

Report to Portfolio Holder for Lifestyles, Health and Well-being

Subject: Calverton Leisure Centre Change in Weekday Opening Hours

Date: 15th May 2024

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Wards Affected

Calverton

1. Purpose

This report seeks approval to alter the Weekday opening hours at Calverton Leisure Centre from 7am - 9pm to 6:30am - 9pm. The only purpose of this alteration in opening hours is to enable the fitness suite to open 30 minutes earlier to allow for an increased service provision for customers and thus allow for further income generation for the site. This would also align the Weekday Fitness Suite Opening Times with the other Fitness Suite facilities within Gedling Borough Council namely Redhill and Carlton Forum.

2. Key Decision

This is not a Key Decision.

Recommendation(s)

That:

- 1) Approval is given for the Weekday opening hours of Calverton Leisure Centre to change to 6:30am to 9pm with effect from 3rd June 2024.

3. Background

3.1 DNA Members and Income

The number of customers with DNA Health & Fitness Membership at Calverton Leisure Centre has been growing consistently since the centre reopened post

the Covid-19 closure. Current levels as of 14th May 2024 stand at 643 members with an all-time high membership figure of 663 being achieved on 4th May 2024.

The centre is seeing great success in credit to the hard work of staff and the strategic implementations that have been adopted as part of the BigWave Project. In the 12 months Pre-covid, DNA membership averaged 548 members, which is a 21% growth in membership since this period.

Pre-covid income figure for DNA memberships was £126,918 for the 2019/20 financial year. In 2023/24 income for DNA membership had risen to £196,220, showing a substantial growth in annual income of 55% compared to pre-covid levels. In fact, in the 5 years pre-covid the average year on year growth of DNA membership income was 3.9%, Since covid the growth of DNA membership income has averaged year on year, 43%. This income from DNA membership now represents a significant percentage of Calverton Leisure Centre's gross turnover (45% in 2023/24), therefore it is vital that the site continues to deliver new and innovative ways to retain the current DNA members and attract new ones.

One of the key drivers for success and continued growth is providing a consistent service to customers across the Council's Leisure Centre's. Currently the other sites with Fitness Suite facilities, namely Redhill & Carlton Forum open their facilities at 6:30am from Monday to Friday, while Calverton currently opens at 7am. The proposed change in opening hours would see the centre able to also open the Fitness Suite facility at 6:30am Monday to Friday thus providing this desired consistency across the service.

3.2 Customer Consultation

Consultation in respect to earlier opening hours of the Fitness Suite at Calverton, has been undertaken with various parties including but not limited to.

- Current DNA members.
- Prospective DNA members through the Gymsales System.
- 3 Day free pass members who haven't then converted their free trial into a membership.
- Leaving members who have cancelled their membership.

A common theme highlighted through consultation was the 7am opening time for the Fitness Suite didn't provide adequate time for customers to use the facilities before commuting to work in a morning. A move to a 30 minute earlier opening time of 6:30am would allow more users to access the facilities pre work and thus provide a more attractive offering as a membership option and lead to greater customer satisfaction. It was also commented as to why Redhill & Carlton Forum opened their Fitness Suite's at 6:30am, whilst Calverton's opened at 7am.

3.3 Local Competition

A local competitor in Calverton opens at 6am and therefore provides an earlier service than is currently offered at Calverton. The proposed new opening hours at Calverton Leisure Centre would therefore allow the site to directly compete with other local competition and potentially attract some ex-members back to the site who have left due to the lack of opportunity to use the facility before work.

3.4 Staffing

The staff affected by this proposal have been informally consulted on the earlier opening hours and the response has been 100% positive with all staff members in favour of the change. They agree that this move only has positive outcomes and will continue to widen the offer available to Calverton Leisure Centre DNA Members.

3.5 Impact on Attrition

A key performance metric that is measured as part of the Big Wave project is Calverton Leisure Centres attrition rate or the rate at which the site loses DNA members to cancellations. This proposal will seek to continue to drive attrition as low as possible to retain members by demonstrating that the site actions customer feedback and are willing to make changes to offer the best level of service.

4. Proposal

4.1 It is proposed that:

- a. Weekday opening hours of Calverton Leisure Centre change to 6:30am to 9pm with effect from 3rd June 2024.

5. Alternative Options

To keep the existing opening hours and to continue to open the Fitness Suite at 7am from Monday to Friday.

6. Financial Implications

The proposed change in opening hours will require some small alterations to the Duty Manager rotas. There will not be any added cost to these changes as any rota changes can be incorporated into the established posts that are currently vacant.

There is no Fitness Advisor on shift during these additional proposed times and we would not be extending any of the other activity times, thus no other staff shift

times are affected. Therefore, there are no other financial implications to consider.

7. Legal Implications

There are no legal implications to the changing in opening hours at Calverton Leisure Centre

8. Equality Implications

A completed equality impact assessment can be found in appendix C

9. Carbon Reduction/ Environmental Sustainability Implications

Currently the Cleaners at Calverton start at 5am Monday to Friday. Therefore, there will not be any additional energy use created by this proposal, as the power and lights are all on at this time. Thus, a 6:30am opening of the facility would not change this or increase our environmental impact in any way.

10. Appendices

8.1 Appendix A – DNA Membership Profile: 2019 to Present

8.2 Appendix B – DNA Membership Income Profile: 2015 to Present

8.3 Appendix C - Equality Impact Assessment

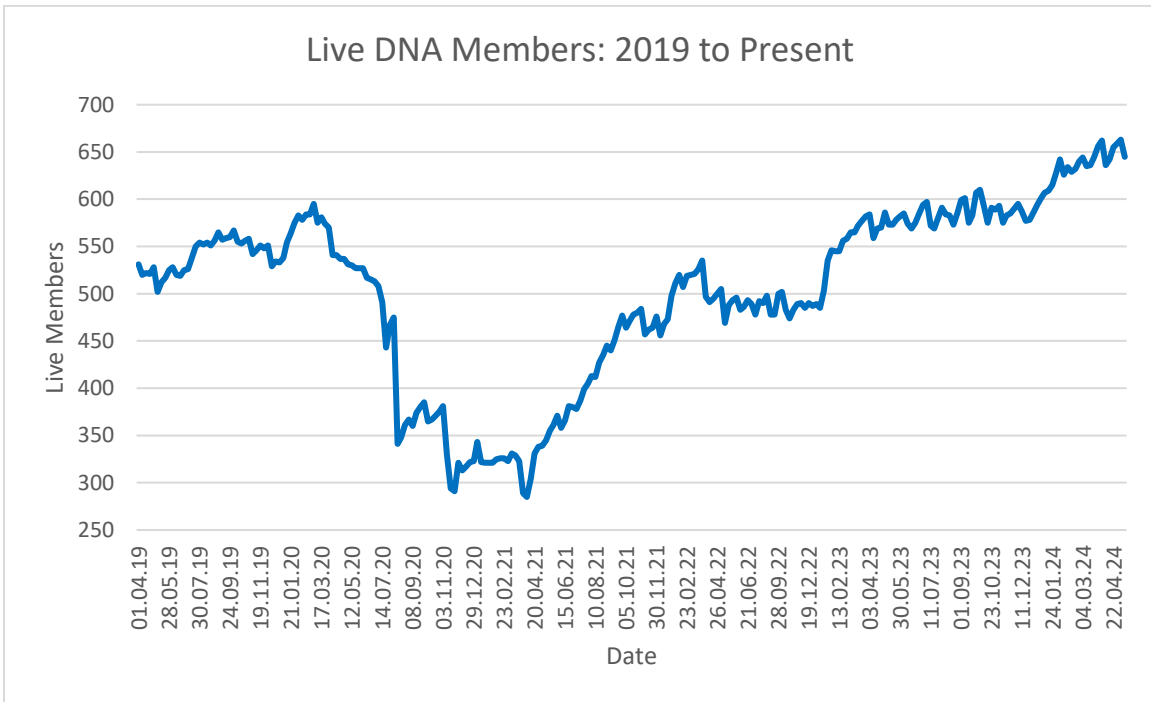
11. Background Papers

Not applicable

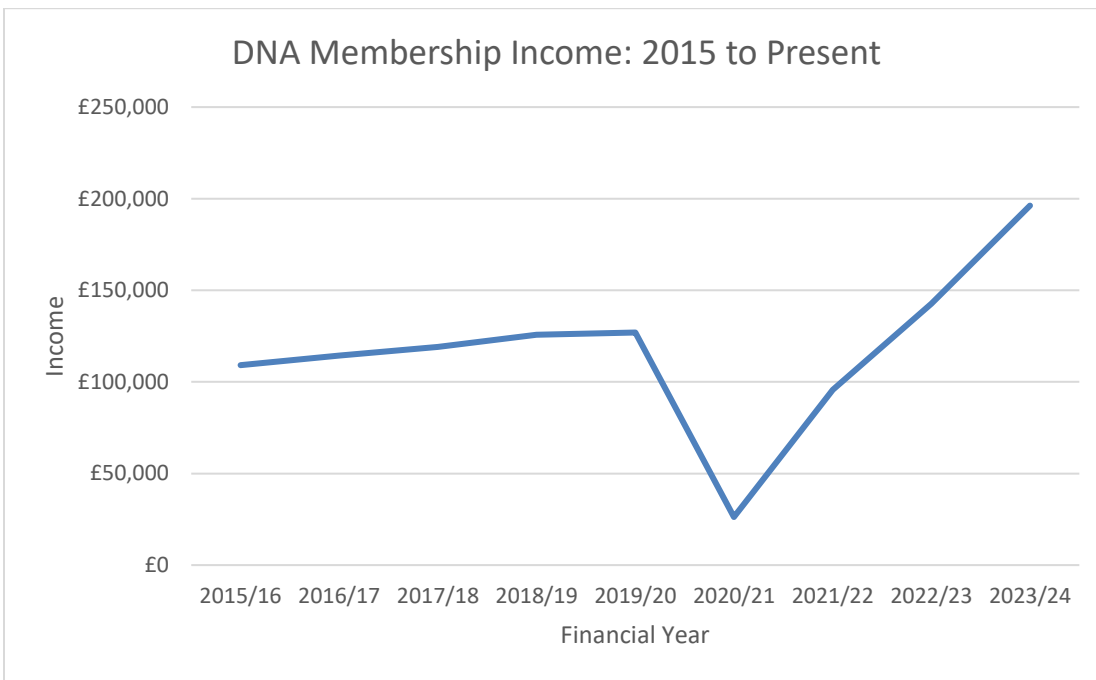
12. Reasons for Recommendations

To contribute to the continued growth of the DNA Membership Scheme at Calverton Leisure Centre and to provide a better service provision for the residents of Gedling Borough Council to whom we serve.

Appendix A – DNA Membership Profile: 2019 to Present



Appendix B – DNA Membership Income Profile: 2015 to Present



Appendix C – Equality Impact Assessment

Name of project, policy, function, service or proposal being assessed	Leisure fees and charges 24-25				
The main objective of leisure fees and charges report	To obtain permission to increase the charges in the leisure centres in line with the revenue Budget 2023/24 report approved on 6 th March 2024				
What impact will this have on the following groups? Please note that you should consider both external and internal impact					
		Negative	Positive	Neutral	Comments
Gender	External		X		Increasing the opening hours will give all customers the opportunity to either stay for longer or come at an earlier time before work. This will have a positive impact on their health and wellbeing
	Internal		X		
Gender Reassignment	External		X		
	Internal		X		
Age	External		X		
	Internal		X		
Marriage and Civil Partnership	External		X		
	Internal		X		
Disability	External		X		
	Internal		X		
Race and Ethnicity	External		X		
	Internal		X		
Sexual orientation	External		X		
	Internal		X		
	External		X		

Religion or Belief (or no belief)	Internal			X	
Pregnancy and Maternity	External			X	
	Internal			X	
Other Groups e.g. any other vulnerable groups, rural isolation, deprived areas, low-income staff etc.)	External			X	
	Internal			X	
Is there evidence of a high disproportionate adverse or positive impact on any groups?	Yes	No	The changes to opening hours does not affect any group disproportionately, all customers benefit from increased opening hours		
Is there an opportunity to mitigate or alleviate any such impacts?	Yes	No			
Are there any gaps in information available (e.g. evidence) so that a complete assessment of different impacts is not possible?	Yes	No			
In response to the information provided above please provide a set of proposed actions including any consultation that is going to be carried out:					
Planned Actions	Timeframe	Success Measures	Responsible Officer		

Completing Officer	
Authorising Head or Service/Director	
Date	
Review date (if applicable)	