

Community Select Committee

4 November 2024
Year 1 of Everyone Active

Cabinet Member - Culture, Leisure, Wellbeing & Events

Loraine Rossati

everyone
ACTIVE

ACTIVE
STEVENAGE

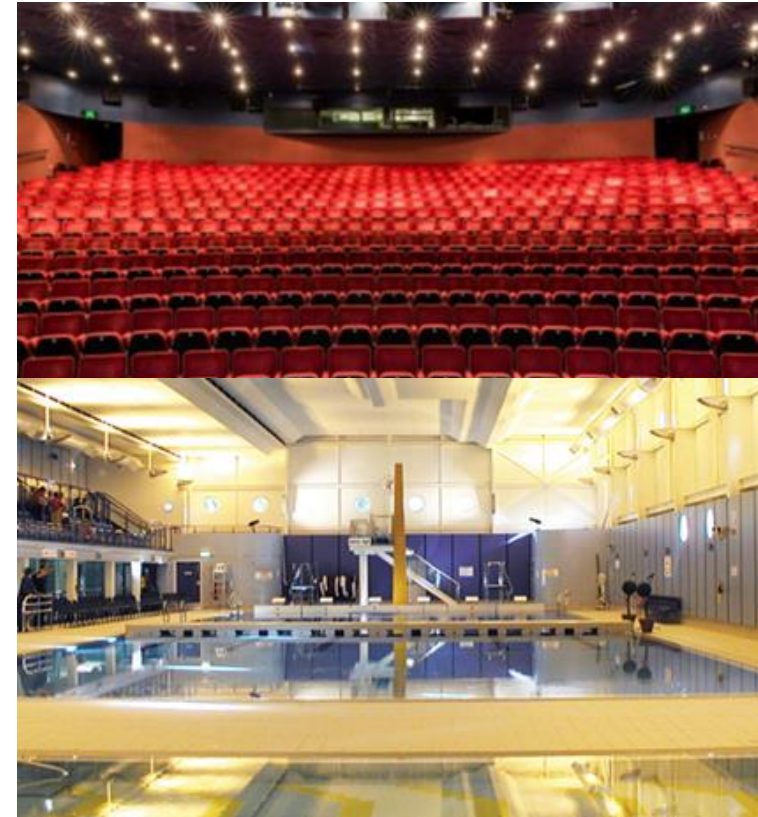
Stevenage
BOROUGH COUNCIL

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

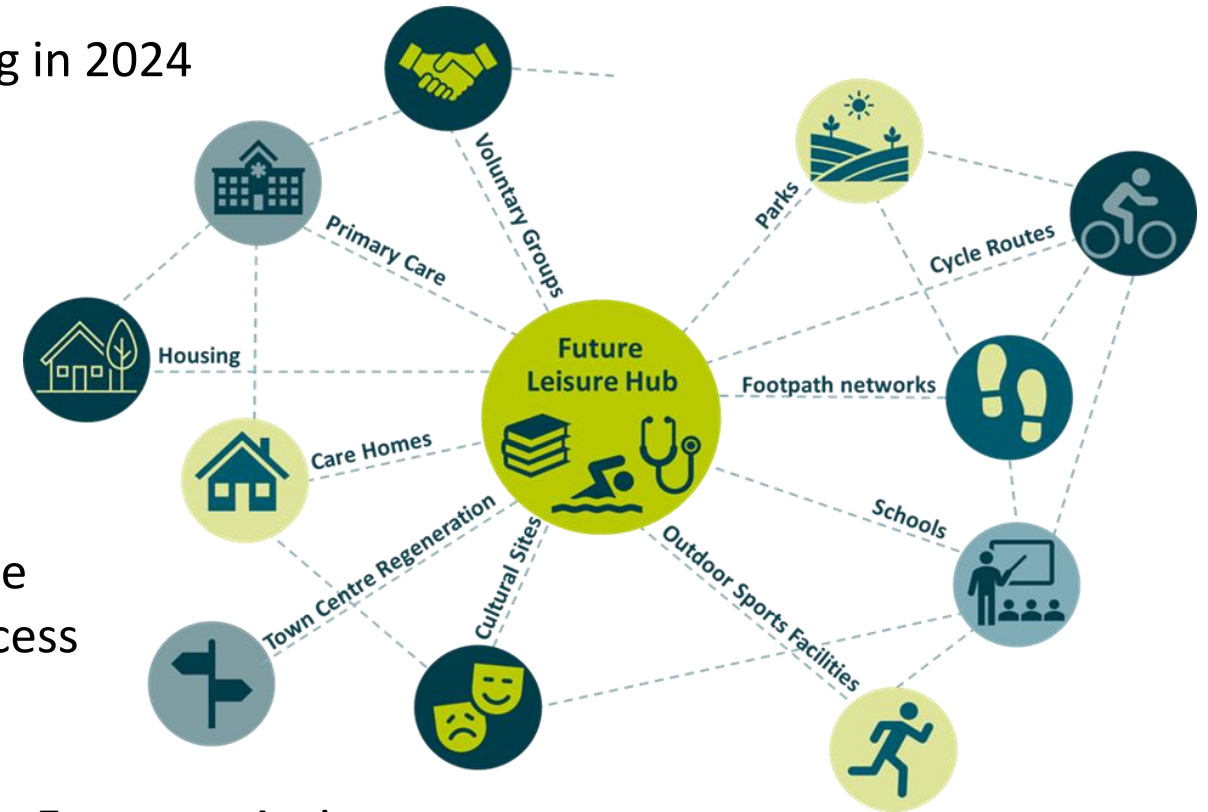
ACTIVE
STEVENAGE

Stevenage
BOROUGH COUNCIL

Working together for the health and happiness of Stevenage residents.

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



everyone
ACTIVE

ACTIVE
STEVENAGE

Stevenage
BOROUGH COUNCIL

Working together for the health and happiness of Stevenage residents.

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
STEVENAGE

Stevenage
BOROUGH COUNCIL

Working together for the health and happiness of Stevenage residents.

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



everyone
ACTIVE

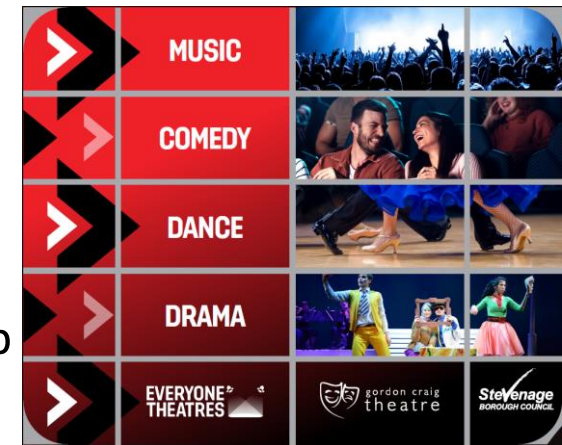
ACTIVE
STEVENAGE

Stevenage
BOROUGH COUNCIL

Working together for the health and happiness of Stevenage residents.

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



everyone
ACTIVE

ACTIVE
STEVENAGE

Stevenage
BOROUGH COUNCIL

Working together for the health and happiness of Stevenage residents.