

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