



COMMUNITY SELECT COMMITTEE

17 SEPTEMBER 2019

SUPPLEMENTARY AGENDA

PART 1

3. SPORTS & LEISURE SCRUTINY REVIEW

Members are invited to consider evidence and carry out interviews for the Sports & Leisure Scrutiny Review.

Attached is the Part 1 written response to questions that Members previously requested.

Pages 3 – 22

This page is intentionally left blank

Scrutiny Committee questions

1.0 Information from SLL on the demographics and post codes of the users Gordon Craig Theatre and other Stevenage based SLL run leisure facilities.

Some customer data is not captured for example, casual swimming, casual sports & golf bookings.

Lifestyle (fitness membership), Swimming Pool membership and Golf membership data is provided on attached membership report.

Gordon Craig Theatre membership is provided in attached Theatre report.

2.0 The spend per head on the leisure pound by SBC compared to other comparable towns/authorities, including how much the SBC subsidy provides per visit

We have included spend per head and subsidy per head in the attached presentation We cannot provide comparison data for other authorities as it is commercially sensitive and facilities and services are unique to each district.

3.0 See how other authorities outside Stevenage advertise

We have identified some key authorities the compare with, please see attached promotion report. Note that advertising and promotion for a wide range of facilities and services for districts is significant so we have provided a sample of the information available.

4.0 Members have also said they would like the review to address the following issues which SLL and colleagues will be best placed to comment:

4.1 To get a better understanding of booking arrangements for events at the Gordon Craig Theatre

Customers can book on line or in person at Box office. The theatre is available for private and community hire, in terms of touring shows each one is negotiated separately

4.2 To determine the split of Stevenage versus non-Stevenage clientele at Stevenage sports and leisure facilities and events.

See attached membership and theatre reports.

4.3 To assess the affordability of Stevenage sports and leisure facilities and Events

SLL have a concessionary pricing policy applied to key elements of the services it provides. To summarise affordability is a difficult and complex area that would require use of specialist external research companies.

4.4 To make a comparison of Stevenage sports and leisure against offers in other similar-sized local authorities

See attached promotion report and response to 4.5 below

4.5 To ensure that event organisers use a diverse range of publicity methods including the traditional leaflets and posters and also social media platforms

See attached promotion report; SLL primarily focuses on website, direct mail, emailing data bases and social media advertising and promotions (see below links). Samples of hard copy materials will be provided by SLL at the Scrutiny meeting

<https://www.sll.co.uk/>

<https://www.facebook.com/slluk>

<https://twitter.com/StevenageLP>

<https://www.sll.co.uk/blog/>

<https://www.sll.co.uk/lifestyles-app/>

4.6 Background Documents/Data – The Assistant Director (Communities and Neighbourhoods) indicated that attendance figures for events at the Gordon Craig Theatre would be included in the scheduled SLL presentation to the Committee. It was pointed out that membership details from sports and leisure providers and registers for events such as parkrun could be a source of information on the catchment area for sports and leisure clients if those providers were prepared to share anonymised data. It was noted that such information could be used subject to data protection limitations. Members also requested the following background documents:

SBC cannot access data from external private organisations such as Park Run, however we can promote ours and SLL activities at key events in the town such as Stevenage Day and larger leisure events.

4.7 Overall budgets for SBC sports and leisure facilities

Included as part 2 in the attached presentation

A comparison of Stevenage sports and leisure against offers in other similar local authorities such as Basildon, Dacorum, Harlow and Hertsmere

Leisure Offer from five different local authorities;

- 1. Stevenage**
- 2. Basildon**
- 3. Harlow**
- 4. Dacorum**
- 5. Hertsmere**

1. Stevenage

4 main facilities within the district

- Stevenage Arts and Leisure Centre
- Swimming Centre
- Fairlands Sailing Centre
- Stevenage Golf and Conference Centre.

Stevenage Arts and Leisure Centre

- Fitness Suite
- Sports Hall
- Workout studio's
- Specialist equipment for those with a disability
- Healthy Hub
- Gordon Craig Theatre

Stevenage Swimming Centre

- 33 metre pool which includes
 - Diving boards
 - Underwater lighting
 - Gallery seating
 - A family changing village
- Kinesis studio and classes
- Methesis Spa

Fairlands Valley Sailing Centre

- Sailing and rowing
- Pedalos
- High Ropes and Climbing
- Land activities

- Team Building Activities
- Education Packs

Stevenage Golf and Conference Centre

- 18 hole Golf Course
- 9 Hole Pitch and Putt Course
- 22 bay floodlit driving range
- Golf Lessons with PGA Pro
- Footgolf
- Stevenage Golf Club involved

Gordon Craig Theatre

- 501 seating theatre
- Various and varied programme of live entertainment, ranging from one night variety-music shows to week-long drama productions.
- Two large scale musical and a play every year.

2. Basildon

Basildon's Leisure Provision is overseen by Everyone Active who runs the services on the Council's behalf.

Basildon Sports Village

- Gym area with mixture of free weights and resistance machines
- Swimming pool – 50m and eight lane pool. Can be converted into two 25m pool.
- Sports Hall – 8 courts
- Climbing Wall
- Netball Courts
- Cricket Pitch
- Football Pitch
- Athletics stadium (750 seats)

Eversley Leisure Centre Facilities

- Gym area (65 station)
- Group fitness Studio's
- Retail area

Wickford Swim and Fitness Centre

- Swimming pool (25m – four lanes)
- Gym (65 station)
- Group Fitness Studio

- Retail area.

Basildon Theatre – Townsgate



- 550 seats. Traditional horseshoe shaped seating area in the main Auditorium.
- Mirren Studio is the 2nd part of the Theatre for much smaller shows.
- Arts and exhibitions can also be showcased on in the Foyer.

3. Harlow

Harlow Leisurezone is managed by Harlow and District Sports Trust. The Towns first ever combined wet and dry sporting facilities on one site.

- Swimming Pool – 25m long and 8 lanes wide with 300 spectators seating.
- Sports arena – Badminton, Basketball, and Trampolining. Sprung floor and slip resistant.
- Indoor Tennis Hall
- Gym Area
- Three fitness studio's
- Four squash courts
- Healthy spa
- Day care Nursey
- Hair Salon
- Therapy Suite
- Science exhibition
- Lounge Bar and Café

Harlow Playhouse

Harlow Playhouse directly managed by the council has a main theatre and studios Spaces include:

Main theatre 1:

- 400 seat Proscenium theatre. Steep single tier and enhanced side banks. Large sprung stage and full fly-tower.



Theatre 2:

- 120 seat thrust theatre, with large Sprung Floor and three surrounding seating banks



Studio 1:

- Self-contained dance studio. Sprung floor. Mirrored wall. Sounds system. Dressing rooms.



Studio 2:

- A drama and dance studio with sprung dance floor, mirrored wall and sound system.



4. Dacorum

The council contracted Everyone Active to manage their Leisure Facilities on the Council's behalf.

Hemel Hempstead Leisure Centre

- Gym Area – cardio, resistant machines and free weights.
- Indoor Swimming Pool
- Outdoor Swimming Pool 25m x 12 main pool and kid's paddling pool with fountains. Open summer months.
- Group fitness studios.
- Artificial Football Pitches
- Squash Courts
- Sports Hall
- Retail area

Jarman Park Athletics Track

- Running Track
- Jumping pits
- Full infield available – long jump, triple jump, hammer, discus, Javelin, Shot put, high jump and pole vault. Also space for a full 11 a side pitch within the running track.

Little Hay Golf Complex

- 18 - Hole main course, pitch and putt, driving range and clubhouse.
- 9 hole course
- Driving range
- FootGolf
- Golf pro – Adult Tuition and Junior Tuition.

The Snow Centre

- 160m main slope as well as the largest indoor ski lesson slope in the UK. 30m wide.
- Schuss Bar on the slope. Free Tea and Coffee during the session.
- Lodge bar and kitchen.
- Events running throughout the week themed around ski and personal challenges.

The XC – operated by Dacorum Sports Trust

- Skatepark – concrete pool and bowl complex. 5ft in shallow end, 8ft in deep end with a 9ft extension.
- Climbing and Bouldering - XC's Wall consists of four very distinct areas. Light wave, Cristalithe and Mozaik climbing systems are used to design to challenge all types of climbers. Caters for boulders, top rope climber.
- Caving - XC indoor caving system is one of the largest in the world! It measures 160m stretching through intricate twists and turns.
- High Ropes
- Yoga
- Holiday Activities

5. Hertsmere Borough Council – InspireAll

Hertsmere Borough Council work alongside InspireAll to run their facilities:

Bushey Grove Leisure Centre –

- Gym area – cardio and resistance machines along with Free Weights.
- Swimming – 25m pool and 16.66 x 7.5m teaching pool
- Indoor sports via the main sports hall such as badminton, netball and basketball.
- Spa, Health and Wellbeing – Thermal Spa experience
- Children activities – such as holiday camps with onsite crèche.
- Outdoor sports – Padel tennis court, 5 a side floodlit Astro Turf.

Furzefield Leisure Centre –

- Gym area – cardio and resistance machines along with Free Weights.
- Swimming – 33m pool and 12m teaching pool
- Indoor sports via the main sports hall such as badminton, netball and basketball.
- Spa, Health and Wellbeing – Thermal Spa experience
- Children activities – such as holiday camps with onsite crèche.
- Outdoor sports – 5 a side floodlit Astro Turf.

The Venue Leisure Centre -

- Gym area – cardio and resistance machines along with Free Weights.
- Swimming – 33m pool and 12m teaching pool
- Indoor sports via the main sports hall such as badminton, netball and basketball.
- Spa, Health and Wellbeing – Thermal Spa Experience
- Children activities – such as holiday camps with onsite crèche.
- Sports treatment.

Leisure Card – Loyalty Scheme by Hertsmere Borough Council

Activity	Points per visit	Free visit costs
Squash	70	700
Badminton	90	900
Gym	60	600
Fitness Classes	60	600
Swim	25	250

The Loyalty Card offers you the opportunity to collect points and earn FREE visits when you pay for using the gym, go swimming, attend a fitness class or take part in indoor or outdoor sport at one of the centres listed above.

Wyllyotts Theatre

Wyllyotts Theatre is a versatile entertainment venue offering theatre, cinema, catering and room hire. We screen National Theatre Live, RSC, Royal Opera and West End plays and shows throughout the year alongside live theatre, comedy, speakers, tribute shows and musicals. The theatre and meeting rooms are also available to hire.

A comparison of local authority advertising of local leisure provision

Hertsmere Local Authority - InspireAll - (formerly Hertsmere Leisure)

Website - <https://www.inspireall.com/>

Each Leisure Centre within Hertsmere has its own website advertising each of its unique offers that it runs. This is supported by the main site of Inspireall.

Bushey Grove Leisure Centre

MEMBERSHIP + PRICES | TIMETABLES | NEWS + EVENTS | VACANCIES | CONTACT US

Online Bookings

JUNIOR SWIM

Help your child build water confidence ready for the summer holidays with our unlimited junior swimming membership*

JUNIOR SWIM MEMBERSHIP £16 PER MONTH

Welcome to Bushey Grove Leisure Centre

Here at Bushey Grove Leisure Centre, you will discover a great place to get fit, have fun and get together with friends and family. We have a whole range of fantastic facilities including a state of the art gym with cardiovascular and resistance machines, 25m swimming pool, dedicated immersive cycling studio and a wide variety of over 100 fitness classes a week designed to inspire and motivate you to lead a healthier, happier life.

The Spa offering a thermal experience with sauna and steam room and beauty treatments from Elemis and Jessica nail care is now open

Membership + Prices

OPENING TIMES

Mon	6.30am-10.30pm
Tues	6.30am-10.30pm
Wed	6.30am-10.30pm
Thurs	6.30am-10.30pm
Fri	6.30am-10.30pm
Saturday	7.00am-7.00pm
Sunday	8.00am-8.00pm
Public & Bank Holidays	8.00am-8.00pm


Last admission is 45 minutes before closing time.

Gym
Our gym has a range of cardiovascular and resistance

Classes
We have over 100 fitness classes a week to suit everyone from

Swimming
Whether you are looking for a relaxing swim, invigorating

Indoor Sports
We have a large sports hall accommodating a range of

Online Bookings 



GET CLIMBING!

Keep the kids happy during the holidays!

- 17 fantastic experiences
- Suitable for ALL ages & abilities
- No experience needed

BUY 1 SESSION, GET 1 HALF PRICE!


*Terms & conditions apply, ends 31st August

Welcome to Furze field Leisure Centre

Here at Furze field Leisure Centre, you will discover a great place to get fit, have fun and get together with friends and family. We have a whole range of fantastic facilities including a state of the art gym with cardiovascular and resistance machines, immersive indoor cycling studio, 33m swimming pool, teaching pool, a wide variety of fitness classes, climbing and soft play areas all designed to inspire and motivate you to lead a healthier, happier life.

So pop in for a swim, come by for a class or drop into our Cafe.

Membership + Prices



OPENING TIMES

Mon	6.00am-10.00pm
Tues	6.00am-10.00pm
Wed	6.00am-10.00pm
Thurs	6.00am-10.00pm
Fri	6.00am-10.00pm
Saturday	7.00am-9.00pm
Sunday	7.00am-9.00pm
Public & Bank Holidays	8.00am-8.00pm

Last admission is 45 minutes before closing time. (Cafe hours may differ)

Gym

Our gym has a range of cardiovascular and resistance

Classes

There are a range of fitness classes to suit everyone from

Swimming

Whether you are looking for a relaxing swim, invigorating

Indoor Sports

We have a large sports hall accommodating a range of

Online Bookings 




SCHOOL'S OUT FOR SUMMER!

15% OFF*

Fitness Memberships for current teachers and their partners

JOIN NOW

*Applies to Adult Fitness memberships only (annual or 12 month DD) Teacher ID required. Terms and conditions apply.

 **UPDATE** Customer Notice


Welcome to The Venue Leisure Centre

Here at The Venue Leisure Centre you will discover a great place to get fit, have fun and get together with friends and family. We have a whole range of fantastic facilities including a state of the art gym with cardiovascular and resistance machines, 25m swimming pool, teaching pool, sauna, steam room and spa pool, pedal-x studio and a wide variety of fitness classes designed to inspire and motivate you to lead a healthier, happier life.

Pop in for a swim, come by for a class or drop into our Cafe. We also have an onsite underwater soft play area and crèche facilities.

Membership + Prices

It's easy to become a member at The Venue Leisure Centre, find out more.



OPENING TIMES

Mon	6.30am-10.30pm
Tues	6.30am-10.30pm
Wed	6.30am-10.30pm
Thurs	6.30am-10.30pm
Fri	6.30am-10.30pm
Saturday	8.00am-6.00pm
Sunday	8.00am-8.00pm
Public & Bank Holidays	8.00am-8.00pm

Last admission is 30 minutes before closing time. Pool times may vary.

Gym

Classes

Swimming

Room hire

Hertsmere Council Website promoting their Leisure Provision:

The screenshot shows the Hertsmere Council website. At the top, there is a navigation bar with links for Accessibility, Sitemap, Help, and Skip to Content. A search bar is located in the top right corner. Below the navigation bar, there is a breadcrumb trail: Home > Parks and Leisure > Sports in Hertsmere. The main heading is 'Leisure Centres in Hertsmere', with a 'Last Modified August 15, 2019' and a 'Share this page' link. The content area includes a list of leisure facilities managed by InspireAll, a 'Did you know that' callout box, and a 'Loyalty, Concession and Leisure Cards' section. The callout box states: 'Leisure facilities in Hertsmere are managed by InspireAll, formerly known as Hertsmere Leisure. The three main centres are: Bushey Grove Leisure Centre, Bushey; FurzeField Centre, Potlery Bar; and The Venue, Borehamwood.' The 'Loyalty, Concession and Leisure Cards' section describes a rewards program where users can earn points for free visits, gym classes, or outdoor sports.

Social Media –

Twitter Page

The screenshot shows the Twitter profile for InspireAll Leisure Centres (@InspireAllUK). The header features a banner image with the text 'Making a difference to my life!' and the InspireAll logo. The profile information shows 1,858 tweets, 804 following, 1,222 followers, and 332 likes. The bio states: 'Customer service for our 5 family leisure centres – Bushey Grove, FurzeField, The Venue, Bletchley, and Oakgrove. Monitored 9 – 5, Monday – Friday. Joined January 2011'. The main content area shows a tweet from Herts Sports Partnership (HSP) (@sportinherts) dated August 18, announcing that new pickleball sessions are starting at InspireAllUK's FurzeField Leisure Centre on Tuesdays at 1.30pm on 10 and 17 September. The tweet includes a photo of a person playing pickleball. A sidebar on the right contains a 'Want to take advantage of all the new Twitter features?' promotion and a 'You may also like' section with links to Three Rivers Council and Heart Four Counties.

Harlow Council – Harlow Leisurezone – Harlow & District Sports Trust

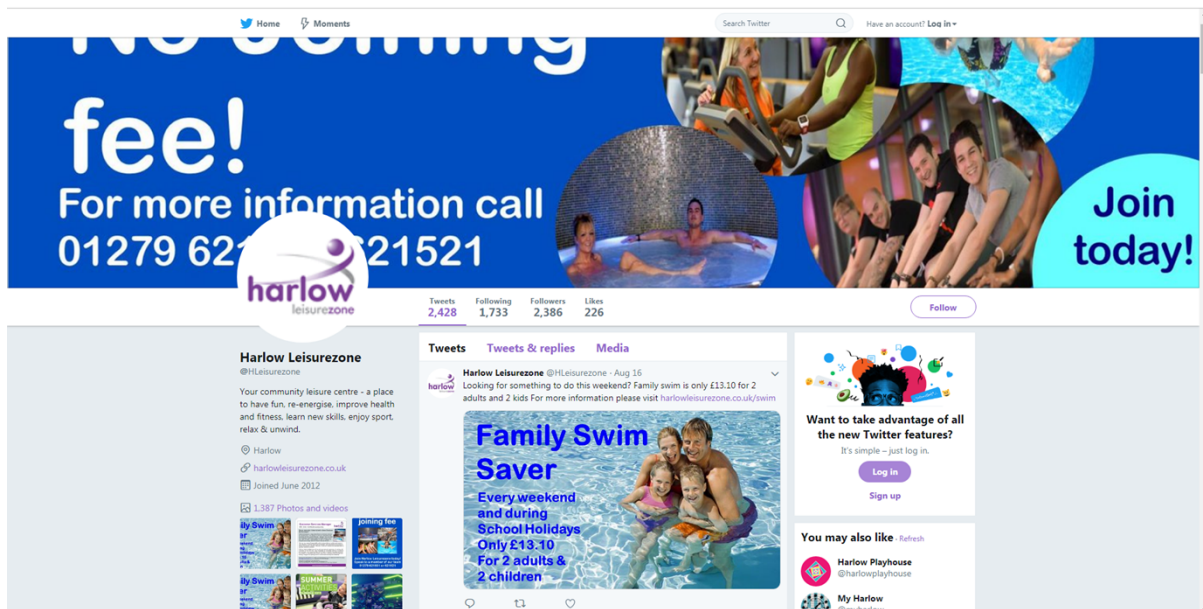
<http://www.harlowleisurezone.co.uk/>

Website

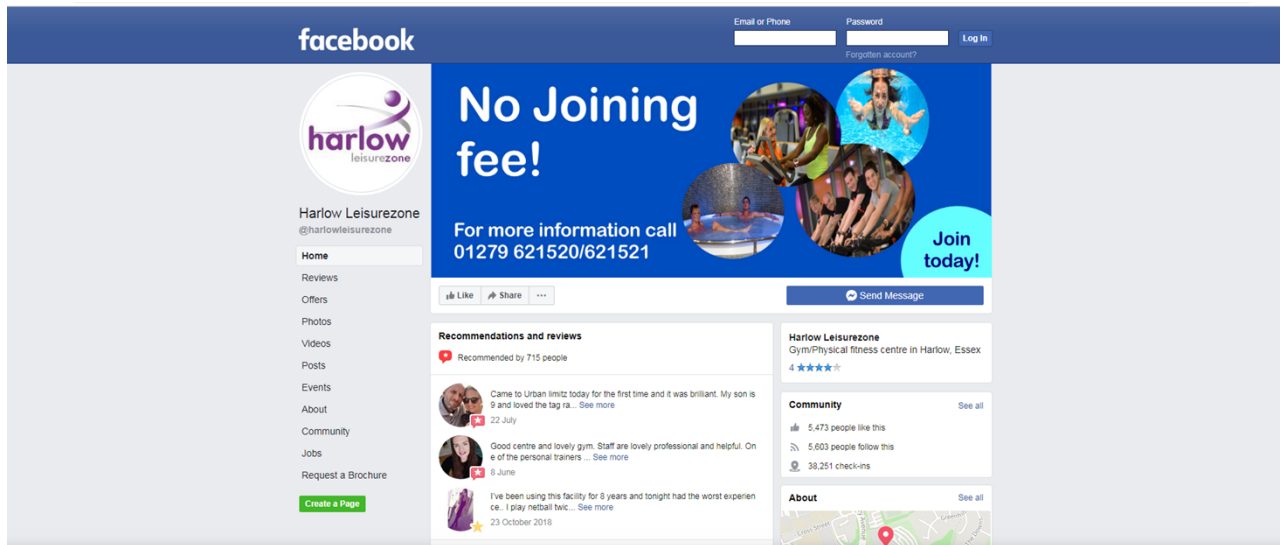


Social Media:

Twitter



Facebook



E Brochure

Leisurezone create a E-Brochure which is accessible via their website and can be available accessed on mobile devices as well. (Please see screenshot on next page)



Basildon Council –Operated by Everyone Active on behalf of the council

Website:

everyone ACTIVE

Centre Finder Memberships Swimming Lessons Content Hub Book / Pay [Join Today](#) [Login](#)

Important information about this centre... [Read More](#)

Basildon Sporting Village

Address: Cranes Farm Road, Basildon, SS14 3GR
[Virtual Tour](#)
[View on Map](#)

Telephone: 0126 872 2450
[Accessibility Information](#)

Today: 06:30-22:00
[Facilities Opening Times](#)

[MAKE AN ENQUIRY](#) [DISCOVER ACTIVITIES](#) [MEMBERSHIPS](#)

everyone ACTIVE

Centre Finder Memberships Swimming Lessons Content Hub Book / Pay [Join Today](#) [Login](#)

Eversley Leisure Centre

Address: Crest Avenue, Basildon SS13 2EF
[View on Map](#)

Telephone: 0126 888 3076
[Accessibility Information](#)

Today: 07:00-22:00

[MAKE AN ENQUIRY](#) [DISCOVER ACTIVITIES](#) [MEMBERSHIPS](#)

About this Centre



Home > Centres > Wickford Swim and Fitness Centre

Wickford Swim and Fitness Centre

Address:
Market Avenue,
Wickford SS12 0AG
[View on Map](#)

Telephone:
0126 876 6460
[Accessibility Information](#)

Today: 06:00-22:00

[MAKE AN ENQUIRY](#) [DISCOVER ACTIVITIES](#) [MEMBERSHIPS](#)

About this Centre

Basildon Borough Council [GB] | basildon.gov.uk/article/3474/Sport-Leisure-and-Fitness-Centres-in-Basildon-Borough

Select Language

Basildon Council
BASILDON • BILLERICAY • WICKFORD

What are you looking for today?...

Residents Business Council News

Sport, Leisure and Fitness Centres in Basildon Borough

Basildon Home Page > Residents > Leisure > Sports Facilities

- Basildon Sporting Village, Gloucester Park, Basildon
- Eversley Leisure Centre, Crest Avenue, Basildon
- Wickford Swim and Fitness Centre

Print

Basildon Council
BASILDON • BILLERICAY • WICKFORD

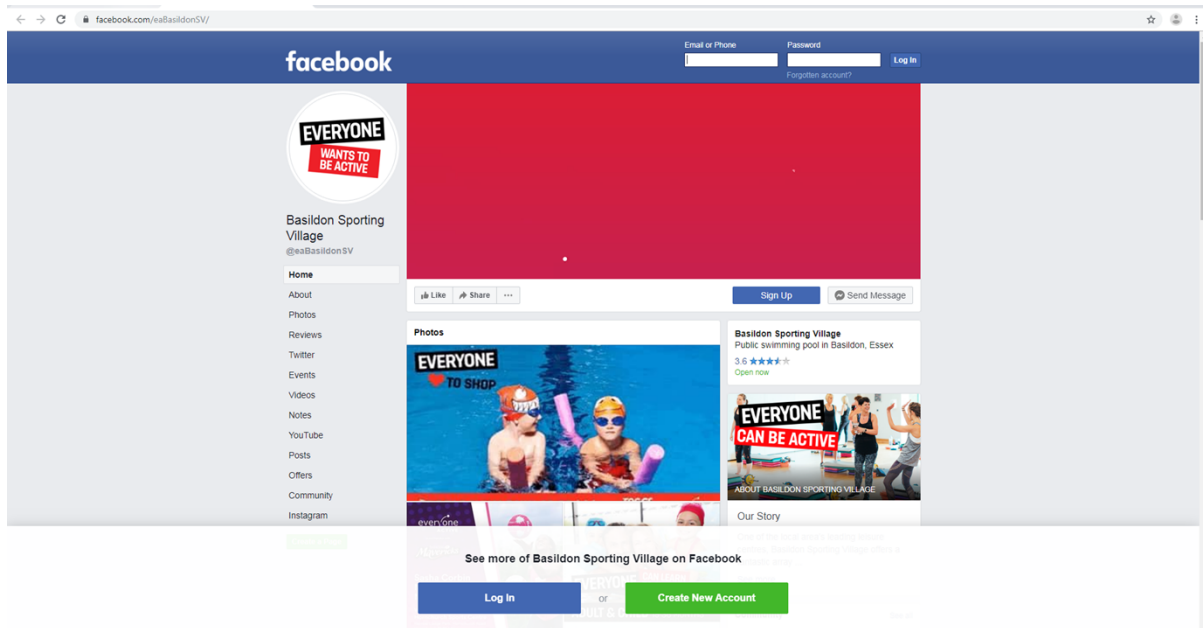
Feedback on our website | Privacy Notice | Accessibility | GOV.UK | Contact Us
© 2019 Basildon

Please complete a short survey about this site.

Yes - click 'feedback' tab when ready No

Social Media –

Facebook



Twitter



The Facebook social media is related to each facility that Everyone Active runs. Whereas the Twitter page is Everyone Active Corporate Twitter Page.

Dacorum Borough Council – Everyone Active

Website

Dacorum.gov.uk uses cookies to improve the browsing experience and make the site simpler. [Find out more about cookies.](#)

Borough Council | Home / Leisure and culture / Sports venues

Sports venues

Berkhamsted Leisure Centre

Address:
Lagley Meadow
Douglas Gardens
Berkhamsted
Herts
HP4 3QQ
Telephone: 01442 507100
Website: www.everyoneactive.com

Jarman Park Athletics Track

Address:
Jarman Park
Hemel Hempstead
Herts
HP2 4JS
Telephone: 01442 507100
Website: www.everyoneactive.com

Gadebridge Park

everyone ACTIVE | Centre Finder | Memberships | Swimming Lessons | Content Hub | Book / Pay | [Join Today](#) | [Login](#)

Bank Holiday Opening Times: On Bank Holiday Monday 20th August, we will be open from 09:00 to 1... [Read More](#)

Berkhamsted Leisure Centre

Address:
Lagley Meadow,
Douglas Gardens,
Berkhamsted,
HP4 3QQ
[View on Map](#)

Telephone:
01442 507100
[Accessibility Information](#)

Today: 06:15-22:00 | [Facilities Opening Times](#)

[MAKE AN ENQUIRY](#) | [DISCOVER ACTIVITIES](#) | [MEMBERSHIPS](#)

everyone ACTIVE

Centre Finder Memberships Swimming Lessons Content Hub Book / Pay [Join Today](#) [Login](#)

Closed for Bank Holiday: We are sorry to say that we will be closed on Bank Holiday Monday 2... [Read More](#)

Home > Centres > Jarman Park Athletics Track

Jarman Park Athletics Track

Address: Jarman Park, Hemel Hempstead, HP2 4JS [View on Map](#)

Telephone: 01442 607100

Today: 10:00-18:30

[MAKE AN ENQUIRY](#) [DISCOVER ACTIVITIES](#)

About this Centre

The golf club is managed by SportSpace

https://littlehaygolf.co.uk

little hay golf complex

Gallery Book Online

Activities - Tuition - Societies News Membership Flexible Membership Bar, Restaurant & Functions The Little Hay App

NEW FLEXIBLE MEMBERSHIPS

only £325 and play up to 50 rounds of golf

[Click for more info](#)

Latest News

Greenkeepers Wanted!
Are you a passionate Greenkeeper looking for a new challenge in the Hertfordshire area? Then read on...

Wednesday 22nd May-Tuesday 28th May allow extra time for

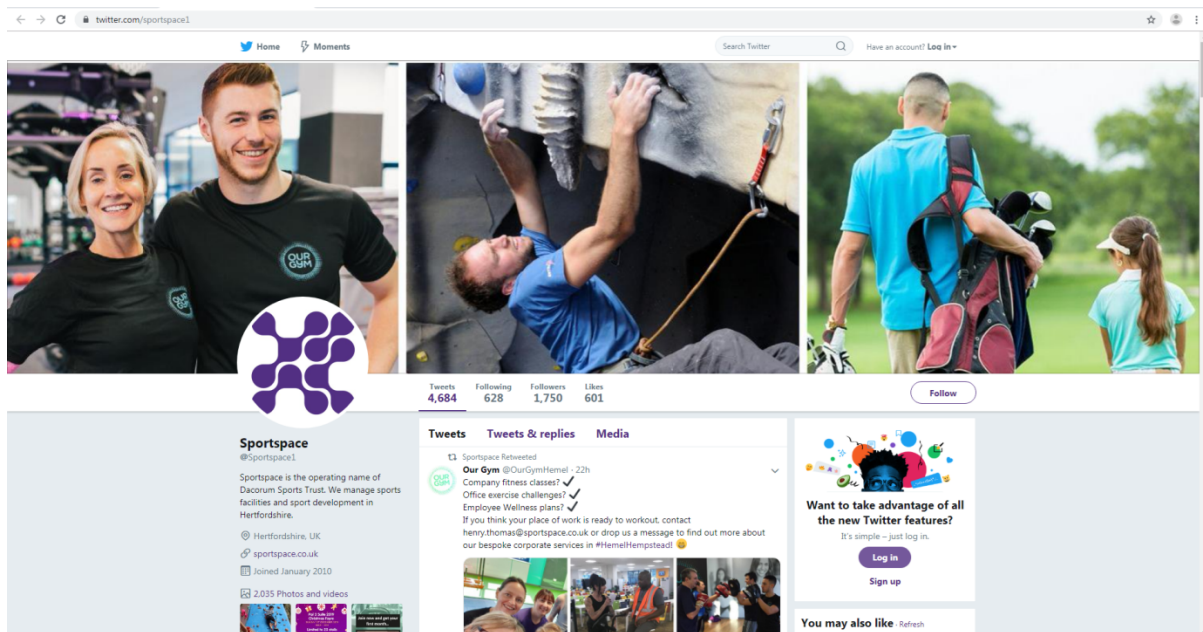
Live Course Info

Social media –

Facebook



Twitter



YouTube

youtube.com/user/DacorumSportsTrust

Search

Home Trending Subscriptions Library History

Sign in to like videos, comment, and subscribe. [SIGN IN](#)


BEST OF YOUTUBE

- Music
- Sports
- Gaming
- Movies
- TV Shows
- News
- Live
- Spotlight
- 360° Video

Browse channels

MORE FROM YOUTUBE

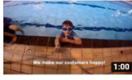





- YouTube Premium




DacorumSportsTrust
23 subscribers [SUBSCRIBE](#)

HOME

Uploads [PLAY ALL](#)

 Aquaspace Swim School - Through the Ages 271 views • 1 year ago	 FREE Class Passes until August 31st! 41 views • 2 years ago	 Herts Learning Disability Games 2017 182 views • 2 years ago	 Hemel Hempstead Triathlon: run route 315 views • 3 years ago	 Dave Cove on the Dacorum Sports Awards 2016 65 views • 3 years ago	 Commando Run 604 views • 3 years ago
--	--	---	---	--	---

Subscriptions


Mashable
826,749 subscribers