

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 13 SEPTEMBER 2011
 title: GENERAL REPORT
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1 PURPOSE

To update members on developments within the Leisure & Sports section of Community Services.

2 LEISURE & SPORTS DEVELOPMENT

2.1 Ribblesdale Pool - 'Swim & Gym' Membership

An arrangement is currently in place between Ribblesdale Pool and Roefield Leisure Centre that enables a Swim & Gym membership to be offered as a package when joining from Roefield Leisure Centre. At the time it was introduced, there was always the intention to review it and, depending upon its effect upon usage and income at the Pool, the arrangement could be amended or stopped at an appropriate point in the future.

The membership package is believed to be having an impact in reducing the number of swimmers paying either a monthly Freedom saver, or '12 for the price of 10' contract, as the availability of swimming and gym sessions (albeit at separate facilities) for only approximately 12% more than the Pool charges for swimming only, represents a more attractive deal.

The Pool is not in a position to offer a Swim/Gym membership, as it would be problematical to apportion and share income between centres, given that membership of the Gym requires people to attend a pre-induction session and the financial systems operate entirely independently. Whilst the figures below do not suggest that the effect has been noticed through a marked reduction in monthly and '12 for 10' contracts, it has been noticed that potential new members are being attracted by a Gym & Swim membership, in preference to the Pool monthly direct debit saving, and so more swimmers who would attend as paying customers of the Pool are attending at a reduced cost via Roefield.

The Swimming attendances generated through the availability of Gym & Swim from Roefield, along with the recharge to Roefield during April 2010 to March 2011, are:-

April-December 2010	1052.25 @ £1.65	= £1736.21
January-March 2011	701.50 @ £2.00	= £1403.00
		= £3139.21

Whilst recognising that the joint Gym & Swim offer may potentially attract new custom, it is important to set the recharge to Roefield in relation to the swimming element, at a rate that offers an appropriate reduction, and so it is proposed that this be increased from £2 to £2.50 from April 2012. This offers a saving of £1 or 30% off the normal adult swim price of £3.50 for 2011/12.

2.2 Pool Programming Aimed At Increasing Swimming Participation

It is proposed to introduce some new activities into the Pool programme for the Autumn period.

The current Aqua-Circuit class on Thursday evenings has been poorly attended for some months now, and will be replaced by a new Aqua Zumba class, once an appropriate instructor and time have been identified.

There is believed to be a demand for an instructed Parents and Babies session, which provides very basic water confidence in preparation for joining the main swimming lesson programme. The instructor is already contributing to the operation as a lifeguard on the casual list of employees.

An introduction of a Triathlon Club is also being considered, as an event is already held on an annual basis, and there is a perceived demand for ongoing training in Swimming for existing Junior and Adult Tri-athletes, as well as those wishing to have a go at an endurance-based activity. This year's Triathlon, which took place on 21 August, included both an adult and junior format, and was very well supported with over 280 entries in the main event.

To encourage adults who cannot swim, or want to gain greater confidence in water, a new class is being provided in the Teaching Pool on Tuesday evenings.

On 8 October, a Lancashire-wide event, which is being promoted as the Lancashire Big Swim, will aim to get as many people as possible taking part, in an attempt to complete a total of 2012 lengths in each authority. There will be two lanes allocated to lane swimming at Ribblesdale Pool between 1pm-4pm on this date, and people may swim any number of lengths up to a maximum of 12. This event will take place alongside the usual Saturday afternoon public swimming, so there will be no real impact upon the usual programme.

2.3 Longridge Gym/Civic Hall

The activity development is focused upon the Gym facility, and also the provision of community-based sessions in the Main Hall.

A review of Gym admissions over the last year reveals that just under 8,000 visits were made, generating income in excess of £21,000, and the facility operated at a net subsidy of £91,000, representing a cost of approximately £11.40 per visit.

The Gym is open every day of the week from 9.30am to 9pm weekdays, and 10am to 4pm at weekends. From analysis of the pattern of attendances through the week, it is apparent that the most popular times are between 9am-10am in the morning, and 5pm-6pm in the evening. Weekdays generate more attendances than weekends, which only account for between 10-15% of visits.

In terms of programmed activity, there is a popular Youth Gym session that runs on Friday evenings, and has successfully provided a healthy alternative for the young people of Longridge for some time. Numbers attending have continued to increase and, instead of the session being held fortnightly, it is intended to make this a weekly event. The joint efforts of Longridge police and the Civic Hall Activity Development Officer have contrived to ensure that awareness of the session reaches those who are most likely to benefit from attendance.

It is also planned to offer certain parents targeted specifically by health and weight-related criteria, an opportunity to attend a supervised session whilst leaving their child/children in a crèche facility.

2.4 Outline of Activities - current and starting in September

Currently there are the following sessions:

- Keep fit for the over 50s and beginners
- Tai-chi for the over 50s and beginners
- Tang so do self defence session for all 7 years upwards
- Zumba classes for all adults (Multiple venues)
- Pre / post natal zumba sessions (Multiple venues)
- Judo for all 7 years upwards
- In partnership with OJ's, a series of activity sessions for autistic children
- Youth gym for all teenagers

To start again in September:

- Short tennis for all adults (Multiple venues)
- Circuit training for beginners with weight loss management (Multiple venues)
- Silver Mondays for the over 50s
- Ballroom classes with refreshments (Multiple venues)
- Outdoor bowling
- Seated exercise (Multiple venues)
- Moky for all ages (Multiple venues)
- Hillside gym sessions for children with autism
- Fit to box – teens and adult classes

2.5 Funding support

Successful bids have been received for:

- **The Longridge Civic Hall** – £500 towards a new cooker to support functions, activities and healthy eating tutorial sessions;
- **Ribchester Sport and Social Club** – £500 towards hosting new tea dance sessions to increase activity for the over-50s in a rural community.
- **Belmont Nursing Home** - £250 towards a wii to support activity for the over-75s and to supplement the seated exercise programme.
- **Longridge Conservative Club** - £500 towards changing the access to the outdoor bowling to help the disabled access the grounds more easily.
- **Longridge High School** - £500 towards new equipment to support the activities programme, worked jointly with RVBC, and to provide the new circuit training session.

Awaiting confirmation for funding:

- **Ribchester Sport and Social Club** – £500 applied for, to support a Healthy Eating Workshop session that will improve the welfare and increase activity for the over-50s in a rural community.
- **Longridge Civic Hall** - £500 applied for, to support replacement of all the crockery and cutlery. This supports the sessions that will improve the welfare of the community.
- **Longridge Civic Hall** - £500 applied for, to support Big weekend event in October, the sessions that will improve the welfare of, and increase activity in, the whole community.

3 **RECOMMENDED THAT COMMITTEE** notes the contents of this report.

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