

Adult Social Care and Services Scrutiny Panel

18 December 2019

Sport and Leisure Briefing

Background

Sport and Leisure Management (SLM) have a 15 year contract with Middlesbrough Council to manage its leisure centres/services. This contract commenced in April 2016 and the contract is currently in its 4th year. The contract has strong governance that culminates each quarter in a Leisure Liaison Board that has been Chaired by the Director of Public Health. The Liaison Board is also attended by the Council's portfolio holder for Sport and Leisure and representatives from Middlesbrough Council and SLM.

Key Performance Indicator Overview

The following table provides overall attendance figures at Middlesbrough's leisure venues up the end of September 2019 alongside the comparative figure from September 2018.

	2018/19	2019/20	Variance
Middlesbrough Sports Village	93,625	86,340	-7,285
Neptune Leisure Centre	136,876	124,897	-11,979
Rainbow Leisure Centre	181,315	195,637	14,332
Golf Centre	28,499	26,606	-1,898
Run Middlesbrough	5,695	4,338	-1,357
Total	446,010	433,480	-9,055

Participation across SLM managed Middlesbrough facilities through the same period for over 60's is highlighted in the table below.

	2018/19	2019/20	Variance
Over 60's attendance	7,099	7,212	113

When viewing the above attendance figures the following points should be considered:

- Attendance are counted as transactions through SLM's management system/till so group bookings, such as for 'The Over Fifties Youth Club' will not take account of all individuals attending that sessions.
- Middlesbrough Sports Village has performed well this year but there has been a reduction in attendances due to 'One Big Weekend', elections and a Football Development Programme Break.
- The Neptune has seen increased cancellation and fewer attendances. Work is currently ongoing with the Council to address this.
- The Rainbow is having a strong year with membership sales, swimming lessons and activity programmes doing well.
- The Golf Centre has seen green fee income increase and season tickets sales doubled over the last 2 years around 500, however, this has not been reflected in attendance figures due to play by season ticket holders not being recorded. SLM are reviewing the registration process for season ticket holders to ensure that their attendances are captured in the future.

- The Run Middlesbrough programme has seen reduced numbers across all events. This is in part due not including free spaces (400 runners from Football Development Programme that didn't attend this year). It is thought that Stockton's Great Tees Run will have also impacted on Run Middlesbrough's 10k numbers. Run for All, the Run Middlesbrough organiser, are to review their local marketing strategy for Run Middlesbrough events for 2020.

The following table shows Middlesbrough's leisure Centre membership figures up to September 2018/19 and September 2019/20.

	September 2018	September 2019	Variance
Middlesbrough Sports Village	2,553	2,517	-36
Neptune	1,832	1,854	22
Rainbow	2,385	2,591	206
Total	6,770	6,962	192

When viewing the above leisure membership figures it should be considered that:

- There has been a year on year improvement from September 2018 to September 2019 of 192 members.
- The level of memberships at the point of transfer to of leisure services to SLM was approximately 3,500.
- The Neptune's membership base is higher than last year, however, it has been in steady decline since January 2019. SLM attribute this to the challenges presented by the walkway in front of the Neptune's entrance. The Council are working with SLM to address this.
- Middlesbrough Sports Village. Further investment in the gym is being considered.
- The Rainbow. Growth in membership continuing, SLM are considering further investment to increase gym size and quality.

The following table shows swimming lesson attendance levels at the Rainbow Leisure Centre and Neptune Leisure Centre.

	September 2018	September 2019	Variance
Neptune	545	616	71
Rainbow	1190	1357	167
Total	1735	1973	238

When viewing the above attendance figures for swimming lessons the following should be considered:

- The increases noted above have been contributed to by the introduction by SLM of a swimming development manager
- The overall attendance on swimming lessons at the Neptune and Rainbow has increased since the start of the contact from 1475 to 1973 an increase of just over 29%

Maintenance/Capital Work

The following details maintenance or capital work that has been undertaken or is under consideration by SLM through 2019/20.

- New velodrome unit to provide toilets and community space
- Redevelopment of Golf Centre function space

- New combine heat and power unit at Rainbow Leisure Centre
- Refurbishment of the health suite at the Neptune
- Further work to the filters at the Neptune
- Potential remodel of reception and entrance at Neptune to support improved customer experience
- Additional development of the gym facilities at Rainbow and Middlesbrough Sports Village.
- £15,000 Purchase of new tractor for Golf Centre and Middlesbrough Sports Village.
- £6,000 on new dumbbells across two sites.
- £14,000 investment into Virtual Studio at Neptune.

Success Stories

SLM's success stories and planned initiatives in Middlesbrough through 2019/20 include:

Community Activity

- Youth Project (Linx) at the Manor Hub, 60-80 Youth attending every Thursday.
- Multi Agency approach working with MBC, Thirteen, Youth Forum North East, local schools to tackle anti-social behaviour and to engage with youths.
- Middlesbrough Community Learning. The Neptune and the Rainbow leisure centres have become satellite venues for Middlesbrough Community Learning to link with the community to support employment opportunities and financial advice.
- Relaunching the popular 'Kicks' programme at Southlands, this engages 80-100 children.

Inclusive Activity

- Relocation of power chair football from the Rainbow Leisure Centre to Middlesbrough Sports Village. This has seen increased numbers attending sessions on Tuesday and Thursday between 5:00pm – 7:00pm. Additional storage for the power chairs has also been provided at Middlesbrough Sports Village.
- Ongoing partnership work and delivery with 'Parents for Change'. This includes two new sessions Fri 4:30pm – 6:00pm (Accessible bikes/cycle circuit) and 5:30pm – 7:00pm (Play World) that are exclusive to 'Parents for Change'.
- The Friday Night Club, relocated from Southlands to Middlesbrough Sports Village, has 20-25 young people attending each week. The sessions include gym and fitness, team sports, track and field, and cycling.
- SLM have developed a partnership with Teesside Family Foundation (TFF) to work and support disadvantaged children and children with disabilities. In partnership with TFF a holiday programme was delivered over the summer which involved Play World, sensory sessions, accessible bike sessions and family swimming. This has now developed into a weekly session.
- SLM have worked in partnership with 'Charwood Kinship Carers East Middlesbrough' to deliver supported sessions at the Neptune on Saturday mornings 10:00am - 12.00 noon for carers and children.
- Through the above project SLM have partnered with 'Grandparents Plus' resulting in the offer of 4 multi sessions, 4:30pm-5:30pm across all SLM sites in Middlesbrough, this includes the offer Swimming at the Rainbow Leisure Centre and the Neptune.

Sport Clubs/Schools Partnership Work

- Middlesbrough Sports Village hosted the Tees Valley School Games that attracted over 1200 children.
- Starting in Jan 2020 SLM will offer free use of 3G facilities at Middlesbrough Sports Village for football/team games for primary schools.

Sponsorship and Support

- SLM supported G2 Event's boxing event at Middlesbrough Sports Village that raised £5k for local charities.
- SLM supported the annual 'pro am' golf event delivered at Middlesbrough Gold Centre.
- SLM undertook outreach work to support and engage with community events that included Pallister Park, Connect Event, Ageing Better and Digital Discovery Event.
- Worked in partnership with the Council to support libraries with incentives for the 'Children's Summer Reading Challenge'.
- Delivered the 'Don't Bottle it Up' event on Sunday 17th Nov 2019 in partnership with the Council to support Alcohol Awareness Week.

Women and Girls Participation

- SLM deliver 5 women only aqua classes spread across the Rainbow and Neptune leisure Centre
- SLM support a netball offer including
 - Monday at MSV 6:00pm – 9:30pm, 60-80 attending aged 13+
 - Guisborough Pursglove club night – Thursday 7:00pm – 9:00pm
 - Walking Netball – Friday morning 10:00am - 11.00am, 15-20 participants
- Middlesbrough Swimming Club, based at the Neptune and the Rainbow leisure centres, has 70% female occupancy
- Middlesbrough Mandale Athletics Club, based at Middlesbrough Sports Village, has 40% female attendance
- SLM's Sporting Champions programme supports a number of local elite female athletes
- Max Whitlock's Gymnastics Programme, based at Manor Hub Gymnastic Centre, along with Cheerstarz, has 85% female attendance with 200 children engaged in gymnastics each week.
- SLM support Thirkell Artistic Rollers based at Rainbow Leisure Centre
- SLM delivers 3 dance groups spread across the Rainbow Leisure Centre, Middlesbrough Sports Village and the Neptune, these have 95% female attendance out of the 150 children engaged.
- SLM host Slimming World at the Golf Centre and the Neptune.
- SLM to deliver the Every Woman Project at the Neptune Leisure Centre.

BAME Community

- SLM are working in partnership with NUR Fitness to deliver a new initiative, the Every Woman Project, at the Neptune Leisure Centre. This project is specifically designed to engage and retain women in physical activity from the BAME community.

Older People Activity

- The Over Fifties Youth Club (TOFY Club)
- Dementia friendly venues
- Cycling

- Golf
- Gym
- Walking football
- Recreational netball
- Running
- Athletics
- Walking
- Swimming
- Badminton
- Health Development Team programming

Conclusion

SLM are a positive and proactive partner that is happy to work with community groups to assist in their use of the leisure facilities it manages. SLM are committed to continue to work in this manner with areas of development in the near future including work on/with; capital developments across the centres SLM manage, Run Middlesbrough, the Local Delivery Pilot/You've Got This, continued support of the Health Development Programme and the development of younger peoples' and recreational activity in partnership with local sports clubs and National Governing Body of Sport. SLM also remain committed to embracing and developing emerging opportunities with existing and new partners alike.