

<b>NAME OF SCRUTINY COMMITTEE</b>	<b>COMMUNITIES SCRUTINY COMMITTEE</b>
<b>DATE OF MEETING</b>	<b>29.1.15(Preparatory Meeting)</b>
<b>TITLE</b>	<b>Gwynedd Leisure Centres</b>
<b>AUTHOR</b>	<b>Sioned Williams, Head of Economy and Community Department</b>
<b>CABINET MEMBER</b>	<b>Cllr Mair Rowlands</b>
<b>PURPOSE</b>	<b>Report to the preparatory meeting on progress made following the completion of a report on the profile of users of Leisure Centres and present the recommendations of the strategic review of Gwynedd leisure centres by "Just Solutions".</b>

## **1. Report on the profile of users of Leisure Centres**

### **1.1 Background**

The purpose of the report on the profile of users of leisure centres was:

- to understand the nature of the population that each leisure centre serves
- to confirm which groups of people -or segments- are under-represented amongst the current membership
- to know which provision in each centre needs to be adapted in order to attract the segments of under-users
- to identify which communication channels would be best to use in marketing campaigns which aim to attract the segments of under-users

### **1.2. Update**

Following the completion of the research study, the results were used to create an individual marketing plan for each centre. The Healthy Communities Communication and Marketing Officer will collaborate with the Area Managers of the Leisure Centres to review progress during Quarter 4 of 2014/2015 with the intention of:

- confirming whether the number of people from the various segments has increased
- identifying whether there is another group of people that needs to be attracted
- adapting and introducing amended marketing

## **2. Strategic review of Gwynedd Leisure Centres by "Just Solutions"**

### **2.1 Background**

The purpose of the strategic review of Gwynedd Leisure Centres drawn up by the "Just Solutions" consultants was to:

- build on the series of reviews undertaken between 2007-2012
- recommend how leisure centres which are suitable, efficient and sustainable for the future can be developed
- establish a rationale and purpose for leisure centres and their services in the future
- assist Gwynedd Council to draw up options and a strategy for leisure facilities and services for the future

## **2.2 Update**

Following the report on the results of the strategic review to the Services Scrutiny Committee on 28 November 2013 and to the area forums a series of efficiency savings proposals was drawn up for the leisure service. The proposals were based on the principles and recommendations of the strategic review.

The efficiency savings proposals, worth £1.05 million, have now been incorporated as part of the Council's Financial Strategy for 2014/2015 - 2017/2018 which was approved by the Cabinet on 16 December 2014 following the submission of the 2015/2016-2017/2018 efficiency savings proposals report.

The following is a list of the efficiency savings proposals submitted for the Healthy Communities Service:

- Review and Rationalise new management structures for Leisure Centres
- Increase levels of fees
- Review and Rationalise the central structures of the Healthy Communities Service
- More effective running of Leisure Facilities
- Land maintenance
- Transfer the Arfon Sports Hall, Bangor
- Transfer Treborth Track

A brief description of every proposal as well as information about the impact on the people of Gwynedd, the number of full-time jobs affected and the associated savings, is given in the report noted above.

Work involved with realising the savings of £1.05 million is promoted and co-ordinated by the Leisure Services Transformation Project Board and reports on progress to Councillor Mair Rowlands' Delivery Panel.

The priority of the Project Board for 2015/2016 will be to focus on a work programme which will create a long-term vision and strategic direction for Gwynedd Council Leisure Centres and deliver the savings noted.