

PRESENTATION TO SEVENOAKS DISTRICT COUNCIL SCRUTINY COMMITTEE

19th January 2023



Performance Following the Pandemic

Globally the Leisure Industry has seen levels return to 80 -90% of pre pandemic levels

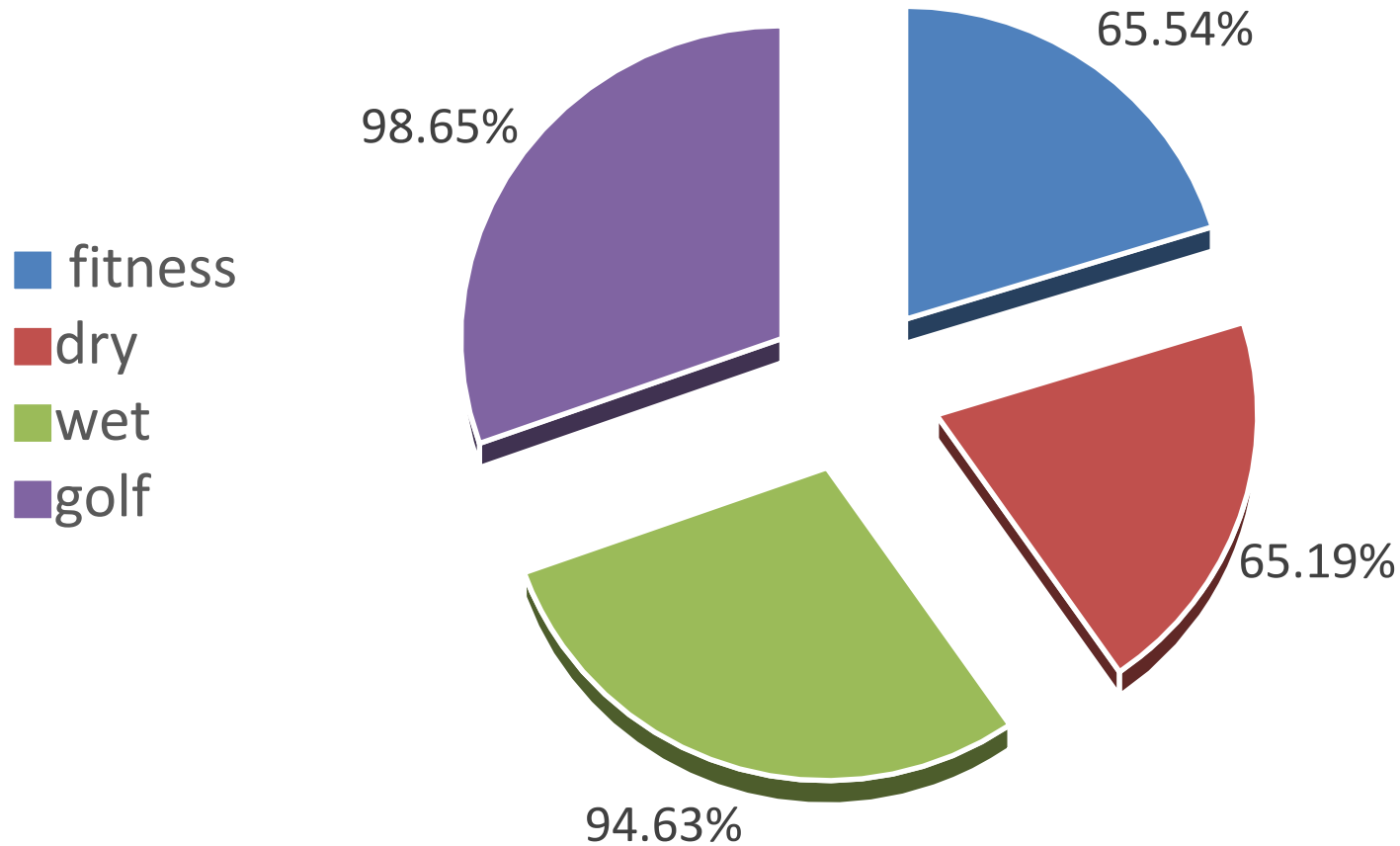


Visit numbers

- Change of area and types of activities customers accessing :
- more swimming especially at ELC
- higher demand for swimming lessons (40% primary school children unable to swim in 2022)
- Golf returned to previous levels
- less demand dryside activities as some small clubs disbanded – higher demand since January 2023



% Visits by type compared to pre -pandemic



Fitness classes

SLC – 83 per week – compared to 103 per week Feb 2020

- increase number of aqua classes
- increase number of specialist classes Zumba Gold , Les Mills Franchise

ELC - 39 per week compared to 60 per week Feb 2020

- increase number of aqua classes
- reintroduced swim fit
- increase number of specialist - Les Mills franchise



Swimming lessons

- 708 enrolled on Sencio Swim Academy lessons
 - ELC 282 = 84% take up
 - SLC 426 = 71% take up (more higher stage lessons- stage 7+)
- School lessons
 - SLC – 10 schools 1000 visits in September
 - ELC - 5 schools 500 visits in September

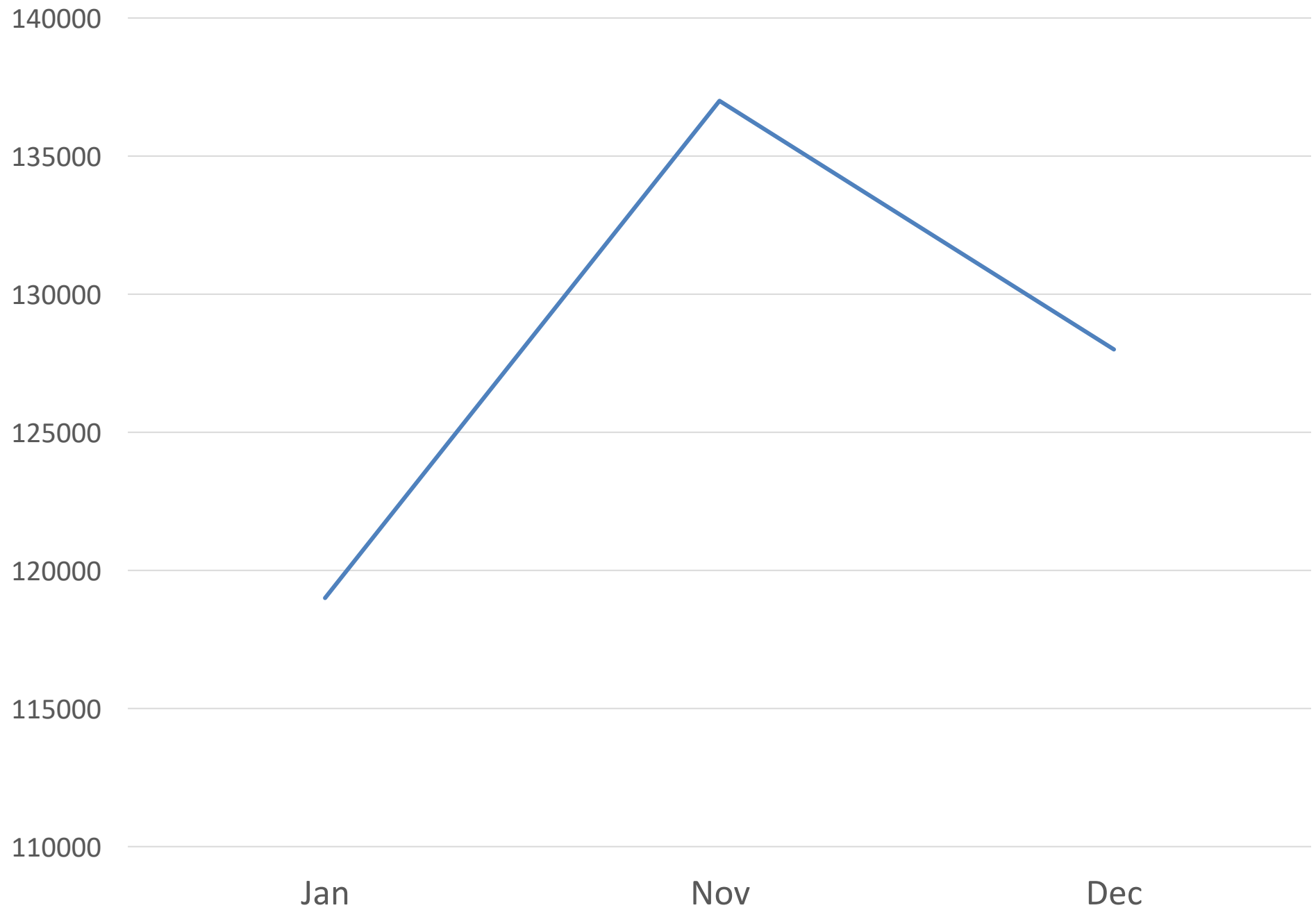


	Membership numbers Feb 20							
	SENCIO CARD	AIO	SWIM	SWIM LESSONS	FEEL GOOD	GOLF	TOTAL	
ELC	230	1360	179	202	0		1971	
SLC	434	3084	288	283			4089	
LPGC						227	227	
TOTAL	664	4444	467	485	0	227	6287	
Dec-22								%
ELC	134	879	206	257	69		1545	78.39%
SLC	235	2054	259	277			2825	69.09%
LPGC						257	257	113.22%
TOTAL	369	2933	465	534	0	257	4558	72.50%

- October 2022 SLC had total of 3056 memberships , 83.4% pre pandemic levels
- Pure Gym opened November 2022 which resulted in higher number than normal of cancellations of fitness members



DD INCOME 2022



KCC Reconnect Programme

- KCC programme young people aged 3-21 reconnect with activities/friends following the pandemic -awarded funding of £20k
 - offered free swim lessons for children unable to swim 25m at year 6 transition year
 - discounted rates for range of activities
 - free gym membership for those eligible (free school meals, young carers)
 - 3 month gym membership for £60
 - Ukrainian refugees



Successful take up

- Programme ran 1st June -31st August
- Launched Queen's Platinum Jubilee weekend – families swim 70p
- 306 Gym memberships – 33 free targeted groups
- Reconnect memberships – 184 free
- Swims – 326
- Jubilee swims- 359
- Gym visits- 331



Age profile 3 months' membership

- Nos aged 14- 16 194 memberships
- Nos aged 17-18 62 memberships
- Nos aged 20-21 50 memberships




Customer survey - Moving Communities

- 3rd one since returned from pandemic
- Undertaken by Leisure Net
- Flexible time to conduct survey from July – end of September - over 3 week period
- Survey conducted 12th September – until 2nd October online
- 267 responses
- National benchmark



Survey Results

SATISFACTION		
Sencio	National	
82.11%	81.6%	
Aug 22	Aug 22	

- 62% of respondents were female
- 37% male
- Age profile
 - 20% aged 45-54
 - 32% aged 55-64
 - 19% aged 64-74
- Activities participating in :
 - 42% swimming
 - 30% fitness gym
 - 25% exercise classes



	Very Satisfied	Satisfied
Ease of booking activities on line	96	80
Staff available to help when required	110	99
Staff are friendly and helpful	147	84
Activities offer value for money	119	88

Challenges Faced During 2022

- National staff shortages of staff especially swim teachers (40% left the industry)
- National shortage of pool chemicals
- Customer confidence with variants of Covid – Omicron
- Increase of utility charges
- Breakdown of major plant and building issues –roof leaks, plant break downs



Staff shortages

- Flexible approach to recruitment - part time hours
- Run own NPLQ courses at both centres
- Paid for staff to get qualifications
- Held 2 job fairs
 - June at SLC
 - July at ELC
- Christmas ran own swim teachers course at SLC – 5 staff qualified



Ageing centres & plant

- Centres built 1985 , pool at ELC 1990 and SLC dryside 2000
majority of the plant is the original
- 2018 SDC Condition survey undertaken - identified programme required for all buildings
- December 2021 air handling unit replaced at SLC –pool closed 3 weeks
- October 2022 building management system replaced at SLC due to issues with air and pool temperatures
BMS is not functioning correctly due to other pieces of plant not working



September 2022 All weather pitch
closed due to safety concerns



Impact on service delivery

- Pool temperature fluctuations at SLC
 - pool closures – especially teaching pool
 - cancellation of swim lessons
 - customer refunds
 - suspension of activities eg pool parties , inflatable sessions
 - cancellation of swim memberships
 - loss of confidence of customers in service delivery
 - Swim income at SLC below target whilst swim income is above target at ELC



Pool fluctuations Main pool

- Pool temperature main pool – 28/29°C, teaching pool 30°C

Overall total number of readings 203 Jan –Nov 2022 Main pool		From April total readings 156
% readings above	47.78%	17.48%
% readings below	12.81%	55.94%
% at correct temperature	39.41%	35.6%

Teaching pool

Overall total number of readings 211 Jan –Nov 2022 teaching pool		From April total readings 164
% readings above	43.6%	52.44%
% readings below	45.9%	36.59%
% at correct temperature	10.43%	10.98%

- Highest temperature of Main pool = 32.6
lowest = 26
- Highest temperature of teaching pool = 34.8
lowest = 27
- air temperature +/- 1°C pool water temperature –
affecting building environment and building structure



Challenges 2023

- Ageing buildings and plant – PPM asset maintenance budget commitment
- Increasing utility costs - new Energy Bill Discount Scheme April 1st
- Impact of Pure Gym – action plan -some members returning
- NLW increases from April 1st
- Cost of living crisis – leisure spend discretionary not essential
- Reopen the AWP at ELC

