

# Places for People Leisure Delivery Plan 2014-15



# Places for People Leisure Delivery Plan 2014-15

## 1. INTRODUCTION

- Places for People Leisure (PfP), in partnership with the Council, manages Farnborough Leisure Centre and Aldershot Pools and Lido. We are in the 11th year of a 15 year contract.
- PfP Leisure was acquired by Places for People Group Ltd in December 2012. PfP is a not-for-dividend organisation and are one of the largest property management, development and regeneration companies in the UK. PfP own or manage 148,000 homes in 230 local authorities and have assets in excess of £3 billion. PfP Leisure, now a social enterprise, will continue to change people's lives making them fitter and healthier.
- In April 2014, to reinforce the new status, DC Leisure rebranded to Places for People Leisure including changing the customer facing brands. The Company's mission statement is to "Create Active Places and Healthy People".
- PfP Leisure's knowledge and company ethos has been developed over 23 years within all facets of the leisure industry and leisure facility management. The Quality Management Systems (QMS) that are employed have been successfully integrated and proven within more than 100 leisure facilities across the UK. PfP strive to provide a high quality service that is based upon local needs and the client's aspirations. The implementation of PfP Leisure's QMS within Farnborough Leisure Centre and Aldershot Pools continues to ensure that procedures based on current legislation, contract requirements and industry best practice are widely communicated and efficiently acted upon within agreed timeframes.
- The Partnership is based on us exceeding customer expectations through consultation and continuous improvement. Innovation, flexibility and risk sharing is encouraged with open book accounting. This approach enables transparency and good communication between the partners. The importance of this relationship is crucial, especially with the current uncertainty surrounding the economic climate and the effect of the local competition. The annual service delivery plan gives an overview of the last year's performance and proposals for the coming year. PfP Leisure continues to consult with key members of the Council, including working with the Leisure and Youth Panel in their scrutiny role.
- PfP Leisure, for the 2<sup>nd</sup> year running, hold UK Active's Leisure Centre Operator of the Year.
- External accreditations and validations are also intrinsic to ensure the level of service delivery is of a high standard. This includes: QUEST; 'Leisure-net' customer and staff surveys; UK Active Code of Practice; CHAS (Contractors Health and Safety Assessment Scheme); The Food Standards Agency Hygiene Ratings Scheme; Institute of Qualified Lifeguards (IQL), The Royal Lifesaving Society (RLSS) Approved Lifeguard Training Facilities and numerous legislative inspections.



More people  
More active  
More often



## 2. ANNUAL SERVICE DELIVERY PLAN

- The original key areas for improvement identified by the Council are:
  - Cleanliness
  - Customer Service
  - Charges
  - Access for young people
  - Investment in the facilities.

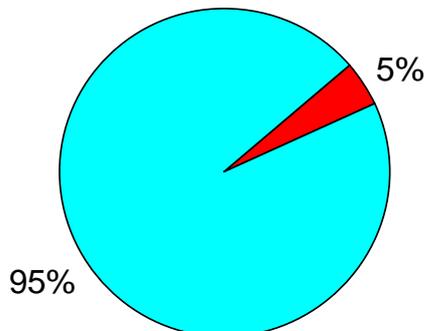
### Cleanliness

- The current contract cleaners have continued to perform well over the last year with a high customer satisfaction rating.

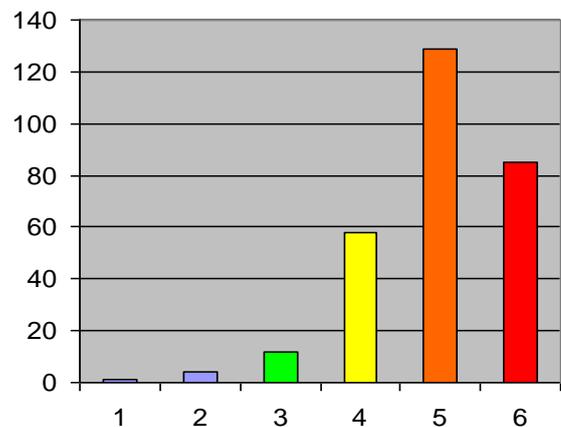
### Overall Cleanliness of Centre's 95%



Overall Cleanliness



Overall Cleanliness



Questionnaires received: 306  
 Response to question: 285

## Customer Service

- PfP Leisure – Rushmoor, currently employs 44 full time and 211 part time staff. This ensures that a flexible and balanced compliment of staff is maintained to deliver a friendly and efficient service. Positive feedback on our customer service has come from annual customer surveys, customer comment forms and independent customer service audits.

## Charges

- The Council controls the maximum prices on core activities. Other charges are subject to market forces with maximum increases allowed in any one year. These are continually monitored and benchmarked with other local facilities. Customer satisfaction surveys showed value for money as follows:-

Value for Money (Source: Annual Customer Surveys)						
	2008/09	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
Farnborough Leisure Centre	94%	95%	96%	100%	99%	92%
Aldershot Pools and Lido	97%	90%	96%	97%	98%	100%

## Access for Young People

- Access for young people remains one of the key objectives for PfP Leisure and the Council. The service for the young is shaped by engaging the local community and providing safe and well run activities within the Borough's Leisure Centres. The Sports Development Plan and the Partnerships and Community Engagement Plan are key documents that continue to focus on developing the programme of activities.
- The centre's swimming lesson programme provides swimming development for children aged 6 months to 18 years of age. The Academy has grown a further 7% with approximately 1,500 swimmers attending every week for 50 weeks of the year. This gives the children an opportunity to learn different aquatic disciplines including Rookie Lifeguard and synchronised swimming. The number of lessons has increased again at both sites to accommodate the demand, in particular for non-swimmers. The local Contract Manager for PfP Leisure sits on the Rushmoor Swimming Association Committee (RSA). There is strong cohesion between PfP Leisure the Council and RSA through these meetings. This ensures the pathways for swim development from the Swim Academy through to the various swimming clubs that form the RSA.



- The Junior Membership option continues to be popular. The Junior Membership is for 11 to 15 year olds and includes the use of the gym and pool at both sites during advertised times. There is also a casual fee option for those who do not want to commit to a membership.
- The Woodlarks, a disability group for children continue to enjoy the Tenpin Bowling facilities at Farnborough Leisure Centre with 80 participants using of the facilities for the 6th year.
- PfP Leisure in partnership with the Council and local sponsors, provided Free Swimming to Juniors 16 years and under during the summer holidays at Farnborough Leisure Centre and Aldershot Indoor Pools.



**Youngsters make a splash this summer with free swim sessions**

Free swimming is on offer for youngsters, aged 16 and under, all through the summer holidays. Young people can make a splash every day of the holidays if they like, at Farnborough Leisure Centre and Aldershot Pools (excluding the lido). Youngsters need to register for free swimming at one of the participating leisure facilities. This will cost £2. The scheme is being run by DC Leisure, which provides leisure facilities on behalf of the council. The main sponsor is Thames Valley Housing Association. The scheme offers young people the opportunity to take part in a positive healthy activity during the long summer holidays. It is a great way to meet up with friends or socialise with family and enjoy fun times together.

**Contact us**  
For more information contact Farnborough Leisure Centre on 01252 370411, or Aldershot Pools on 01252 323482.

- The Farnborough Young Bowlers Club provides opportunities for young bowlers. The club has 4 representatives in the Hampshire County Squads.
- Henry Tyndale, Community Special School, provide education for children who have complex learning difficulties. Children aged from two to nineteen years regularly use the facilities at Farnborough Bowl and Farnborough Leisure Centre.
- The fees and charges for the Indoor Soft Play facilities are regularly discounted for Pre-Schools and Primary Schools to help them reward their children and to increase participation.
- PfP Leisure supported the Council again this year with the 'Mega Rider' Bus Pass scheme during the summer holidays, to encourage disadvantaged youths from the ages of 11-16. The scheme enabled the 150 holders of the free pass to get unlimited free bus travel in the local area and heavily discounted leisure facilities. Offers included free swimming (including the Lido) and racquet sports. In addition, discounts were offered for tenpin bowling.
- Farnborough Leisure Centre also facilitates and supports a very large number of clubs and associations; these include the major swimming clubs, gymnastics, indoor bowls and skater hockey leagues.
- New and regular bookings this year at Farnborough Leisure Centre and Aldershot Pools include: Rushmoor Indoor Bowls, a Bowlathon in aid of Parkinson's; Dance Competition with over 350 participants; Salesian College annual badminton competition; The Farnborough Flyers trampolining event which attracted over 300 participants; Sport Hampshire and IOW Games and Rushmoor Synchronised

swimming competition. In addition, various clubs, cubs, scouts, guides and school swimming events have been held at the facilities



- The Leisure Centre's Junior Holiday programme continues to provide excellent value day care for children aged 5 -12 years. The registered Ofsted Playscheme was, again, well attended last year.

**Children's Holiday Activities**  
Summer 2013

Farnborough Leisure Centre  
01252 370411  
Farnborough Bowl  
01252 554046

Alderholt Pools  
01252 324452  
Alderholt Lido  
01252 349834

DC LEISURE  
RUSHMOOR

**Summer Holiday Day Camp**  
24th July - 2nd September 2013  
Farnborough Leisure Centre  
www.farnboroughleisurecentre.co.uk

**FANTASTIC VALUE**  
Book a full week to receive 5 days for the price of 4!

Our day camp is an action packed, fun filled day full of activities all under one roof!

Activities can include:

- Tennis Bowling
- Swimming
- Trampolining
- Soft play - The Jungle
- Arts & Crafts
- Team Games
- Gymnastics

A hot or cold lunch is included in the price.

Call NOW to book your space  
01252 370411

DC LEISURE  
Farnborough Leisure Centre  
RUSHMOOR

**Junior Half Term Holiday Activities**  
28th October - 1st November 2013

Farnborough Leisure Centre  
01252 370411  
www.farnboroughleisurecentre.co.uk  
Farnborough Bowl  
01252 554046  
www.farnboroughbowl.co.uk

DC LEISURE  
RUSHMOOR

**Children's Half Term Holiday Activities**  
17th - 21st February 2014

Farnborough Leisure Centre  
01252 370411  
www.farnboroughleisurecentre.co.uk  
Farnborough Bowl  
01252 554046  
www.farnboroughbowl.co.uk

DC LEISURE  
RUSHMOOR

**February Half Term Holiday Camp**  
17th - 21st February 2014  
Farnborough Leisure Centre  
www.farnboroughleisurecentre.co.uk

**FANTASTIC VALUE**  
Book a full week to receive 5 days for the price of 4!

Our day camp is an action packed, fun filled day full of activities all under one roof!

Activities can include:

- Tennis Bowling
- Swimming
- Soft play - The Jungle
- Arts & Crafts
- Team Games
- Gymnastics
- plus much more...

A hot or cold lunch is included in the price.

Call NOW to book your space  
01252 370411

DC LEISURE  
Farnborough Leisure Centre  
RUSHMOOR

**October Half Term at Farnborough Leisure Centre**  
1st October - 2nd November 2013

**Day Camp**  
8.30am - 5.30pm Daily

Our Daycamp learn have experience in entertaining and will ensure we provide you with the best quality supervision for your child.

Activities include:

- Bowling
- Swimming
- Soft Play
- Halloween Party
- Plus much more!

Book Now  
01252 370411  
www.farnboroughleisurecentre.co.uk

Farnborough Bowl  
01252 554046  
www.farnboroughbowl.co.uk

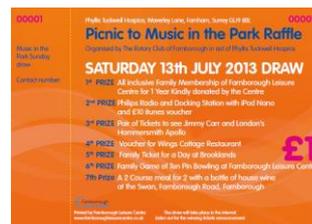
DC LEISURE  
Farnborough Leisure Centre  
RUSHMOOR

- The Junior Activity Programme continues to provide an exciting and balanced programme for various age groups which include gymnastics, trampolining and our purpose built soft play area 'The Jungle'.

- PFP Leisure continue to work within the community attending local events including fetes and fairs throughout the year to promote activities. The high profile Donkey Derby event is supported by the PFP Leisure staff on an annual basis.



- PFP Leisure was a major sponsor again this year for the biennial Picnic to Music in the Park run by the Rotary Club. In addition to this, Farnborough Leisure Centre and Aldershot Pools sponsor this event with advertising along with the production of the tickets and raffle tickets and continue to act as ticket agents.



- The Young at Heart programme has been re-branded to '5-0' which is specifically aimed at the fifty plus market. The programme includes; swimming; badminton; table tennis, squash/racquet; health suite; a workout class, all for one entrance fee. In addition, there are heavily subsidised memberships, including all inclusive and swimming options. The tenpin bowling facility offers an inclusive all morning bowl including tea and coffee twice a week.



- Open Days - Both Farnborough Leisure Centre and Aldershot Pools ran three open days to promote the facilities and activities. This year, an additional open day working with Change4Life was scheduled on the anniversary of the Olympics Opening Ceremony. The day included taster sessions, new workout launches, 'have a go' sessions with clubs and other local community organisations to promote their activities. Two of these open days were themed this year. The themes were 'Back to the 80's' and 'Uniforms'.



- An additional pool awareness event was held at Farnborough Leisure Centre. The pool was turned pink for a 'Swimazing Pool Party' and money was raised for Breast Cancer Awareness.



## Investment in the Facilities

The leisure facilities continue to benefit from multi million pound investments over the last 11 years. This year, in conjunction with the Council, approaching £580,000 has been invested in facilities including: capital equipment repairs and maintenance.

The investments at Farnborough Leisure Centre include: Replacement pool hall ceiling; various electrical upgrade works; LED lighting; improved signage; air conditioning in the fitness suite; replacement of bowls green carpet and a pool camera system.



- At Aldershot Pools and Lido the investment included: electrical works; concrete repairs and maintenance for the Lido; and the repainting of the Lido pool; replacements showers in the indoor pool changing rooms and flooring in the circulation areas.



- Poolcam Lifeguarding System – The Lifeguarding System installed at Farnborough consists of a number of underwater and overhead CCTV camera’s which gives the lifeguards positioned on poolside the full view underwater on a screen which is located on the lifeguard chair. The system helps reduce risk and increases the safety of swimmers.
- A fully automated bed hoist was funded by Hampshire County Council, along with additional pool hoist. A group changing room at Farnborough Leisure Centre was adapted to accommodate the hoist.
- Indoor Bowls Club Carpet – The Council funded the replacement of the Indoor Bowls hall carpet.

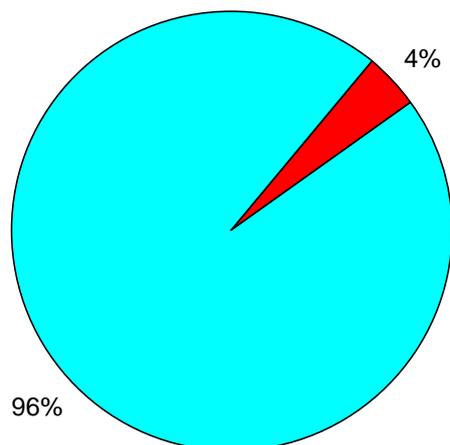
## KEY SERVICE DELIVERY PLANS 2013/2014

- PfP Leisure continually measure customer feedback. PfP Leisure externalises through the company Leisure-net, the carrying out of bi-monthly surveys using the National Promoter Scores (NPS) system. This is in addition to mystery shoppers; customer feedback cards; customer focus groups; annual customer surveys; attending club committee meetings; gym induction programme reviews and a clear company goal of putting the customer first. Examples of the feedback and analysis are displayed in the centre’s main reception.

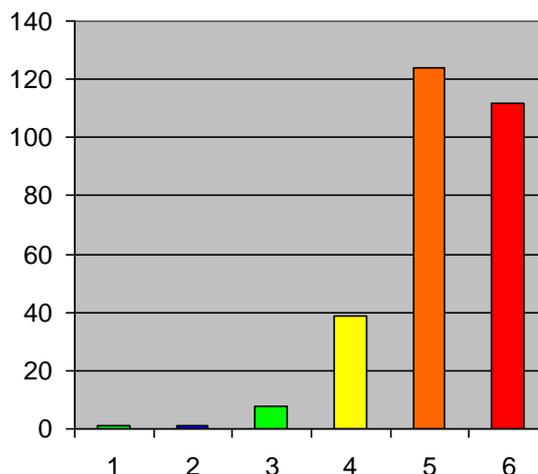
### Overall Satisfaction of the Centres: 96%



Overall Cleanliness of your Centre



Overall Satisfaction with your Centre



Questionnaires received: 306  
 Response to question : 245

- The Customer Advisors and Marketing Teams continue to promote and encourage use of the facilities with the sale of value for money memberships which keep on performing well.

- Marketing and Promotion continues to be of a high quality and includes:-
  - After the launch of our newly designed corporate website in June 2012, the number of 'hits' has increased dramatically as you will see from the table below. This has enabled us to move away from paper brochures and also allowed us to market and promote facilities and activities in an up to date communicative format.

<b>Website Figures</b>			
	<b>Farnborough Leisure Centre</b> April 2012 - March 2013	<b>Farnborough Leisure Centre</b> April 2013 - March 2014	<b>Increase</b>
<b>Visits</b>	326,345	452,740	126,395
	<b>Aldershot Pools</b> April 2012 - March 2013	<b>Aldershot Pools</b> April 2013 - March 2014	<b>Increase</b>
<b>Visits</b>	108,238	229,118	120,880

	<b>Aldershot Lido Page</b> April 2012 - March 2013	<b>Aldershot Lido Page</b> April 2013 - March 2014	<b>Increase</b>
<b>Visits</b>	2,197	23,817	21,620

- A multi site Sports and Leisure Guide.
  - Articles and adverts in the Council's Arena Magazine
  - Workout/ Aerobics programme
  - The Marketing spend has been in excess of £43,000. We continue to work closely with the Council to ensure the Council's logo is used in marketing literature.
  - The total number of mail shot distribution within the Borough and the surrounding area exceeded 400,000 in the year with over an additional 100,000 site flyers.
  - Marketing for the Lido continues to have numerous points of contact. Marketing mediums include leaflets, centre brochures, banners, advertising, social media and website hits.
  - The "E Flyer" and text advertising campaigns are used on a regular basis.
- Social Media – PFP Leisure launched a social media package which allows use of Facebook and Twitter. These social media sites are not used specifically as 'sales' tools but as a 'voice' for the centre's and to allow interaction between the centre and customers.
  - Hampshire Talented Athlete Scheme (HTAS) implemented in partnership with Hampshire County Council, helps elite sports people achieve their potential by reducing the financial burden of training costs through free access to sports facilities. The various sports include athletics, synchronised swimming and skiing.
  - Sports Development and Swimming Development QMS continue to put sports development at the heart of increasing participation through 'Start, stay and succeed' pathways. In addition, PFP Leisure and the Council annually review and develop a

'Service Improvement Plan' which identifies improvements and the appropriate actions required.

- The Centre Swimming Lessons continues to have a strong brand. A fully integrated IT system, endorsed by the Amateur Swimming Association, has been rolled out. This enables a greater level of efficiency for the management of the lessons and of the swimming lesson programme. This incorporates iPod Touch's for the teachers to register and progress the children electronically through the ASA plan. Parents can now view the progression of their children's swimming lessons immediately through the internet or on smartphones etc
- Staff Development - PfP Leisure have continued their partnership with the largest National Vocational Qualification (NVQ) provider in the country.
- Year on year, PfP Leisure carry out staff surveys. There is a high completion rate from the staff with approaching 100% of the staff at Farnborough Leisure Centre and Aldershot Pools completing the confidential online survey. This year, 87% of the staff when asked, would "recommend PfP Leisure as an employer your family and friends would want to work for". In addition, 97% of staff said they are happy in their job; 87% were happy with the training they received and 98% of staff feel that they put customers at the heart of everything they do.
- PfP Leisure sit on the Health and Wellbeing Partnership Executive Group and subsequently as a strategic partner, PfP Leisure inputs into both the Health Improvement Plan (HIP) and the Sport and Physical Activity Alliance (SPAA). PfP Leisure's own Health and Wellbeing Plan is integrated into the Council's HIP.
- 'Fit lives' is a charity with a passion for helping people in leisure and health facilities. They do this by helping churches 'adopt' their local facility. The volunteers help the customers deal with the day to day issues of life. This includes offering one to one advice and group activities via social coffee mornings held at the facility.
- PfP Leisure and the Council have remained committed to improving energy management in terms of energy consumption and carbon emissions. PfP Leisure's local Technical Manager sits on the company's Carbon Management Group.
- The Cafeology brand provides Fairtrade coffee and tea within its beverage menu. The food menu incorporates healthy living choices which aim to give a range of products that support the healthy living objectives of our customers. Our cafes commit to the Food Standards Agency Hygiene Rating scheme

PfP Leisure has 26 cafes, with the majority holding the highest rating of 5 including Farnborough Leisure Centre and Aldershot Lido holding the highest rating.





*Les Murrell, Energy and Environment Manager at Rushmoor Borough Council meets Francisco Herrera, the President of Apia Coffee Growers Association in Colombia.*

## **Farnborough Leisure Centre**

- Farnborough Leisure Centre continues with the provision of the Sport England Inclusive Fitness Initiative (IFI).
- PfP Leisure continue to offer a 'Gym Only Membership' priced at £16.99 to combat the impact of increased competition. The 'Gym Group', situated next to Sainsburys in Farnborough, offer a Low Cost gym membership. This is in addition to Velocity Health & Fitness based at The Village Hotel. Fit4Less that was situated in Princesmead, closed down due to the competitive market place.

**£16.99 a month**  
**Gym Membership**  
**Farnborough Leisure Centre**  
 Westmead, Farnborough  
 01252 370411

**NO LONG TERM CONTRACT**

kinetika Eye  
 DC LEISURE RUSHMOOR  
 All member management meeting & planning with Farnborough Leisure Centre

- The kinetika Journey plus Fitness Retention Scheme is a 5 part induction process for all new members that join the facilities.
- Pfp Leisure continues to support groups with disabilities and special needs, including sponsorship of the Rushmoor Mallards Annual Gala at Aldershot Pools.
- The GP referral scheme continues to operate in line with the National quality assurance standards. 3 Pfp Leisure staff are now qualified in GP referrals to assist in further supporting the scheme.
- Swim4Health continues to deliver an 'Aquatic Journey' – Farnborough Leisure Centre is one of 12 sites in Pfp Leisure that received a share of £96,000 of funding from Sport England and The Amateur Swimming Association. The scheme aims to demonstrate

to both existing gym members and non-users that the pool is not just for swimming, it is in fact an exercise space for aquatic workouts.

- SWIMTAG is a wireless wristband which allows all users to monitor their progress including the number of lengths, type of stroke and calories burnt. The system has been installed at Farnborough Leisure Centre and is an excellent innovative IT aid to non and competitive swimmers. The Swim4Health programme monitored by SWIMTAG achieved the Royal Society for Public Health and Wellbeing Award 2013-2014.
- Main pool ceiling – the ceiling has been replaced during a five week period. This was a significant investment by Rushmoor Borough Council to ensure that there is a safe environment for years to come. The works included complete replacement of the existing tiles, grid and redundant light fittings and installation of a high specification anti corrosion grid and 100% moisture proof tiles. This also dramatically improved the visual appearance of the pool hall.



## Aldershot Pools and Lido



- PfP Leisure continues to work with the Council on options for increasing the awareness and development of the Lido. The Lido season, in terms of throughput, had a good year with a favourable weather profile.

### **3. PERFORMANCE INDICATORS – 2013/14**

- The levels of performance are given in the following tables and all of the indicators fall within the “**green**” band.

### **4. KEY SERVICE DELIVERY PLANS 2014/15**

- PfP Leisure will continue to work closely with the Council to ensure the partnership is optimising the opportunity for the austerity measures that are being driven by the economy. This includes maximising income and revenue opportunities and ensuring efficiencies are reviewed and managed through strong procurement and key performance indicators.
- To roll out the re-branding of PfP Leisure. This will include investment in new uniforms, marketing, signage and website.
- The Centre Swimming Lessons continues to have a strong brand. The OnCourse IT system, endorsed by the Amateur Swimming Association, has been rolled out. PfP Leisure will aim to continue to grow the Swimming Academy and the number of participants and maximise the opportunity in developing the software system.
- PfP Leisure in partnership with the Council will continue to increase participation in casual swimming and lesson take up. PfP Leisure will operate a new offer for the summer holidays for children aged 16 and under. For the majority of “All Welcome” and all “Fun Sessions” children will be able to swim for only £1.00 (there is no registration required)
- To continue to work closely with the Council’s Community Safety Partnership Team and the Safer Neighborhoods’ Police Teams to deal with anti-social behavior issues. We will continue to liaise with the teams and offer free use of the facilities to encourage disadvantaged youths back into the community.

- To continue to work with the Council to identify options to improve financial performance and levels of customer service.
- To continue the development of the QMS for Gymnastics and Swimming, in addition to our Sports Development QMS. PfP have appointed a Group Manager to support the growth in Gymnastics and Trampolining.
- To work with the local schools to continue the growth of pupil participation, including swimming.
- Quality Assurance - Both Farnborough Leisure Centre and Aldershot Pools will continue to work towards improving the management and service provision through the new Quest Quality Assurance Scheme.
- To continue supporting Health and Wellbeing in the community including dementia, smoking cessation and healthy weights.
- To continue to assist and develop relationships with local community groups. For example, we aim to be the main funding sponsor for the Rushmoor Parkruns.
- PfP Leisure are again committed, for the 5<sup>th</sup> year, to support the Council with the 'Mega Rider' Bus Pass scheme during the summer holidays.

### **Farnborough Leisure Centre**

- To continue the participation of disabled users in the Inclusive Fitness Initiative.
- To continue the promotion of and participation in the GP referral scheme and Cardiac Care Club.
- Additional investments to be considered are gymnastics equipment, IT upgrade, fitness cardio vascular equipment and indoor cycles including virtual instructor facilities.
- Swim4Health and SWIMTAG will continue to be facilitated as part of PfP's commitment to increase participation in the swimming pools.

### **Aldershot Pools and Lido**

- PfP Leisure will continue to liaise with the Council's Lido review group and encourage community involvement on options for increasing the awareness, enhancement and the development of the Lido. This will include a continued review of marketing and promotions, catering and programming.
- To invest in Swim4Health and SWIMTAG to increase participation in the indoor swimming pools.

- LED Lighting – To continue the drive in reducing energy consumption and carbon production, a further programme of LED lighting installation will include complete replacement of light fittings within the fitness facility and reception areas.
- Investments to be considered this year include: IT replacement and a refurbishment of the fitness gym including new cardio vascular equipment.

Duncan Mackay  
Rushmoor Contract Manager – Places for People Leisure Ltd

## Performance Indicators for Leisure Management Contract

No	Audit Commission Reference	Description	Green	Amber	Red	Frequency of Monitoring Report	Strategic Deduction	Performance Indicator Definition	Indicator	Result/Comments
1	Local	Percentage of users satisfied with the overall Leisure Management Service	Greater than 90%	80%-89%	Less than 80%	Annually	No	Random survey of minimum 300 users	Green	96%
2	Local	Percentage of users satisfied with the cleanliness of the facilities	Greater than 70%	60%-69%	Less than 60%	Annually	Yes	Random survey of minimum 300 users	Green	95%
3	Local	Responding to written correspondence from the client within 5 working days of receipt – percentage compliance	Greater than 98%	90%-97%	Less than 90%	Per Calendar Month	No	Monitoring by Supervising Officer	Green	Client advised compliance
4	Local	Percentage of hours open per activity area as agreed in Operational Plan	Greater than 99%	96%-98%	Less than 96%	Quarterly	Yes	Monitoring by Supervising Officer	Green	100%
5	Local	Percentage of users satisfied with the booking of sports pitches	Greater than 95%	90%-94%	Less than 90%	Annually	No	Survey to be carried out	RBC	Feedback from clubs is difficult to obtain. The Council respond to individual issues when appropriate.
6	Local	Number of Defaults	Less than 7	7-10	More than 10	Quarterly	Yes	Monitoring by Supervising Officer	Green	No Defaults

## Throughput Figures

INDICATOR / OUTCOME	Actual Performance 12/13	Actual Performance 13/14	Difference
<b>Number of Swimmers</b>			
Adult	76,047	83,856	7,809
Junior	47,277	44,355	-2,922
Concessionary (Including Students and Seniors)	10,728	11,348	620
<b>Schools</b>	9,441	12,171	2,730
Clubs	58,000	58,000	0
Lido	21,650	39,243	17,593
<b>Number of Health and Fitness Users</b>			
Adult (Gym, Workout & Aqua Classes, Dance Studio Hire)	223,575	236,063	12,488
Casual Paying Concessionary (Including Students and Seniors)	1,137	634	-503
Cardiac Rehabilitation	600	727	127
GP Referrals	398	224	-174
<b>Number of Health Suite Users</b>	18,674	18,854	180
<b>Number of Indoor Bowls Users (Inc Casual)</b>	17,411	12,551	-4,860
<b>Number of Crèche Users</b>	3,470	3,072	-398
<b>50+ Users (Includes Tenpin Bowling)</b>	2,366	2,413	47
<b>Number of Junior Activity Users (Including Parties and Jungle)</b>	24,024	21,160	-2,864
<b>Holiday Activities Users (Inc Book and Play)</b>	2,327	2,303	-24
<b>Number of All Weather Pitch Users</b>	10,020	6,520	-3,500
<b>Number on Courses</b>			
Wet Courses	63,452	64,745	1,293
Dry Courses	4,418	6,232	1,814
<b>Main Hall, Activity Hall, and Court Bookings</b>	46,535	44,109	-2,426
<b>Spectators (Swimming Lessons/Junior Activities/Junior Dry Courses /Clubs)</b>	181,512	185,672	4,160
<b>Farnborough Bowl (Open 31st January 2004)</b>	39,688	43,195	3,507
<b>Food and Beverage</b>	90,000	90,000	0
<b>Total Visits</b>	<b>952,750</b>	<b>987,447</b>	<b>34,697</b>
<b>Number of Sports Pitch Bookings</b>			
Football	167	147	-20
Cricket	42	14	-28
<b>Number of Public Hall and Pavilion Bookings</b>			
Blunden Hall	680	699	19
Rectory Road sessions	495	578	83
Cove Green	651	464	-187

# Marketing Imagery

**Farnborough Bowl**  
Fun for all the family!

www.farnboroughbowl.co.uk  
01252 554046

DC LEISURE Farnborough BOWL RUSHMOOR

**OPEN DAY THIS SATURDAY**  
Free taster sessions and activities

Aldershot Pools  
01252 323482  
www.aldershotpoolscomplex.co.uk

Limited places available. Age restrictions apply.

DC LEISURE kinetika RUSHMOOR

**Now Open**

**Aldershot Lido**  
Just like going to the seaside!

DC LEISURE POOLS Lido RUSHMOOR

**Happy Birthday**

Farnborough Leisure Centre

**Get Active Get Results**

3 month fitness membership for only £99 Results guaranteed!

Contact reception to get active today!

Swim only memberships also available

**£16.99 a month**  
Gym Membership

Fun for everyone! Just call 01252 370411

- Swimming
- Physiotherapy
- Open
- Places
- Cricket
- Football
- Badminton
- Table Tennis
- Wing Chun
- Workout classes
- Indoor Cycling
- Football
- The Jungle soft play

**2 MONTHS FREE**  
Improve your health and save money

**Aldershot Lido**  
Open every day from 9.00am to 6.00pm

**Farnborough Bowl**  
Fun for all the Family

DC LEISURE POOLS Lido RUSHMOOR

**Farnborough Bowl Special Offers**

www.farnboroughbowl.co.uk  
01252 554046

DC LEISURE POOLS Lido RUSHMOOR

Take out an all-inclusive fitness or swim membership and enjoy **2 MONTHS FREE**

Save money and get back in shape!

All all-inclusive fitness membership includes:

- £1000 free 12 sessions
- Member's club privileges
- Health guaranteed or your money back
- Personal training sessions
- Unlimited health suite

DC LEISURE Farnborough BOWL RUSHMOOR

**family fitness open day**  
Free Taster Sessions and Activities

28th September 2013, 9.00am - 1.00pm

Please visit our website to see the full programme of activities. Some activities require booking in advance and have limited numbers.

Farnborough Leisure Centre 01252 370411  
www.farnboroughleisurecentre.co.uk

Aldershot Pools 01252 323482  
www.aldershotpoolscomplex.co.uk

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**Christmas Parties at Farnborough Bowl**

Our parties are fun for everyone whether you are a corporate group, work friends, students, family groups, team mates or simply friends.

Farnborough Bowl 01252 554046  
www.farnboroughbowl.co.uk

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**NEW FOR 2013**  
AQUA CLASSES

Aqua Jog Monday 8.55am - 9.25am

Aqua Zumba Sunday 9.30am - 10.15am

Farnborough Leisure Centre 01252 370411  
www.farnboroughleisurecentre.co.uk

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**Swimming Timetable Term Time**

Farnborough Leisure Centre 01252 370411  
www.farnboroughleisurecentre.co.uk

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**Workout Timetable 2013/14**

Farnborough Leisure Centre 01252 370411  
www.farnboroughleisurecentre.co.uk

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**Sport & Leisure Programme**

Farnborough Leisure Centre 01252 370411  
www.farnboroughleisurecentre.co.uk

Aldershot Pools 01252 323482  
www.aldershotpoolscomplex.co.uk

Farnborough Bowl 01252 554046  
www.farnboroughbowl.co.uk

Aldershot Lido 01252 369834  
www.aldershotlido.co.uk

DC LEISURE POOLS Lido RUSHMOOR

**See your swim**

Monitor calories burned, distance and personal best using a Swimtag wrist band. Here's how:

- Band** The Docking Station will give you a Wisband
- Swim** The Wisband will record your strokes, lengths, times and more
- Return** Return the Wisband to the Docking Station after your swim

Your swim will then automatically upload to your personal online Profile Page

SWIMTAG is available free of charge for swim members, Swim4Health and Swimazing! members. Contact reception for more details.

DC LEISURE kinetika RUSHMOOR places 4 people