

## **AGENDA ITEM NO. 2(1)**

**CABINET**  
**18<sup>th</sup> October 2016**

**HEAD OF COMMUNITY & ENVIRONMENTAL SERVICES**  
**REPORT NO. COMM1620**

### **PLACES FOR PEOPLE LEISURE SERVICE DELIVERY UPDATE – 2016/17**

#### **1.0 INTRODUCTION**

- 1.1 Places for People Leisure (PfP) manage the Aldershot Indoor Pools and Lido, and the Farnborough Leisure Centre on behalf of the Council, with the contract running until 2019.
- 1.2 PfP Leisure was acquired by the Places for People Group Ltd in December 2012. PfP is a not-for-dividend organisation and are one of the largest property management, development and regeneration companies in the UK. Our contract with PfP is based on partnership working and we work closely with them on operational issues, performance monitoring and developing initiatives to encourage as many of our residents as possible to enjoy the facilities. There are regular performance monitoring meetings, and scrutiny by the Leisure and Youth Panel. As part of these performance management arrangements, they are required to prepare an annual service update for the Council.
- 1.3 Duncan Mackay, the local Contract Manager, will attend Cabinet to present the plan and answer any questions.

#### **2.0 HIGHLIGHTS IN 2015/16**

- 2.1 PfP has performed well on our contracts during the past year and the highlights include :
  - Worked closely with the Council on the Megarider bus ticket and the school holiday swim for £1.00.
  - Continued to provide a 'Gym only' low cost membership to compete with local competition.
  - Farnborough Leisure Centre and the Aldershot Indoor Pools both achieved Quest accreditation and now hold the rating 'Excellent' and 'Good' respectively.
  - Continued to invest in innovative activities, services and facilities including a virtual group cycling room, and a complete rebrand of the popular soft play area to the 'Adventure Reef'.
  - Continued the rolling programme of energy efficient initiatives at the facilities, including the installation of new LED lighting

- Worked with the Council and the Friends of Aldershot Lido to enhance the offers available at the Lido

### **3.0 MAIN ISSUES and AIMS for 2016/17**

3.1 The main issues for PfP in the next twelve months include :

- To continue to enhance and improve the range of activities on offer to our residents.
- To carry out further improvement works at the facilities, including a gym upgrade and changing room refurbishment.
- Working with the Council and other local partners to provide support for community safety initiatives and disadvantaged groups.
- In partnership with the Council, increase awareness of all the facilities, with an emphasis on healthy lifestyles and the subsidised 'Swim for a £1' scheme during school holidays
- To continue to assist the Council in its review of the Lido site
- Continue to work closely with local groups to enhance the offer to Lido users.
- Continue to promote the facilities and services through social media including Facebook and Twitter.
- To continue to invest in new technologies including, a website redesign, self-serve kiosks and a Wellness App.

### **4.0 RECOMMENDATION**

4.1 The Cabinet is recommended to note Places for People Leisure's Service Delivery Update for 2016/17.

Peter Amies  
Head of Community & Environmental Services

Contact  
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**PfP Leisure Service  
Update 2016/17**

**Creating Active Places & Healthy  
People in Rushmoor**



working in partnership with



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# Introduction



Places for People Leisure (PfP), in partnership with the Council, manages Farnborough Leisure Centre and Aldershot Pools and Lido. We are in the 13th year of a 15 year contract.

PfP Leisure was acquired by Places for People Group Ltd in December 2012. PfP is a not-for-dividend organisation and are one of the largest property management, development and regeneration companies in the UK. PfP Group own or manage 153,000 homes, are active in 400 local areas and have assets in excess of £3 billion. PfP Leisure, a social enterprise, currently manage 117 facilities and are in partnership with 34 local authorities.

PfP Leisure's knowledge and company ethos has been developed over 24 years within all facets of the leisure industry and leisure facility management. The Quality Management Systems (QMS) that are employed have been successfully integrated and proven within more than 117 leisure facilities across the UK. PfP Leisure strive to provide a high quality service that is based upon local needs and the client's aspirations.

This Leisure Service update gives an overview of our achievements over the last year, working in partnership with Rushmoor Borough Council and also looks ahead to the future.

**Duncan Mackay - Rushmoor Contract Manager**

# 2015/16 Highlights

**92%**

Of our Staff would recommend Places for People Leisure as an employer to their friends/family.

Over

**127,000**

Swim Visits

Over

**30,000**

attendances to group workout classes

Over

**£615,000**

Total Investment

Over

**80,000**

Swim Lesson places per year

Over

**9,000**

children attended our Birthday Parties

Over

**75,000**

Tenpin Bowling games played

**14th**

Year of operation

**Excellent**

Farnborough achieved 'Quest Excellence'

# Fitness & Memberships

Competition within the local fitness market place remains strong: our membership offer and fitness proposition is essential in ensuring that we encourage the community to join to keep active and healthy.



**3,000+  
members  
joined**

**More  
than 30,000  
people attended  
our workout  
classes**

**Group  
Indoor Cycling  
and Body Pump  
have over 800  
people attending  
per month**

**Over  
4,000  
Members**

## All Inclusive

A membership that gives you full facility access

## Swim-Only

A membership that gives you swim and the use of SWIMTAG

## Gym-Only

A membership that gives you gym access.

## Junior

A membership that gives you swim and gym access

## Fiona's journey

"I retired in July and knew that I wanted to get fit but really had not seriously committed to any exercise routine for decades!! I took the chance to have a six week swim deal and thoroughly enjoyed it.

For my 60th birthday my husband brought me a full membership to Farnborough Leisure Centre. I was not sure. Should I go for a more 'up market' establishment rather than the local Leisure Centre? Well I decided to stick with it as everyone was friendly which outweighed the little irritations of a public venue.

The reception staff are lovely, they really are an asset. My instructor Theo listened to me, understood me, and catered for my immediate needs - to have some gentle exercise, take care of myself, eat well and tone my increasingly flabby body!!! Theo became my Personal Trainer and gradually challenged me to increase my fitness and stamina. She has worked with me since January and has continually listened and responded to my desire to improve my fitness. She certainly has pushed me beyond my expectations and has made me feel that age (60) is not an excuse to give up or make excuses for 'giving up'. Her weekly sessions are varied and challenging and each week I look forward to what is going to be expected of me.

Theo has proven to be interested not only in my physical fitness but my emotional well-being. Always asking about my life (which has encountered some ups and downs recently) and she can change a reluctant visit to the gym to a positive experience and renewal of my own positivity. I have lost 1½ stone since my retirement and feel so much better in myself.

Theo is an inspiration as she also pushes herself and is continually upgrading her own knowledge and fitness by attending courses and completing personal training to enable her to share this with her PT clients. As I approach my renewal date for the gym I can honestly say, Theo is my inspiration to renew my membership.

**Fiona**

# Swimming

Swimming is a major part of Rushmoor's leisure provision. Farnborough Leisure Centre and Aldershot Pools incorporate 2 large main pools and 2 teaching pools in addition to the Lido. We work closely with the Amateur Swimming Association to increase participation across various user target groups.

**SWIMTAG** is a revolutionary training aid and monitoring system that tracks your progress in the pool. We offer this free to all members using the pool, customers can review the data it collects including the number of lengths, split times and stroke rate easily via the website on a pc/tablet or smartphone.



**23,433km distance**

**20,677 swims**

**987 unique users**



# 127,757

## swim visits in

### 2015/16

excluding lessons, clubs, schools & Lido

**Adults 72,895**

**Juniors 41,797**

**Seniors 11,118**

**Disabled 1,517**

**Other 430**

## FREE Swimming for Under 8's

We continue our offer of FREE swimming for under 8's - children under 8 years swim free with a paying adult. This initiative really drives participation in such an important age group.

# 16,439

**under 8's swam free  
in 2015/16**

## £1 Swim

PfP Leisure sponsored an offer for the school holidays for children aged 16 and under. The majority of "All Welcome" and all "Fun Sessions" were available to children for only £1.00.



# Learning to Swim...

We have over 1600 swimmers on our lesson programme who swim every week for 50 weeks of the year.

# 740

## NEW Swim Lesson enrollments across 2015/16

*"My daughter has decided to stop her swimming lessons on Saturday mornings, she has become a very confident and competent swimmer. I would like to thank you all for giving my daughter this essential life skill.*

*Thank you all for being professional and caring in your teaching, Ellie has enjoyed her time with you all."*

Mr Robb



In our most recent Quest quality assessment, Farnborough and Aldershot both scored a banding of 'Excellent' for our swimming lesson programme, the highest banding achievable.

# 4,881

## Swim Lesson's FREE swims

All children on our swim lesson programme are entitled to FREE swimming within our pools outside their lesson time.

# Access for Young People

Access for young people remains one of the key objectives for P f P Leisure and the Council. The Active Places and Healthy People Plan 15-16 is a key document that continues to focus on developing the programme of activities.



## Soft Play

We had over **22,000** visits to our soft play this year: **98.6%** up on last year. The refurbishment in July was very successful.

## Birthday Parties

We ran **652** birthday parties with **9403** children attending across the year.

**98.4%** Staff were rated Excellent or Good

**98.8%** Customers rated us value for money

**98.3%** Customers would re-book or recommend us

## Junior Memberships

For 11 to 15 year olds includes the use of the gym and pool at both sites during advertised times.

## Holiday Programme

A total of **2,260** children enjoyed our holiday playscheme throughout the year.

## Dryside Courses

Over **4,500** children every year keep active and learn new skills on our Gymnastics and Trampolining Courses

In September we relaunched the courses- increasing from 35 to 45 weeks per year.

## Mega Rider

P f P Leisure continued to support the Council this year with the 'Mega Rider' Bus Pass scheme during the summer holidays

## Tenpin Bowling

The Farnborough Young Tenpin Bowlers Club have been very successful with 4 club members representing the Hampshire County squad and a further 2 members representing Surrey.



# Staff - Our Greatest Asset

Staff Development and training is a fundamental part of PfP Leisure's strategic plan and delivery.

PfP Leisure have continued their partnership with the largest National Vocational Qualification (NVQ) provider in the country and draw down well over £1 million worth of funding per annum. At any one time there are 450 staff on the NVQ and/or apprenticeship schemes. Farnborough Leisure Centre and Aldershot Pools have had great success again with apprentices and staff going through the various NVQ qualifications. This is in addition to PfP Leisure's in-house training programme.



The training and development year on year impacts on the annual staff surveys carried out by an external organisation. This year, 92% of the staff said they would recommend PfP Leisure as an employer to their friends and family.

We currently have over  
**300 staff**



## Staff Member of The Month

We have introduced 'Staff Member of the Month'. Staff nominate their colleagues who they feel have gone the extra mile that month. The staff receive a certificate and money prize which has proved popular.

# Fundraising, Open Days & Outreach in the Community

## Open Days

We run a number of open days throughout the year for both adults and children. This helps retain our current members and encourage new customers to get active by attending our free taster sessions.

## Outreach

We attend outreach fetes and fairs which include the annual Donkey Derby. We have a customer advisor team that carries out outreach in the community 7 days a week.

## Fundraising Events

The staff and customers get involved in local fundraising.



# What our customers say ....

**98%** Of our customers are satisfied with our overall service and facilities

**97%** Of our customers are satisfied with the cleanliness

**97%** Of our customers are satisfied with value for money

Great value for money, friendly knowledgeable staff and generally a nice place to visit.

Ben

Body Combat is a fab class, especially Tanya's on a Wednesday evening. She is very helpful, informative and gets you going

Sian

Lovely staff. The reception team are always very nice and helpful.

Katie

Love the centre, and the facilities it offers. Both me and my son are swimming members and regularly use the pool. I was a gym member a while back and have used the upgraded facilities. Also school holiday play schemes, café, soft play and bowling are also used. It's very handy, within walking distance of my home.

Alison

I am doing this survey on behalf of my daughter who has special needs. She recently joined the gym and I have to be with her to help/support and remind her what to do. We have both been treated so well by the instructor Theo and the rest of the staff.

Clare

One of the cleanest Leisure Centres I've ever been to.

David

The pool is far superior to any other I have used recently.

Michael

I just wanted to say a huge thank you to all of your party team! Isaac's birthday took place on Saturday and your staff were organised, welcoming and just brilliant from start to finish. We had additional children arrive and Jake was very quick to reassure me that it would be fine and the additional food would be provided.

The children thoroughly enjoyed the games and the staff were engaging and hands on with the children making it great fun and a real hit with all the children. In particular keeping a eye on the girls who didn't want to get involved.

The food went down really well and again your staff were brilliant at dealing with the rowdy kids, keeping me calm and organising the cake and singing happy birthday.

Thank you thank you thank you!

Laura

# Improving our facilities

We continue to invest in the facilities examples include:

## Dance Studio – £15k

replacement flooring and installation of LED lighting.

## Lido – £6k

Investment in café benches/ Wi-Fi in the grounds and new lockers.

## Soft play – £60k

investment in refurbishment and extending the children's soft play facility.

## Sand Filter refurbishment – £31.5k

At Farnborough Leisure Centre

## Pool Circulation Pumps – £12k

replaced at Farnborough Leisure Centre

## Bowling Lane Machine – £24K

An automatic machine that oils and dresses the bowling lanes.

## IT replacement – £72K

At both Farnborough Leisure Centre and Aldershot Pools & Fitness Centre.

## Pool Covers – £6.5k

At Farnborough Leisure Centre the pool cover which reduces energy consumption was replaced.

## Lido Changing rooms - £10k

A full redecoration.

## UV Pool Disinfectant – £62k

This replaced the existing system at both Farnborough Leisure Centre and Aldershot Pools & Fitness Centre. This is in addition to the chlorine disinfection system already in place.

## General Redecoration of facilities £30 – 40k

A dedicated painter is employed all year round in addition to painting and decorating projects.

Total Investment

**£615k**

# Continuing the improvements

We continue improve the facilities and the services we provide. For the year ahead, these include:



## Soft Play Extension

A further extension to the Adventure Reef will be considered at Farnborough Leisure Centre.

## 'Pool View'

To install an underwater safety camera system at Aldershot Pools & Fitness Centre.



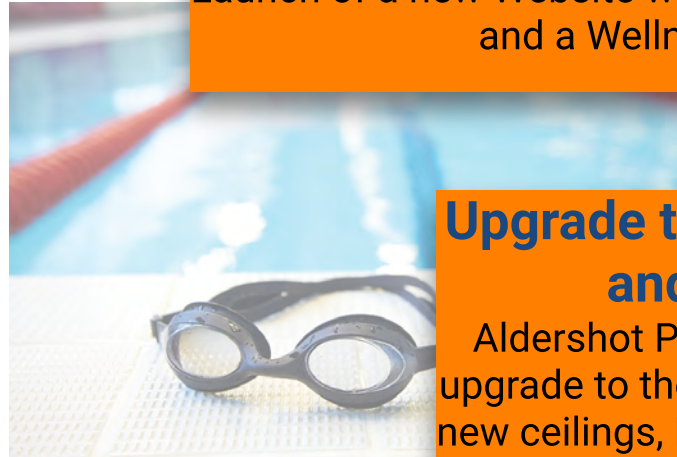
## Website and Wellness App

Launch of a new Website with improved functionality and a Wellness App.



## Gym Upgrade

Improvements to Farnborough's Gym to include some exciting innovative fitness equipment, new flooring and full redecoration.



## Upgrade the Changing Rooms and Pool Ceiling

Aldershot Pools & Fitness Centre - an upgrade to the changing rooms including new ceilings, LED lighting throughout and new changing cubicles. Pool hall roof strengthening works and ceiling replacement.

## Self-Serve Kiosks

Farnborough Leisure Centre - self-service kiosks to enable customers to fast track access.

# Tenpin Bowling



Over  
74,000  
games  
played

Farnborough Bowl - Our 10 lane Tenpin Bowling facility is fantastic fun for all occasions for family, friends or work colleagues of all ages.

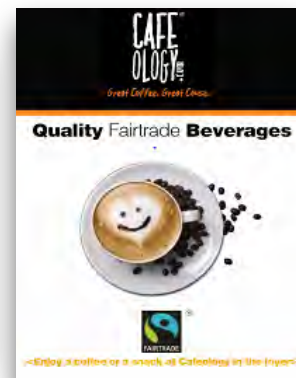
The Bowl is open throughout the year, is fully air-conditioned, with computerised scoring facilities and amazing cosmic bowling. There is access to target ramps and bumper bars enabling all ages and abilities to bowl with ease.

Many disability groups use the Bowl including The Woodlarks, Henry Tyndale, Community Special School and Parkside.

We include a range of special offers and provide a packed programme which include leagues and sport bowlers in addition to many other users.

# Cafe

The Cafeology brand provides Fairtrade options and incorporates choices that support the healthy living objectives of our customers. Our cafes commit to the Food Standards Agency Hygiene Rating scheme.





# Marketing - "What ever place you're into"



Our marketing has become a more focused on broadcasting our message through digital platforms with our website being the centre of our marketing. This allows us to be up-to-date, flexible and reactive in the conversations with our customers.

There is a dedicated Marketing Manager along with the membership team and activity staff . They increase participation, carry out outreach in the community and keep the programme and activities up to date with the needs of our customers.



## Facebook Reach

Farnborough Bowl - 31,406

Farnborough Leisure Centre - 394,013

## Website Hits

Farnborough Bowl - 58,500

Farnborough Leisure Centre - 557,047



Aldershot Pool & Fitness Centre (Inc Lido) - 131,994

Aldershot Pool & Fitness Centre (Inc Lido) - 217,492

Total - 557,413

Total - 833,039



# Aldershot Lido 2015 Season

A photograph of the Aldershot Lido swimming pool. The pool is a vibrant blue, and in the foreground, there are several colorful slides in shades of blue, yellow, and red. In the background, there are green trees and a white building with a blue roof. The sky is clear and blue.

**Aldershot Lido had over 17,000 visits in 2015.**

**We introduced a number of new initiatives which included: 5 for 4 Prepaid tickets, Loyalty Cards, a 10% military discount, a variety of season tickets and the half price ticket entry brought forward from 4.00pm to 3.30pm.**

**Investment included painting and decorating of the changing rooms, new picnic tables for the catering outlet and free WIFI.**

**Our facebook page likes increased by 124% and website hits by 5.5% on last year.**

# Aldershot Lido 2016 Season

Over 45,000 visits: 153% increase on last year.

Website Hits increased from **123,560** (2015 Season) to **217,287** (2016 Season)  
**75.85%** increase

Early Morning Lane Swimming introduced.

Half price ticket entry brought forward again this year to 3.00pm from 3.30pm

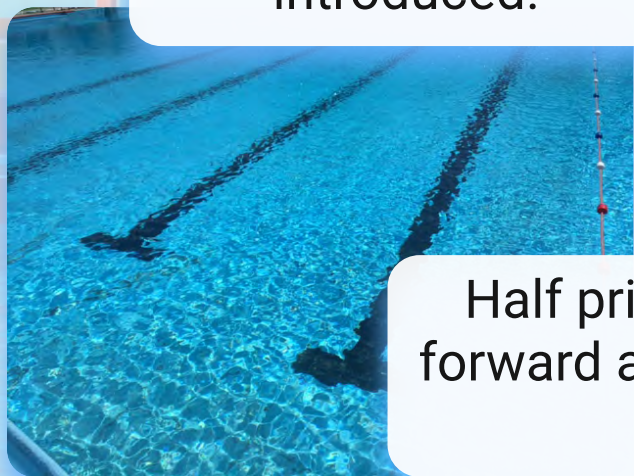
Fast Track queuing system introduced, reducing queuing times

Facebook likes have increased by 980% from 690 to 7,462





Increased discounted military ticket from 10% to 20%



29,146 Visits in August 2016 alone: this is 11,332 more than the whole of last season.





# Our Facilities:



**Farnborough Leisure Centre**  
 01252 370411  
[www.farnboroughleisurecentre.co.uk](http://www.farnboroughleisurecentre.co.uk)  
 @farnboroughlc   
 @farnboroughleisurecentre 



**Farnborough Bowl**  
 01252 554046  
[www.farnboroughbowl.co.uk](http://www.farnboroughbowl.co.uk)  
 @farnboroughbowl   
 @farnboroughtenpinbowl 

**Aldershot Pools & Fitness Centre**  
 01252 323482  
[www.aldershotpoolscomplex.co.uk](http://www.aldershotpoolscomplex.co.uk)  
 @aldershotpools   
 @aldershotpoolsandlido 



**Aldershot Lido**  
 01252 323482  
[www.aldershotpoolscomplex.co.uk](http://www.aldershotpoolscomplex.co.uk)  
 @aldershotpools   
 @aldershotpoolsandlido 

# Accolades and Partners:



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