

## LEISURE CONNECTION MANAGEMENT REPORT (Min 196/00)

### 1 SUMMARY

- 1.1 The purpose of this report is to provide Members with the latest management report from Leisure Connection Plc. Arrangements have been made for a representative of Leisure Connection Plc to attend the meeting to answer any questions Members may have.

### 2 RECOMMENDATION

It is proposed that the Sub-Committee **RECOMMENDS**

That the report is noted. (CD(F&ES))

Corporate Director (Finance & External Services)

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For further information please contact Miss E McIlwaine on (01702) 546366

# **LEISURE CONNECTION PLC**

**Report to**

**ROCHFORD DISTRICT COUNCIL**

**LEISURE SUB COMMITTEE**

**20<sup>th</sup> September 2000**

**CLEMENTS HALL LEISURE CENTRE**

The pool was closed for 25 days in May, conveniently between the Easter and Spring Bank Holidays. However, this meant that the SwimSchool programme was considerably affected and children lost 3 weeks of valuable lesson time.

We had not appreciated just how much the rest of the centre would be affected by the pool closure as is shown in the attached figures. The family activities suffered where mum and dad would do an activity while the children enjoyed a swim.

We have a new pool inflatable, "Gold Rush", which is proving popular during the holiday. Unfortunately our previous inflatable "died" during July despite having had its annual maintenance and repair prior to the holiday.

During May and June we surveyed 300 of our customers as part of our annual Performance Indicator bench marking.

Customers are asked to indicate how important various issues are to them e.g. cleaning and then score how the centre measures up to their expectation. The surveys are then analysed by Sheffield University and returned to site. A copy of our performance result is attached.

We are currently "Action Planning" to increase usage of the centre. All staff are involved in introducing new activities across all sectors of the community.

BOCCIA - disabled bowls is to be introduced in September alongside new courses and activities for children.

We had a series of incidents with youths in June and July which resulted in an arrest following a break in. A lad has been charged with theft but as yet has not been to court.

We currently hold two Quality awards. QUEST, the Leisure Industry standard and ISO9002. We are cancelling ISO9002 as it is not felt necessary to hold two similar awards.

**GREAT WAKERING SPORTS CENTRE**

A Friday evening children's activity has been introduced to Wakering with great success. Numbers are building week on week.

Efforts are being concentrated on introducing more activities to increase usage, at quiet times.

The Planet Action holiday activities remain popular but we were affected by the extremely low cost activities at the school which were on offer in Week 2. Opening hours are currently under review as demand is decreasing. Birthday parties are still attracting 3-4 each weekend.

### **MILL HALL**

The new Shoppers Crèche opened in August with a team of excellent caring staff. The interest in the facility is gradually growing and we are confident that it will be used regularly by a whole host of parents who will welcome up to two hours of child free time.

It is an excellent facility - very child and parent friendly.

Usage at Mill Hall continues to grow particularly now the refurbishment is completed.

Activity is taking place to create awareness with local companies and community groups, although all halls are very busy with few gaps for new groups. Local functions continue to grow at weekends.

There has been no significant drop in usage since the W.I. Hall reopened, in fact the attached statistics paint a totally different picture.

### **PARK SPORTS CENTRE**

Despite the new houses in the area Park is suffering from the uncertainty of its future. The grapevine is currently working overtime but unfortunately the information is sometimes incorrect which leads to distress and insecurity in both customers and staff.

Some customers feel that closure is imminent and have expressed their feelings to staff.

The main hard surface area has been in a poor state of repair for some months. Bookings have been relocated where possible but some have been lost. Essex C.C. have now agreed to resurface in September.

Action Planning is also a feature at Park with the concentration on introducing new activities at quiet times.

Birthday Parties are a main feature at weekends with many positive comments from customers.

Opening hours are currently under review.

**CASTLE HALL**

Fewer groups used Castle Hall than the same period last year. This was mainly due to the roof developing a leak which proved difficult to repair. Whilst it was not in the main part of the building the damp smell became all pervading and off putting.

Two user groups folded due to poor numbers at their sessions and one group is now looking for more time at the site.

The hall is used regularly throughout the day. Monday through to Saturday with approximately 3-4 groups per day. Children's parties and social occasions are the main features for Saturdays and Sundays.

**FREIGHT HOUSE**

A recent success at Freight House was a Circus Skills Day during the school holidays. Sixty five children attended this all day workshop and had a great time.

Tragically Bill Howard died in June. Bill and his wife Marian had organised Sequence Dancing at the Freight House every Wednesday since it opened.

The Dog Club is now our oldest surviving group who still meet every Thursday.

Three Weddings have been cancelled recently at short notice.

Seminars and Conferences are in great demand with three new companies now using the facility for their training sessions: CGU, P.C. World and Albany Rentals.

We are currently marketing previous customers for Christmas.

**OUTDOOR PLAYScheme**

This has proved as popular as ever with 3947 half day sessions booked throughout the five week period.

This year, due to building work, we were unable to use Hockley Community Centre. Fortunately Greensward School were willing to offer their facility and whilst not as ideal as the Community Centre it enabled us to continue to provide the scheme in Hockley.

The Grange Community Centre is perhaps the most ideal facility but unfortunately attracts the least children.

**MARKETING**

We have a promotional calendar in place identifying a whole variety of motivational activities which are planned throughout the year.

We have a membership offer and Open Day programmed in for September and will be promoting the facilities at the Royals in Southend.

www.clementshall.co.uk continues to be "hit" on a regular basis. Attached are comparison stats for January and July so you are able to see the development of the web site.

**USAGE FIGURES**

	SWIMMING	SQUASH	BADMINTON	HARPERS (FITNESS)	AEROBICS	5-A-SIDE	NETBALL	TENNIS	HEALTH SUITE
<b>APRIL - JUNE 2000</b>									
Clements Hall	42143	6116	7831	16785	10965	4246	-	0	2686
Park Sports Centre		2482	4244	2558	1021	410	644	114	159
Great Wakering S.C.			1647	0	194	10	0	0	29
<b>APRIL - JUNE 1999</b>									
Clements Hall	64219	7040	9942	16461	11994	3952	-	220	2376
Park Sports Centre		2506	4743	3350	1032	380	574	87	74
Great Wakering S.C.			1755	25	338	20	28	12	96

<b>JANUARY - MARCH 2000</b>					
	CLUBS	SOCIALS	MEETINGS	OTHERS	TOTALS
Mill Hall	298	73	27	22	420
Castle	156	23	1		180
Freight House	83	40	174		297
<b>APRIL - JUNE 1999</b>					
Mill Hall	297	32	21	34	384
Castle	185	28		2	215
Freight House	148	49	139		336

