

NORTH LINCOLNSHIRE COUNCIL

**ASSET AND ESTATE MANAGEMENT,
SPORT, LEISURE AND CULTURE
CABINET MEMBER**

**CONTINUING THE DEVELOPMENT OF MODERN
LEISURE SERVICES IN NORTH LINCOLNSHIRE**

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider the steps required toward securing the ongoing provision of modern and improved leisure services in North Lincolnshire
- 1.2 To approve a process of consultation toward achieving these ends.
- 1.3 The key points in this report are as follows.
 - The council has made some significant progress toward developing modern leisure services in North Lincolnshire.
 - Further opportunities exist to transform these services further.
 - We propose to consult with a range of stakeholders toward shaping these services for the future.

2. BACKGROUND INFORMATION

- 2.1 Sport, Leisure and Culture contribute significantly toward making North Lincolnshire an excellent place to live, work and play. In recent years, the council has worked hard toward providing modern leisure services. This work has centred on a vision for the service of "More People - Quality Services - Better Value".
- 2.2 The council has achieved good progress in taking the modern leisure services agenda forward. In particular, significant investment in our leisure facilities has helped transform the offer to customers. New facilities such as the Pods, Baysgarth Leisure Centre and the Baths Hall have replaced previously poor quality provision. Investment in other existing facilities has also improved their quality and modernised the range of services for customers. We have also successfully involved third parties in the delivery of services, including from the private, community and voluntary sectors, where opportunities to improve the service offer for customers and reduce operating costs have arisen. Securing external funding from a range of sources has also supported the ongoing provision and development of both facility based and outreach services, particularly linked to the achievement of positive social outcomes.

- 2.3 Despite these achievements, there remain further opportunities to move our leisure services forward. Areas for consideration include:
 - 2.2.1 Participation rates, while improved, remain below the national average in some key areas. These need to increase to secure fully the benefits of using sport, leisure and culture as a means of achieving positive health and crime/anti-social behaviour outcomes.
 - 2.2.2 Some of our outdoor facilities need updating. For example some of the facilities at Quibell Park are in a poor state and require significant investment to improve their quality.
 - 2.3.2 Analysis of need suggests that there is an over-supply of adult sports pitches in the area and as such that some opportunity for rationalisation might exist.
 - 2.3.3 Golf continues to require significant investment and subsidy to operate in a competitive market.
 - 2.3.4 Some of our directly provided catering operations trade at a deficit and opportunities potentially exist to transform their financial performance.
 - 2.3.5 Despite taking opportunities to secure the involvement of third parties in delivering some of our leisure related functions, the council remains a significant direct provider of services. The net cost of our leisure services remains substantial (circa £2.6m pa) in very difficult economic circumstances facing the council.
- 2.4 Given the above, the time appears right to explore further opportunities to rethink the leisure service offer towards the “More People - Quality Services - Better Value” vision. This might include:
 - 2.4.1 The range and quality of the leisure service offer for customers.
 - 2.4.2 The most appropriate opening times for our leisure facilities to meet the aspirations of customers.
 - 2.4.3 The charges we apply for services and opportunities to maximise income where the improvements made to the service offer justify this.
 - 2.4.4 Giving consideration to opportunities to improve and sustain the ongoing provision of service via alternative governance options.
- 2.5 To these ends, we suggest engaging with existing and potential customers to give them a chance to help shape a modern service that is fit for the future in meeting their needs and aspirations. This provides the best opportunity to secure an increase in leisure participation that will yield positive health and crime/anti-social behaviour outcomes, while at the same time improving the quality and value for money of the service.

2.6 In light of the timescale proposed for this consultation (see below), we are requesting an urgent decision on this matter.

3. **OPTIONS FOR CONSIDERATION**

3.1 The Cabinet Member is asked to give consideration to the following options.

3.1.1 **Option 1** – to agree a consultation process to help inform the future direction of our sport, leisure and culture services.

3.1.2 **Option 2** – to do nothing and continue offering services in traditional ways.

4. **ANALYSIS OF OPTIONS**

4.1 **Option 1** is suggested as the best option. It provides the opportunity to engage with existing and potential users of leisure services to help shape the future of the service and thereby build upon the progress made to date in achieving the council's leisure service vision.

4.2 **Option 2** would result in our leisure services continuing as they are currently. As the council faces up to difficult financial challenges it is entirely appropriate to review our non-statutory leisure services in setting the council's priorities for the future.

4.3 If option 1 is chosen, we need to think of who we might consult, how we consult them, over what period and what we consult upon in order to provide the information needed to take the service forward.

4.4 Appended to this report is a suggested framework for consultation. Officers propose engaging with service customers, potential customers, service employees, trade unions, elected members and other key stakeholders (eg Arts Council England, Sport England, Humbers Sports Partnership, Museums, Libraries and Archives Council and other local authorities). A range of consultation methods are suggested, including via social media channels. We propose seeking views on the following.

- The range of services we provide and any opportunities to diversify to engage more people in sport, active recreation and cultural activities.
- The charges we currently and might make with a view to ensuring that they are fair and affordable but also support the service to achieve better value.
- Who should manage services in the future, including the council continuing to directly provide a range of core leisure activities

4.5 A consultation period running up to the end of January is proposed.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Financial

There are no financial implications. The council made provision to allow the consultation suggested in the emergency budget plan approved in June 2011.

5.2 Staffing

There are no staffing implications. Existing employees will facilitate the consultation process.

5.3 Property

The consultation should allow us to get the very best outcomes in the future from our built leisure facilities.

5.4 IT

The process of consultation will include the use of electronic channels, including social media.

6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 Section 17 – Crime and Disorder

Increasing participation in leisure can yield positive benefits toward reducing rates of crime and disorder.

6.2 There are no other implications to consider.

7. **OUTCOMES OF CONSULTATION**

7.1 There are as yet no outcomes of consultation. This paper proposes a wide-ranging consultation to inform the future direction for leisure related services.

8. **RECOMMENDATIONS**

8.1 That the Cabinet Member approves a process of consultation as set out in this paper toward securing the ongoing provision of modern leisure services in North Lincolnshire.

DIRECTOR OF INFRASTRUCTURE SERVICES

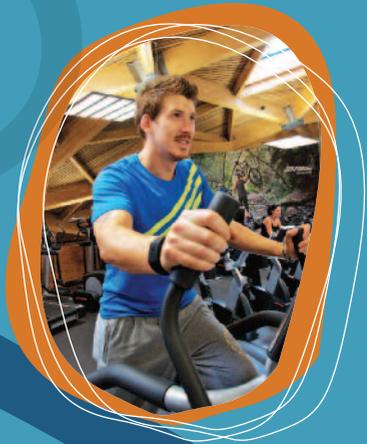
Hewson House
Station Road
Brigg
North Lincolnshire
DN20 8XY
Author: Peter Williams
Date: December 2011

Background Papers used in the preparation of this report:

- Report to Cabinet of 8 January 2004, titled “Developing a Modern Leisure Service”

**Your chance to
have your say**

SPORT, LEISURE & CULTURE - the future



North Lincolnshire Council is keen to find out what people think about the future ownership and management of sport, leisure and cultural services. We will be asking users/non users, staff, trade unions, stakeholders and elected members for their views.

The council recognises that good quality, well located and well managed sport, leisure and culture services and facilities make an important contribution to ensuring that North Lincolnshire is an excellent place to live, work and play.

The council does not have to provide all these services. It chooses to make facilities and services available because of the benefits that they bring to individuals and communities, eg health improvement, better educational achievement and less antisocial behaviour

We have invested in improving the quality of services being offered at many of our facilities where we can. Baysgarth Leisure Centre has undergone a transformation, Ancholme Leisure Centre and Epworth Leisure Centre have seen fitness suites developed and changing rooms refurbished. Riddings Pool has benefited from a new dance studio and the changing rooms have been refurbished. We have also invested heavily in brand new facilities at The Pods and The Baths Hall. These two

facilities are bringing state of the art, leisure and entertainment opportunities to North Lincolnshire, replacing buildings which were not fit for purpose.

The council was able to find the capital money to invest in these projects. However, we need to look at alternative ways of managing them. This is not a new approach to providing services. We have existing leisure, culture and community facilities which are owned by the council, but are managed by others on behalf of the local community, eg Baysgarth House Museum and Barton Youth Centre are managed by CHAMP, a voluntary group. The Plowright Theatre and The Baths Hall are managed by SMG Europe, a private sector operator.

In addition we believe that we need to work with partners from the statutory, voluntary and private sectors to find the investment to improve other venues to ensure they continue to meet the needs of the local community.



This is your chance to tell us what you think

Sports, Leisure and Culture services include:

- › 20-21 Visual Arts Centre
- › Ancholme Leisure Centre
- › Arts Development
- › The Baths Hall
- › Baysgarth Leisure Centre
- › Bottesford Sports Hall
- › Brigg Recreation Ground
- › Co-op Sports Ground
- › Epworth Leisure Centre
- › Kingsway Golf Course
- › Normanby Hall Country Park
- › Normanby Hall Golf Course
- › North Lincolnshire Museum
- › The Plowright Theatre
- › Quibell Park
- › Riddings Pool
- › Sport Play and Community Development
- › The Pods
- › Waters' Edge Country Park and Visitor Centre
- › West Common Lane Playing Fields

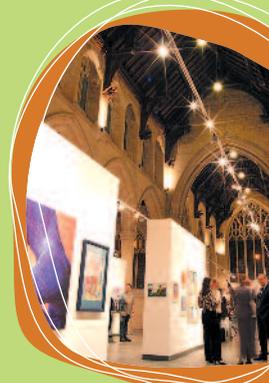
If you want to find out more or discuss the ideas with council officers, please come along to one of the four public consultation evenings from **Monday 9 January to Thursday 12 January 2012 at:**

- › Epworth Youth Centre 9 January 2012, 6-8pm
- › 20-21 Visual Arts Centre 10 January 2012, 5-7pm
- › Ancholme Leisure Centre, Brigg 11 January 2012, 6-8pm
- › The Assembly Rooms, Barton 12 January 2012, 6-8pm

Please let us know what you think either by filling in the slip below, writing to us, or by e-mailing. The contact details are listed below.

The deadline for responses is Wednesday 25 January 2012.

- › Return slips by **FREEPOST** in the envelope provided
- › **E-mail** comments to community.recreation@northlincs.gov.uk
- › **Write to us** at Sport, Leisure & Culture, Hewson House, Station Road, Brigg, DN20 8XY
- › Fill in the form **on-line** at www.northlincs.gov.uk/LeisureConsultation
- › **Facebook** comments at: www.facebook.com/2021VAC
- › **Twitter** comments at: https://twitter.com/the_pods



1 We believe that sports, leisure and cultural services benefit the local community and help make North Lincolnshire a better place to live and work. Do you agree?

Yes No Don't Know

2 We believe that the council does not necessarily have to manage these services directly. Do you agree?

Yes No Don't Know

3 If it was a choice between a service closing, being reduced or finding another organisation to run it for the council, which would you prefer?

Closure: Yes No Don't Know

Service Reduction: Yes No Don't Know

Another organisation: Yes No Don't Know

4 If it was another organisation running the services, which type of organisation would you prefer?

Private company Yes No Don't Know

Not for profit company/trust Yes No Don't Know

Community Organisation Yes No Don't Know

Another local authority Yes No Don't Know

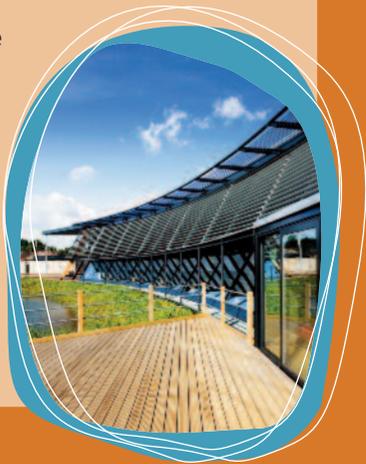
Town/parish council Yes No Don't Know

5 The council currently spends £2.6m a year to provide sports, leisure and culture services, or £50 for every Band D council-tax payer. Do you think the council should:

A) Increase council spending on sports, leisure and culture to make sure services are readily available to all with increased opening hours?

B) Maintain current spending and seek ways of reducing costs to increase the level of service provided?

C) Ensure where possible that users pay the full cost of the service to reduce or eliminate council spending in this area?



6

Which of our facilities do you currently use? (please tick below):

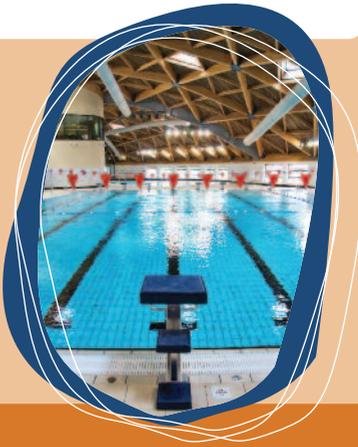
- 20-21 Visual Arts Centre
- Ancholme Leisure Centre
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- Baysgarth Leisure Centre
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- Co-op Sports Ground
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- The Plowright Theatre
- Quibell Park
- Riddings Pool
- Sport Play and Community Development
- The Pods
- Waters' Edge Country Park and Visitor Centre
- West Common Lane Playing Fields

7

Do the current opening hours meet your needs?

Yes No If no please explain why:

PROOF



8 Do the current programmes, events, workshops or activities meet your needs?

Yes No If no please explain why:



9 How do you rate the current services offered for value for money?

Excellent Good Average Below Average Don't Know

10 Would you be prepared to pay more for the current services offered?

Yes No Don't Know

11 In what capacity are you responding to the questionnaire?

Are you a:

Customer

Local Resident

Local Business

please specify _____

Local Club/Organisation

please specify _____

Other

please specify _____

A little bit about you

Age: 18-25 26-35 36-45 46-55 56-65 66-80 80+

Gender: Male Female

Ethnicity:

A) White: English Welsh Scottish Northern Irish British Irish

Gypsy or Irish Traveller Any other white background, eg. Polish, Lithuanian

Please write in: _____

B) Mixed/multiple ethnic groups: White & Black Caribbean White & Black African

White & Asian Any other mixed/multiple ethnic group

C) Asian/Asian British: Indian Pakistani

Bangladeshi Chinese Any other Asian background

D) Black/African/Caribbean/Black British: African Caribbean

Any other Black/African/Caribbean background

E) Other ethnic group: Arab Another group Please write in: _____

Disability: Are you a disabled person? Yes No Prefer not to say

Please identify if you have any of the impairments listed below [tick all that apply]

Impairment affecting mobility / dexterity Hearing impairment

Visual impairment Speech impairment Neurological condition e.g. epilepsy

Long term medical condition Mental Health Condition

Hidden or other impairment please specify: _____

Potential partner?

We are also keen to hear from potential partners who may be interested in managing and running council owned sport, leisure and cultural services. We recognise that some continued funding support will be required to help to ensure services are sustainable.

Please complete if you are a representative of an organisation interested in discussing the possibility of managing aspects of the current services on behalf of the council.

All returns will be treated in strictest confidence:

Contact Name _____

Email _____

Tel _____

Name of organisation _____

Services you would be interested in discussing with the council

Signature & date _____

FREE PRIZE DRAW

To be entered into a prize draw for either a **free Normanby Hall Country Park Family Season Ticket** or a **month of free swimming vouchers** simply fill in your details below...

If you want to be kept up-to-date on the consultation, or to receive more information about sport, leisure and culture services in general, please fill in your name and address

Name

Address

Email

Telephone

Any other comments

THANK YOU!

We will use the personal details you supply here only for the purposes of this research. We will keep your personal data safe and secure. We will not share it with other organisations without your knowledge, unless we are required by law to do so.