Leicester – Shire and Rutland Sport

Peter Kirkham,
Development Director,
Places for People Leisure Management Ltd
Places for People Leisure Management

- Leisure management company established 1991 - trading 23 years
- 35 Local Authorities, 112 leisure facilities & 1 private H & F club
- Group T/O Circa £130m (in FY15)
- Employ c7,000 (FY15)
- Considerable experience in facility development
- Proven track record and references
- 30 million visits per annum
- People focussed: customer, community, client and staff
Leisure can contribute to common priorities that are found within Health and Wellbeing Strategies such as:

• Physical inactivity
• Prevention of ill health and prevention of diseases considered to be due to sedentary lifestyles and behaviours that are harmful to health
• Early intervention
• Good mental health and emotional wellbeing
• Obesity agenda
• Safeguarding children and young adults and vulnerable adults
• Smoking cessation
• Social isolation
• Supporting families with multiple problems.

The Role of Leisure in Promoting Health and Wellbeing

In 2000 Nelson Mandela stated that “Sport has the power to change the world. The power to inspire, the power to unite people in a way little else can”.
What is the Future?

Is It A Ticking Time BOMB?
Evolution?
The Future of Leisure

‘It’s no longer just about managing leisure facilities!’

• 3 P’s
  • Public Health - Health and wellbeing impact - inclusion and increased participation through the Public Health Agenda
  • Participation – getting more people more active and more often in all sections and places within the communities we serve
  • Partnerships – greater partnerships with Public Health Board/Directorate, health providers, NGBs, LA’s and CSP’s etc.

Supporting families  Good mental health
  Obesity agenda  Emotional Wellbeing  Safeguarding
Physical inactivity  Prevention of ill health and diseases
Early intervention  Social isolation
Smoking cessation  Supporting carers

Public Health England

places for people
Challenges – What's the Picture?

- Sport and Leisure is not a statutory provision – unlike some of our European partners.
- Lack of strategic direction at regional and national level.
- Good at talking- poor at delivering.
- Short term solutions - **sticky plaster**.
- Little evidence of joined up thinking between government sectors e.g. health and leisure.
- Creaking £100billion per annum business plan
- Local Authorities have considerable financial challenges.
• **24%** of Leicestershire’s adults are obese and **65.4%** are overweight

• **16.6%** children in Leicestershire are obese in Year 6

• Sports participation has flatlined over last 10 years

• Sedentary lifestyles and planners are ‘designing out’ physical activity

• Ageing leisure stock from 70s and 80s
Challenges – What's the Picture?

- 4,000 leisure centres in the UK
- Over 50% are in poor condition
- Sport England estimated £10bn required to bring up to standard
- Sport England drive to increase participation
- Ageing and diverse population
Leisure Landscape

The majority of Local Authorities’ are now looking at outsourcing as an opportunity to:

• Transfer services and financial risks
• Realise significant revenue savings
• Seek Partnership investment
• Enhance their current leisure provision
• Increase participation through the public health agenda
• Meet Local Authorities’ Leisure and Health objectives.
Case Studies

1. Elmbridge Borough Council

2. Hinckley and Bosworth Borough Council
1. Elmbridge Xcel PPP

- Location: Walton on Thames
- Demographics: Diverse
- Elmbridge Leisure Services
- 3 leisure facilities prior 2005
  - Hurst Pool (1996)
  - Walton Pool (1965)
  - Elmbridge Leisure Centre (1974)
- 8 Public Halls
- Varying in age/condition/throughput

Annual Revenue Support
£650k per annum
Elmbridge Xcel PPP

Council’s Leisure Stock

- Poor condition of 33m Walton Swimming Pool on first floor. Cost to refurbish
- Elmbridge Leisure Centre - requiring major refurbishment to meet customer expectations
- Relatively new facility at Hurst Pool (25m pool and teaching pool)
- 8 public halls, separate to leisure facilities contract.
1. Elmbridge Xcel PPP

Xcel Leisure Complex

- Design, Build, and Operate 15 years contract
- Construct on budget and 6 weeks ahead of programme
- Capital costs £12m including all fees.
- Revenue savings to Authority £12.5m over contract period
- 1.1m attendances per annum
- Participation increased by 300%
1. Elmbridge Xcel PPP - Before
1. Elmbridge Xcel PPP - After
1. Elmbridge Xcel PPP

Performance

- **Attendances**
  - 275,000 full year in old Facility
  - 1,100,000 in 2013 at Xcel

- **Fitness Membership**
  - 1500 at Old Facility
  - 3000 at Xcel Leisure Centre

- **Swimming**
  - Swim lessons increased by 70%
  - Swims increased by 131%

- **Centre Membership** increased by 163%
  - Dry visits up 161%
  - Aerobics up 126%
2. Hinckley and Bosworth Borough Council
2. Hinckley and Bosworth Borough Council PPP

- Replacement of the old Hinckley Leisure Centre
- Design, Build, and Operate 20 year contract
- Capital costs £15.8m
- Revenue benefit to the Authority over contract period £18m
- Participation anticipated to increased by a minimum 48%
In Summary

- Obesity - 60% men, 50% women and 25% children under 16 will be obese by 2050 (foresight report)
- Cost to nation £7bn - forecasted to be £15bn
- Growing population 70m?
- Declining stock
- Reduced funding
- All talk and *little* action
2025 Solutions and Vision?

- **PARTNERSHIP (Joined up thinking ) Leisure, Health, Education and Employers - It’s the only way**
- Explore funding models
- Rationalise stock of 4,000 leisure centres (e.g. Rotherham)
- A Physical Activity Minister at Cabinet top table
- 415 Local Authorities to collaborate better and work as clusters to provide facilities fit for purpose
- Sport England to work with Local Authorities and reward success stories
- Clear understanding of health benefits of physical activity and the case for prevention and physical activity as a “miracle cure”