talks) and a group visit takes place for a full day of fun activities. Weeke Primary was the focus in June 2024 and 422 staff, pupils and parents took advantage of the free month’s membership offer. This was followed by Barton Farm in August (137 people) and South Wonston in October (157 people), with All Saints Primary School set to get involved in December. The scheme is set to launch at Meadowside this year with Whiteley Primary being the first school.

2.25 In September 2023, the Policy Committee received a report (HEP039) on the findings of work undertaken to calculate the social value generated by Winchester Sport & Leisure Park and Meadowside Leisure Centre. Using an industry recognised social value calculator tool, it was calculated that social value worth over £3.8M was generated through the leisure operator contract in 2022/23. These figures are updated every six months and the most recent data shows that the social value generated through our contract has grown again to over £5.1M for the 12 months to October 2024.

Activity levels across the wider population

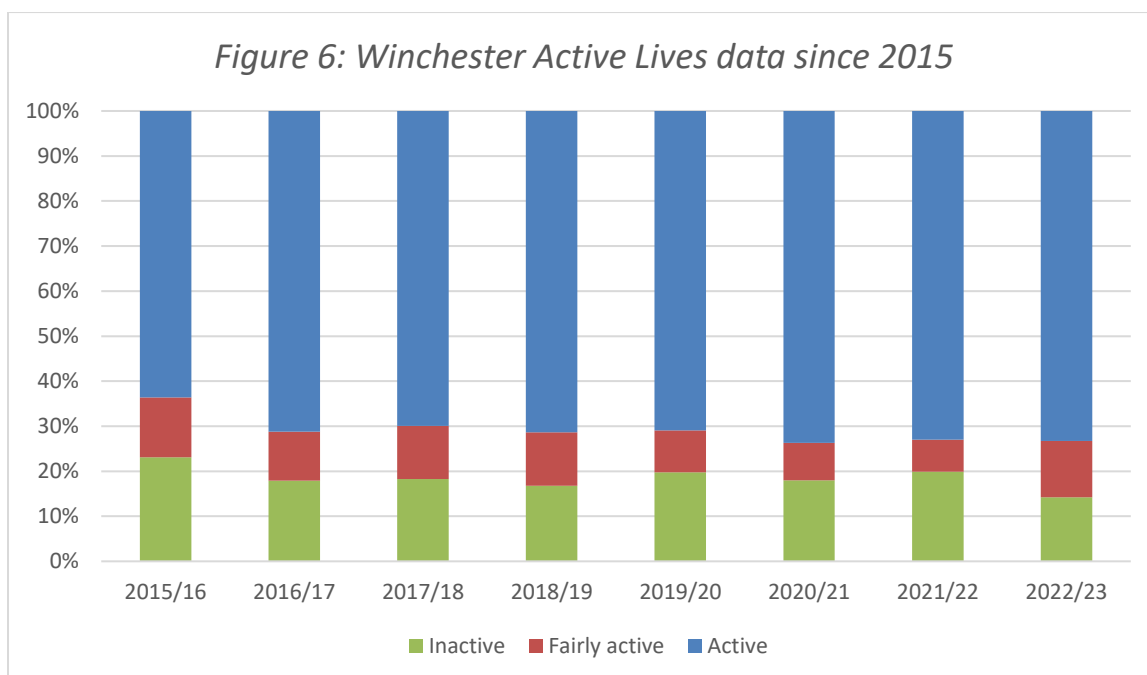
- 2.26 In April 2024 Sport England released the latest annual [Active Lives data report](#). This shows the activity levels across the country of adult’s aged 16+ from November 2022 – November 2023.
- 2.27 The boxes highlighted in the table below show the top three ranked local authorities in Hampshire for each activity banding. Please note that Winchester has the highest rate of “active” adults and the lowest rate of “inactive” adults across the county - both of which outperform the national average.

Table 3: Active Lives data for all Hampshire districts - November 2022-23

| 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 (%) |
| Basingstoke | 516 | 97,700 | 64.2% | 20,300 | 13.4% | 34,100 | 22.4% |
| East Hampshire | 476 | 71,800 | 68.3% | 11,200 | 10.7% | 22,200 | 21.1% |

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|-------------------------------------|-----------------------------------|------------------------------|--------------|---------------------------------------|--------------|-------------------------------|--------------|
| | | Population Total | Rate (%) | Population Total | Rate (%) | Population Total | Rate (%) |
| Eastleigh | 506 | 76,700 | 68.2% | 11,200 | 10.0% | 24,500 | 21.8% |
| Fareham | 498 | 65,900 | 68.7% | 10,700 | 11.1% | 19,300 | 20.1% |
| Gosport | 479 | 38,000 | 56.2% | 8,400 | 12.5% | 21,200 | 31.4% |
| Hart | 516 | 55,900 | 68.4% | 11,600 | 14.1% | 14,300 | 17.4% |
| Havant | 509 | 57,800 | 55.9% | 14,400 | 13.9% | 31,200 | 30.2% |
| New Forest | 510 | 100,400 | 67.4% | 14,900 | 10.0% | 33,700 | 22.6% |
| Rushmoor | 481 | 52,600 | 64.2% | 13,200 | 16.1% | 16,200 | 19.7% |
| Test Valley | 481 | 72,100 | 66.4% | 14,000 | 12.9% | 22,500 | 20.7% |
| Winchester | 506 | 78,500 | 73.3% | 13,400 | 12.5% | 15,200 | 14.2% |
| | | | | | | | |
| Hampshire | 5,478 | 767,500 | 65.9% | 143,200 | 12.3% | 254,300 | 21.8% |
| England | 172,968 | 29,505,300 | 63.4% | 5,078,500 | 10.9% | 11,947,300 | 25.7% |

- 2.28 In comparison to the previous report (November 2021-22) the numbers of adults living in the district classed as both 'active' and 'fairly active' have increased (by 0.3% and 5.4% respectively). In comparison with other districts in Hampshire, we are ranked the highest in adults taking part in 150+ minutes a week, and lowest in inactivity levels.
- 2.29 This reflects the longer-term trend of a gradual increase in activity levels amongst adults in Winchester. Figure 6 below shows the activity trends in Winchester since November 2015, reported through the Active Lives Survey.



2.30 Winchester has an active population and, alongside the parks, open spaces and other formal and informal sport provision in the district, WSLP and MLC play an important role in supporting our residents to live healthy and active lives.

2.31 The leisure contract is delivering far more than access to a traditional leisure centre and shows a clear alignment with the council's wider priorities to tackle health inequalities in the district while supporting Sport England's vision for the future of public leisure and its delivery through place-based health.

2.32 The impact delivered through this leisure contract should be celebrated, and Everyone Active given praise and thanks for playing a fundamental role in delivering such a wide range of services for residents. This has had a positive overall impact on the overall activity levels of our residents as demonstrated in this report.

3 OTHER OPTIONS CONSIDERED AND REJECTED

3.1 This is an update report, so no options were considered.

BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

21 September 2023, HEP039, SOCIAL VALUE DELIVERED THROUGH WINCHESTER'S LEISURE CENTRES

2 March 2022, HEP023, REVIEW OF MEADOWSIDE AND WINCHESTER SPORT AND LEISURE PARK PROVISION

Other Background Documents:-

None

APPENDICES:

None