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COMMUNITY SELECT COMMITTEE

Date: Monday, 4 November 2024

Time: 6.00pm,

Location: Council Chamber - Daneshill House, Danestrete

Contact: Alex Marsh (01438) 242587

committees@stevenage.gov.uk

Members: Councillors: S Mead (Chair), J Ashley-Wren (Vice-Chair), S Booth, L Brady, K Choudhury, A Elekolusi, A Gordon, L Guy, M Humberstone and J Woods

AGENDA

PART 1

1. APOLOGIES FOR ABSENCE AND DECLARATIONS OF INTEREST

2. MINUTES OF THE PREVIOUS MEETING - 9 SEPTEMBER 2024

To approve as a correct record the Minutes of the Community Select Committee held on Monday 9 September 2024

3 – 6

3. PERFORMANCE OF THE NEW LEISURE CONTRACT

Members are invited to consider a one-off update on the performance of the new Leisure contract after a full year of the leisure provider Everyone Active running the Council's leisure facilities. The Committee to receive presentations from the Council's Culture, Wellbeing and Leisure Services Manager and from Everyone Active.

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4. URGENT PART 1 BUSINESS

To consider any Part I business accepted by the Chair as urgent

5. EXCLUSION OF PUBLIC AND PRESS

To consider the following motions:

1. That under Section 100(A) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the ground that they involve the likely disclosure of exempt information as described in paragraphs 1 – 7 of Part 1 of Schedule 12A of the Act as amended by Local Government (Access to Information) (Variation) Order 2006.

2. That Members consider the reasons for the following reports being in Part II and determine whether or not maintaining the exemption from disclosure of the information contained therein outweighs the public interest in disclosure.

6. URGENT PART II BUSINESS

To consider any Part II business accepted by the Chair as urgent

Agenda Published 25 October 2025

STEVENAGE BOROUGH COUNCIL

COMMUNITY SELECT COMMITTEE MINUTES

Date: Monday, 9 September 2024

Time: 6.00pm

Place: Council Chamber - Daneshill House, Danestrete

Present: Councillors: Sarah Mead (Chair), Julie Ashley-Wren (Vice-Chair), Stephen Booth, Leanne Brady, Kamal Choudhury, Akin Elekolusi, Alistair Gordon, Lynda Guy, Mason Humberstone and Jade Woods

Start / End Time: Start Time: 6.00pm
End Time: 8.08pm

1 **APOLOGIES FOR ABSENCE AND DECLARATIONS OF INTEREST**

There were no apologies received and no declarations of interest.

2 **MINUTES OF THE PREVIOUS MEETING - 13 JUNE 2024**

It was **RESOLVED** that the Minutes of the meetings of the Community Select Committee held on 13th June were agreed as a correct record.

3 **UPDATE ON THE WORK OF THE NEIGHBOURHOOD WARDENS**

The Committee received a presentation updating Members on the work of the Neighbourhood Wardens providing background info on the role and the current team, designations including the differing functions between a Community Development Officer and a Neighbourhood Warden.

Officers explained that originally the Neighbourhood Wardens were “working in silos” which meant they were unable to offer cover to other areas of the town. This has since been addressed and the Neighbourhood Wardens were now able to carry out town wide projects within each other’s areas.

Officers explained the Neighbourhood Wardens role was now split into two parts and their working week divided to cover this, there was however flexibility within this dependent on the pressure from each work area.

The first area of their work was: Business as usual (BAU). This involved all the town wide areas of work including things like the town wide projects, abandoned vehicles, your say complaints, report it and fly tipping issues, assessing which of these issues were then passed on for enforcement to the Community Safety Team.

The second area of their work was their Area Based Role (ABR) which was specific for neighbourhood areas, providing support for the Community Development Officers and support for residents in an area.

BAU (Business as Usual) also included responsibilities such as resident issues, defibrillator and bleed control kit checks and upkeeps, update area noticeboards, neighbourhood centre audits, housing residents' involvement, attendance and support at corporate events, support in the town centre and the Building a Better Bedwell project and support to the community payback projects.

The Building a Better Bedwell Project was funded by the Police Crime Commissioners Office through their Safer Streets programme. Funding for the project runs until March 2025. The project covers the Tower Block area of Bedwell on Silam Road, including Harrow Court, Brent Court, and High Plash. In addition to the replacement of the doors and upgrade of CCTV in the blocks, the project has three community phases to it:

- Park-guard our evening warden and Patrol partner
- BBB Neighbourhood Wardens
- Continuous support offering cohesion and engagement with residents

Officers provided further details of the Building a Better Bedwell project. The project was created to encourage community engagement through evening and weekend patrols, improve community awareness of reporting mechanisms and processes, increase reporting of issues to statutory bodies through engagement with the community, and building Cohesive Communities. The Wardens provide provision of events, development of projects to improve wellbeing of Tower Block residents, developing a resident's association for the Tower Blocks, supporting an annual programme of community led events and maintaining relationships with communities to sustain and improve communication with statutory bodies.

Officers stated the next steps were to develop the community gardens; build up resident consultation; to support and encourage the resident to form a resident committee which would continue engagement with residents; refurbishment of the community room in Harrow Court and partnership working with the Housing Tenancy Officer.

The SPARX Charity was also formed through the Build A Better Bedwell Project to train and support volunteers from the Stevenage Community in retail. SPARK was a charity formed in the north of England to help young offenders learn about retail they sell affordable sports goods with a mobile unit which they take out to community events. All profits go back into support and sustain the project.

SPARX offers support to community projects in bedwell and facilitates an attends community events/projects in Stevenage Town centre.

Neighbourhood Warden officers presented an overview of the different role functions and specialist areas such as the Town Centre.

Members queried whether Bedwell has an advantage over other wards due to the fact Bandley Hill and Poplars does not have a doctor's surgery nor a community centre. In response to the question the officer stated the work which is carried out by the team is priority lead and that the specific work in Bedwell is short term and externally funded. Members raised whether a pop-up location could be allocated for Bandley Hill. The Officer stated they acknowledge there is a problem within the area and would investigate in greater detail.

The Committee questioned what the priorities of the next twelve months were and how the team measured effectiveness within neighbourhoods? The Officer stated the priorities were to change community meetings to model the policing priorities meeting and move to a priority-based model.

Regarding a question about addressing community cohesion, Officers said it's a challenge to measure but was produced through engagement with the public using soft skills, making sure that all interactions were not a tick box exercise. Officers take along activities to events to engage with public.

Members expressed that they would like to be involved in the work produced by the Wardens and asked what the team would like from Members? In response to the question the officers stated it would be useful for Members to attend drop-in sessions, church events, fly-tipping sites, and engage with residents at the towers.

The Chair stated that the Neighbourhood Wardens were doing an amazing job. She stated that the way they were dealing with graffiti was amazing and the work at the skate park was exceptional. The Chair suggested there was still work to do to streamline communication with Members in an efficient way with less publication of the same information in different formats, such as at walkabouts, drop-ins, online community meetings etc.

It was **RESOLVED** that the Committee noted the Update on The Work of The Neighbourhood Wardens.

4 **COMMUNITY SELECT COMMITTEE ACTION TRACKER**

The Scrutiny Officer provided an update on the Community Select Committee Action Tracker. It was explained all relevant officers were asked to produce an update on the work at hand e.g., Housing Repairs and Housing Voids which would be updated within the action tracker and circulated to members for Oct/Nov 2024.

The Chair explained to the committee that she would like a brief update on where the Council/Regeneration section is with the New Towns Heritage Centre project? The Chair also asked for an update on Resident Engagement and to keep Members in the loop with the work into Damp and Mould. It was reiterated by the Officer to read the document and if they required any further updates to email the Scrutiny Officer.

It was **RESOLVED** that the Committee noted the Community Select Action Tracker.

5 **URGENT PART 1 BUSINESS**

There was no urgent Part I business.

6 **EXCLUSION OF PUBLIC AND PRESS**

It was RESOLVED:

Not required.

7 **URGENT PART II BUSINESS**

There was no urgent Part II business.

CHAIR

Community Select Committee

4 November 2024
Year 1 of Everyone Active

Cabinet Member - Culture, Leisure, Wellbeing & Events

Loraine Rossati

everyone
ACTIVE

ACTIVE
STEVENAGE

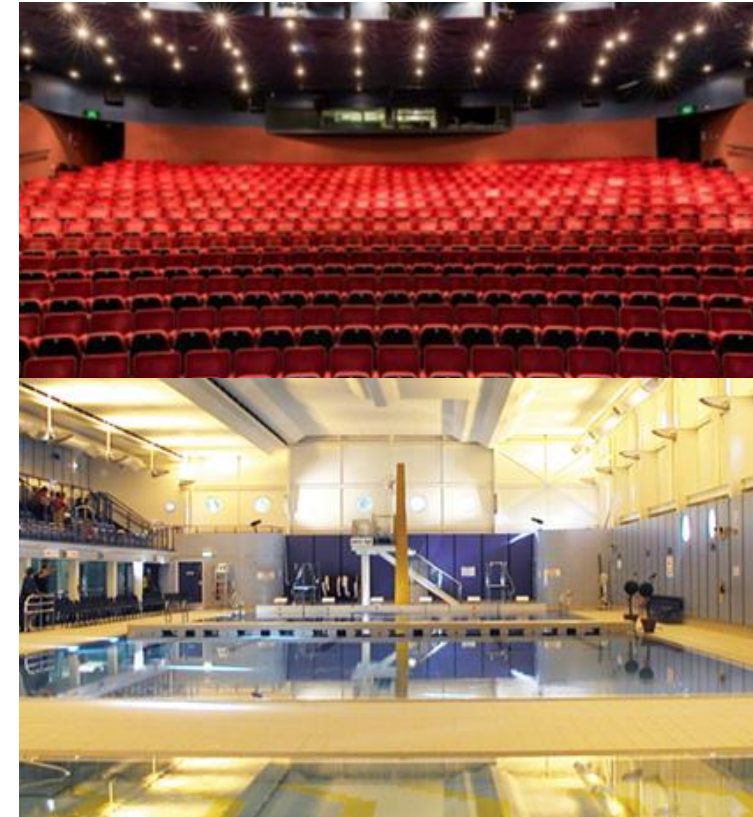
Stevenage
BOROUGH COUNCIL

Working together for the health and happiness of Stevenage residents.

Stevenage Direct Services

Steve Dupoy – Assistant Director

- Parks & Open Spaces – Policy & Management
- Grounds Maintenance – Direct labour
- Refuse & Recycling
- Garages
- CCTV
- Culture, Wellbeing & Leisure
 - Leisure Contract
 - Sports Development
 - Health & Wellbeing
 - Arts & Culture
 - Museum
 - Corporate events
 - Landlord – Arts Centre & Football Club



everyone
ACTIVE

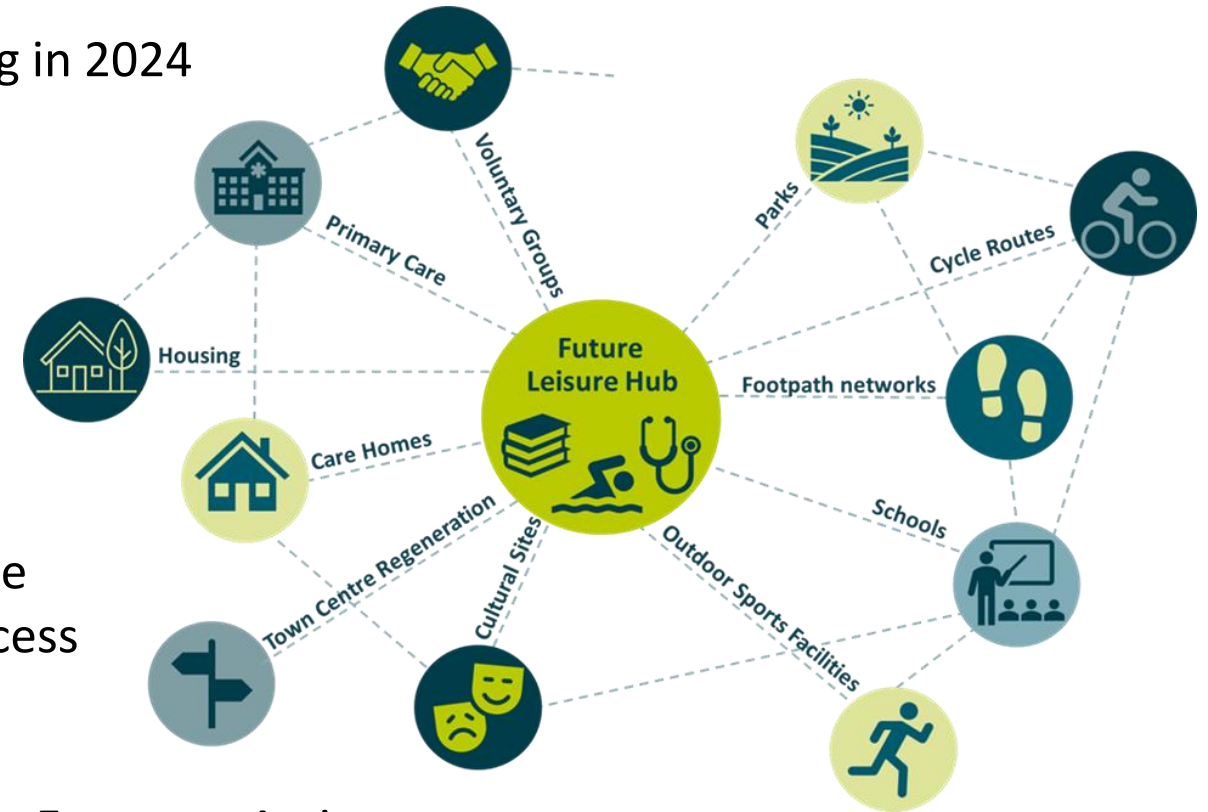
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Contract review

- SLL set up by SBC in 1989 25 years ending in 2024
- Poor contract put in place 2009
- 2022 Leisure Review commenced
- Leisure Programme Board
- Public Consultation
- Sports Club Summit
- Options appraisal
- Contract and specification development
- 50% finance, 40% quality, 10% social value
- Procurement 9 companies two stage process
- SLL could have been removed at 1st stage
- 4 companies at final stage
- Evaluation team of 13 – Contract award to Everyone Active
- SLL were bottom of the 4 bidders 176 pages of feedback given



Key contract changes

- Transfer of services, staff and customers – some initial problems with DD
- Ridlins, pitch, pavilion bookings & Active Communities new to contract
- Sailing Centre – SBC management
- Payment to operator – year 1- 51% less than SLL, year 2 - 83% less
- Activity Centre – Cost to SBC £114k
- New signage and branding
- Training and development programmes for staff
- Decarbonisation & sustainability
- Shared utility risk – negotiated annually
- £1 million investment - delivered June to Sept 23

- Theatre Foyer
- Fitness
- Golf - Trackman & Clubhouse refurbishment
- Swim Centre –changing room & toilet refurbishment
- Signage
- New I.T and booking systems

“An active environment in which all communities across Stevenage enjoy moving more together in local, inclusive and innovative places and spaces to be proud of”

everyone
ACTIVE

ACTIVE
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Everyone Active

- SLL delivery staff good – lacked leadership and infrastructure
- Professionalism, knowledge and experience
- Relationship management – SBC, clubs and users
- Innovation brought to life - e.g. Trackman, funding & sponsorship
- True partnership working – solution focused
- Community & Commercial - a balance
- Active Communities – national recognition
- Facilities management – care and maintenance of buildings
- Unrivalled new build experience
- Marketing & PR
- Social Value



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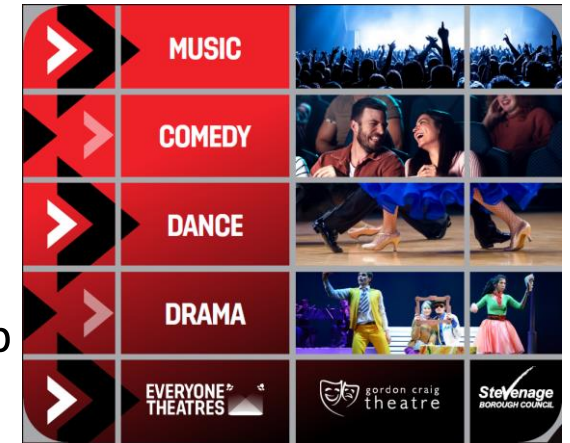
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In summary

- Extensive review undertaken and robust future proof contract in place
- Stevenage were the first of three authorities to change from SLL to Everyone Active
- Significant reduction in the costs to SBC
- Less financial risk
- Profit share and reinvestment
- Working together to secure funding
- A company with an infrastructure of sector experts
- Local, national marketing & PR
- Active Communities outreach programme directly linked to the Healthy Hub
- Unrivalled advice for new leisure centre design
- Dynamic and responsive to market changes
- Truly aligned objectives
- Mutual trust and integrity





Working together for the health and happiness of Stevenage residents.

Working together for the health & happiness of Stevenage residents

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Stevenage Contract

Performance Year 1



Mobilisation

- Contract started on 1st April 2023
- Investment of £1.4 million in contract
- No redundancy of colleagues in first 6 months, only 1.5 FTE in second 6 months
- Signage replaced at all sites
- New uniform
- New app for customers
- New bookings systems at all sites
- New invoicing and purchasing processes implemented
- New payroll systems
- New HR processes
- New IT across all sites (phone & computer systems)
- All colleagues having to train and update records.
- All right to work documents updated
- All DBS updated
- New reporting systems



Colleagues

- EA came into the contract and have utilised Stevenage colleagues, many of whom have shone through.
- Katie Maggs (Graphic Design) & Tanya Russell (Marketing) – EA recognised that taking on the theatre is a big challenge and adding to their only theatre in St Alban's would require additional resources. Both Tanya & Katie were added to the TUPE list and now cover all EA theatres (GCT, St Albans, The Grove & Leighton Buzzard).
- Juanita Prescott (Health & Wellbeing Manager)– recognising the work Juanita has done for Stevenage was seen by EA and adding her to the TUPE list gave the contract a head start in the Active Community programme. They recognised that the Health & Wellbeing offer in Stevenage is ahead of most others.
- Danny Kingston (Activity & Wellbeing Manager) – Danny was taken on in an addition for the contract to deliver the Active Community programme alongside Juanita. He will take responsibility for delivering in the community, setting up new programs at sites for hard to reach groups.
- Danny & Juanita – are now working alongside the North Herts contract as the programmes and activities they have set up have been so impressive.



Colleagues

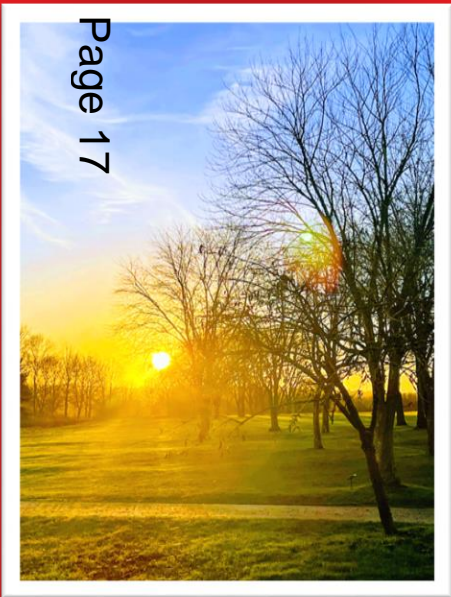
- Paul Ruff (General Manager – Theatre) – Paul’s skillset has been clear for EA to see, and his knowledge and commercial drive recognised. Paul has become unique to EA working across 2 regions as he now oversees The Grove Theatre in Dunstable and The Leighton Buzzard Library Theatre. Paul has also been key in the partnership work with the Hertford Theatre.
- Luke Simkins (Golf Manager) – as the golf manager at Stevenage Luke has been responsible for income drivers such as the shop, societies and golf usage. Again, his abilities have been recognised by EA and Luke is now managing golf across the South-East region.
- Darren Bickell – (General Manager – Swim Centre) – Darren’s role has been extended to include Ridlins Athletics Stadium utilising his team for bookings and operations. He has also been key in the extended operation of the Aqua Play at Fairlands.
- Hannah Duffett (SALC – Finance & Admin) – Hannah has been the colleague who keeps the Arts & Leisure Centre operations and admin on track. Her skills have been recognised and she is now undertaking finance and admin support for Swim Centre, Ridlins and all the pitches and pavilions within Stevenage.



Stevenage Golf & Conference Centre



- Our public areas and bar and function rooms have been given a refresh, all areas have been redecorated and the wooden floor in the John Jacobs has been renovated.
- The club shop has been refurbished and layout changed to allow for more custom fittings and increase revenue.
- Trackman has been installed on the Driving Range and the range has been given a new makeover to compliment this.
- The Trackman was officially launched on Saturday 8th July by the Mayor of Stevenage Myla Arceno and Andrew 'Beef' Johnson.
- Year 1 of Trackman saw 1.3 million balls hit. This compares with 375,000 in the final year of SLL.



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Stevenage Golf & Conference Centre



**EVERYONE
GOLF**



- Par 3 course closed over the winter of 23/24 to be renovated.
- Focus on integrating hard to reach groups into golf focussing on juniors and females.
 - Junior academy now set up – Sharpshooters
 - Ladies' membership doubled / free girl guide taster sessions
- Launch of Everyone Golf as EA becomes 2nd largest golf provider in country. 300 new visitors on open day. [Everyone Golf | The Home For All Golfers](#)
- Roof repairs and re guttering around the periphery of the Centre has been completed. Investment into greens and tee boxes



Stevenage Arts & Leisure Centre



- A slower start to the new contract with a significant dip in membership numbers due to direct debit issues.
- Investments included £45,000 into studios and £400,000 investment into gym.
- Membership figures since refurbishment of the gym have risen back to pre-Covid levels – 4200 members.
- Health Action Day took place in the Main Hall, offering free health & wellbeing advice from 20 partners as well as free activities for children and showcasing classes. The gym was also free to the public on this day.
- Participation numbers have grown with classes and the gym seeing increases in footfall of approximately 20%
- Pickleball continues to grow with many sessions available



Stevenage Arts & Leisure Centre



- Centre has hosted a number of events including:
 - EA National Customer Service Event
 - Local Elections / National Elections
 - NHS Leadership Conference
 - Herts Schools Badminton Competition
 - Karate Gradings
 - England Fencing Tournament
 - Regional Futsal

- Stevenage Arts & Leisure Centre was selected as a finalist for the UK Active Awards for the Healthy Communities category.
- This is for the work of the following programmes all taking place in the centre
 - Menopause Café
 - Men's club
 - Dementia Café
 - Healthy Hub
 - Cardiac / Cancer rehab / Specialist Equipment



AWARDS FINALIST 2024



Gordon Craig Theatre

- **Redevelopment** of café/bar area with £200,000 investment – improving Customer Experience and Bar Sales
- 12k uplift from April to August this year v the same pre-refit period last year – despite a drop in footfall
- **GCT Production Services**
 - Made and designed by the GCT – for all sectors of the industry
 - Milton Jones, Red Entertainment & Dukes Theatre Company
 - Looking to develop this area further in the coming years. An excellent opportunity.

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Panto 23/24

- Sleeping Beauty wins ‘Best Pantomime’ at the UK Pantomime Awards
- Second time winning the accolade
- Also nominated for Best Comic - Aidan O’Neill
- **Theatre Colleague of the Year** at SEN Business Awards – Anton Holmes Deputy Tech Manager
- Community Hires & Dance Festivals continue to be hugely successful

EVERYONE
THEATRES



Gordon Craig Theatre

Versatile colleagues

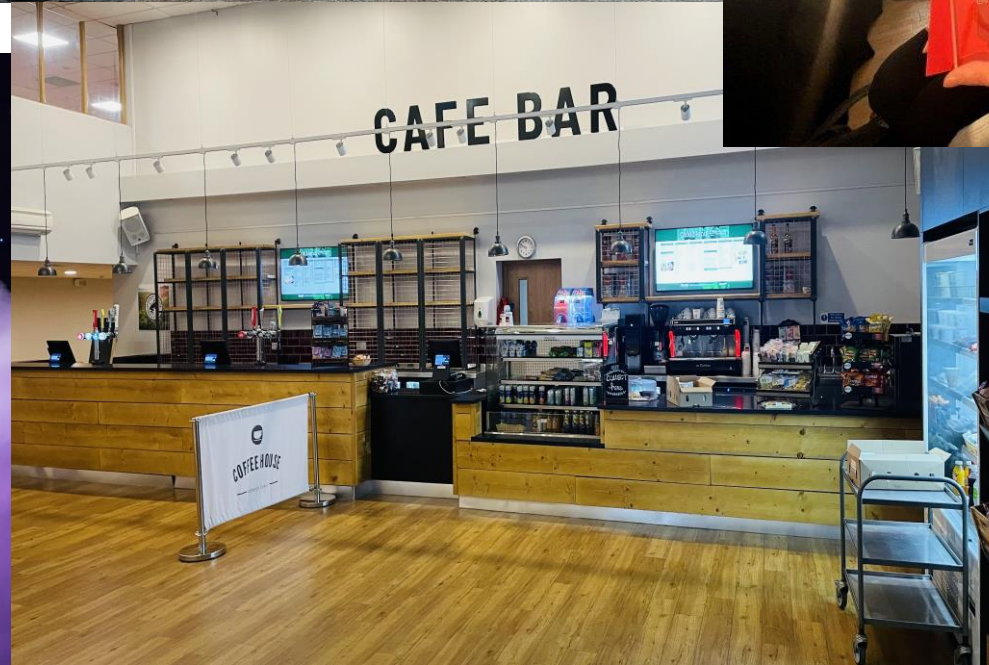
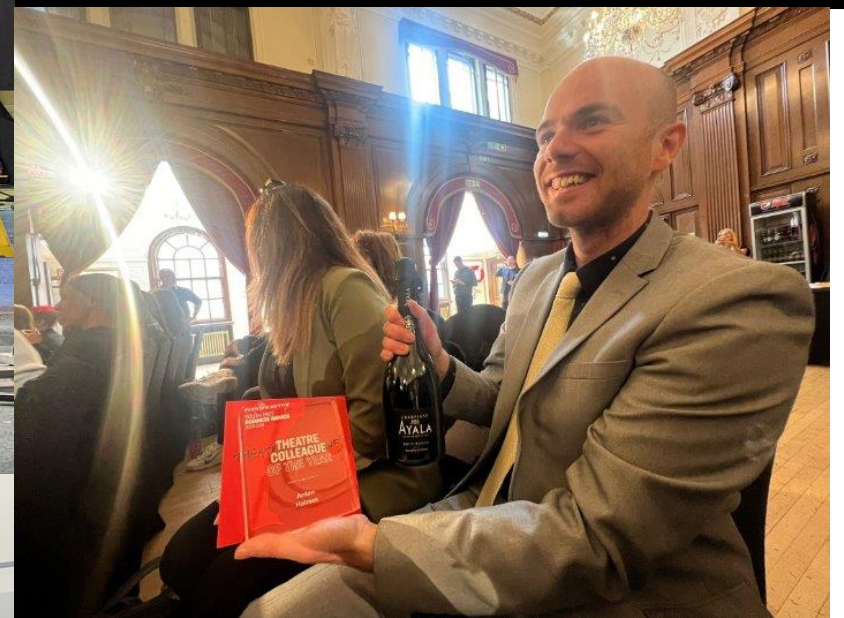
- Major Flood during panto season saw only 1 show cancelled.
- Team also played major part in mobilisation across Stevenage, refurbishing the golf shop and supporting the mobilisation of North Herts.
- First ET wide Casual Technician Recruitment evening held at the GCT – suitable and willing candidates found for all theatres. Collaboration is key!
- Securing capital funding from local authority for new lighting desk
- Further investment on the horizon: for sound desk, lighting rig, house lights, seats and carpet...
- Hosted The BBC's Question Time a short while before the election featuring a 'robust' Stevenage audience.
 - This was followed by Radio 4's Any Question the day following the General Election – both increasing venue profile
- 5.5% more tickets were sold in the 1st year compared to 22-23, with ticket income increasing by 10.5%

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EVERYONE
THEATRES



Gordon Craig Theatre



Stevenage Swimming Centre



Page 2



- The Centre has benefitted from a redecoration throughout
- We hosted 9 Galas and numerous pool Parties during the first 12 months
- Stevenage swimming Centre continued the campaign for increased online joining for memberships and swimming lessons surpassing targets in both areas. The Centre has continued to be well used and is ahead of target regarding Swim Scheme sales and Fitness sales.
- The centre finished the year with its highest level of swim lessons memberships – 1549 – a gain of 150 over the year.
- We ran a broad programme of Summer holiday crash courses with a good uptake.
- We have expanded the opening times to allow for more public sessions across the week.



Stevenage Swimming Centre



£66k Investment in plant for the health suite area – new steam generator and benching, toilets and shower area refreshed.

Good partnership working with SBC to help maintain and refurb lots of back-room issues including boilers, showers etc.

Successful bid from Sports England to invest in pool covers and lagging works to improve environmental issues.

The swimming team work with the mobilisation and running of Ridlins & Fairlands Splash Park

Parent & Baby sessions – added sessions to deprived audience which will continue for next 2 years

- Top up swimming scheme linking with 20 local schools



Fairlands Valley Splash Park



- This area was a challenge at the start of the contract as EA agreed to take over the management of the kiosk in addition to looking after the plant room
- Required all colleagues to be pool plant trained to work on site
- We increased the time that the area was available to be open to the public allowing daytime use before the school holidays.



Ridlins Athletics Stadium



- This site was taken on from SBC management. Changing booking systems was challenging but clubs were not affected and communicated with throughout.
- The building lights were replaced for LEDs and management of heating systems improved
- The main floodlights were replaced in September 2023 replacing the old Halogen lights for LED.
- The stadium hosted a number of events and competitions with a highlight being the NHS Rainbow Run helping to raise £38,000.
- The boilers for the site remain an ongoing issue with solutions currently being sourced to replace the obsolete ones in place.
- The new Scorers cabin funded by SBC has proved to be a huge success enabling all School, District and County events to run smoothly for the new season.



Active Communities



The Active Communities has been an incredible success within Stevenage with so many community projects launched and the continuing success and improvements of activities within the centres.

This has been recognised with Danny & Juanita both winning awards within the Everyone Active business. The success has also been due to the successful partnerships they have developed, none more so than with Stevenage Borough Council. Huge thanks goes to Geoff, Ryan, Lorna and the rest of the team for this partnership working.



Active Communities



The projects that took place in year 1 are as follows:

- Men's Club
- Menopause Support
- Healthy Hub
- Integrated the Young People's Health Hub
- Community Allotment
- New Step machine for wheelchair users
- Cardiac Rehab
- Pulmonary Rehab
- Stroke Rehab
- Escape Pain Sessions
- Exercise on Referral
- Community classes – Symonds Green / Shephall / St Nics / Chells Manor
- Walking Netball
- Disability Badminton
- Community Café
- Pickleball club
- Home Ed Sessions
- Junior sports – Futsal, tennis, badminton
- Sharpshooters Golf Academy
- Schools golf workshops
- Athletics Funetics Project
- Integrated Offender Project
- Sporting Champions
- Long term health conditions golf project
- Love to Move in care homes
- Family Centre sessions
- Mobile Healthy Hub
- ICB BP and fibrillation project
- Trip to seaside



EVERYONE ACTIVE

The Official Sleeve Sponsor and Gym
Partner of Stevenage FC Mens and Womens
2023/24 season and continues for 24/25 season

3 x Pitchside banners

West: 16ft x 3ft

North: 14ft x 3ft

South: 15ft x 3ft



Page



EA Feedback

Have a Question? Everyone Active Enquires Will Have The Answer

Everyone Active direct all enquiries, feedback and complaints through the app or website so that all dialogue by all parties can be recorded.

- In 2023/2024 5,071 enquiries were taken with an average response time of 17 hours.



OUR PURPOSE: WORKING TOGETHER TO TRANSFORM THE WELLBEING OF OUR COMMUNITIES

IMPROVE PEOPLE'S LIVES

WE INNOVATE
WE CREATE EXCEPTIONAL EXPERIENCES
WE INSPIRE ACTIVITY

EVERYONE MATTERS

WE ACT WITH INTEGRITY
WE RESPECT AND INCLUDE EVERYONE
HEALTH AND SAFETY COMES FIRST

PLAY TO WIN

WE CONTINUALLY LEARN AND IMPROVE
WE SUCCEED THROUGH TEAMWORK
WE SET AMBITIOUS GOALS

GROUP BUSINESS PLAN 2024-25



Stevenage Contract Key Focus

COMMERCIAL

- Increase fitness membership sales
- Increase swim lesson memberships
- Increase driving range participation
- Increase casual sports usage
- Increase Pantomime attendance
- Increase conference events

COMMUNITIES

- Reduce obesity in Stevenage
- Mental Health Support
- Dementia support
- Health Hub
- Create healthier lifestyles
- Utilise community space
- Develop local partnerships
- Healthier children



EVERYONE

IS READY TO ANSWER QUESTIONS...

