

# Minutes

**Meeting of:** Durrington Swimming & Fitness Centre Managing Body

**Meeting held in:** Durrington Sports Centre, Durrington, Salisbury

**Date:** 5 February 2007

**Commencing at:** 7.00pm

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**Present:  
WITH VOTING RIGHTS**

**District Councillors:**  
Councillor I C West (Chairman)  
Councillor Mrs. J Greville  
Councillor T Woodbridge

**Wiltshire County Council**  
Councillor M Baker

**WITH OUT VOTING RIGHTS**  
Mr S Rennie Swimming Club rep

**Officers**  
Robin Townsend (Head of Community Initiatives)  
Rick Weston (General Manager - Leisure Facilities)  
Luke Vaughan (Operations Manager - Rural Sports Facilities)

**Apologies**  
Councillor Rodell

**1. Report of Last Meeting**

**AGREED** – The minutes of the last meeting held on 14 March 2006 be approved as a correct record and signed by the chairman.

**2. Declarations of Interest**  
There were none.

**3. Matters Arising**  
The Chairman welcomed Cllr Baker to the meeting, and said he was pleased to see that the Councillor had made a full recovery from his serious illness.



*Awarded in:*  
Housing Services  
Waste and Recycling Services



#### 4. Update on Performance for the Period April '06 - December '06

The members of the Managing Body considered the previously circulated report of the General Manager, Leisure Facilities, the report emphasised the following points:

- **Financial Performance** - The Centre continues to meet its financial targets for the year. The position at the end of December showed actual spend +2% against projected spend, actual income +13% up against projected income. There have been impressive gains in both memberships (+94%) and secondary spends (vending and resale).

Councillor Woodbridge enquired whether the recent advertisements in Parish Council newsletters had had any tangible results in terms of use. The General Manager responded that due to the nature of the advertisements it was not possible to ascertain whether the advertisements had had an impact on usage.

**Agreed** - That promotional material associated with a specific activity should be placed in Parish Council magazines on a regular basis and if there were no promotions then general adverts should be placed in them to continue to raise the profile of the facility.

- **Changing Rooms** - A plan has been produced, which if agreed, will result in the conversion of both changing rooms into 'Family Changing' areas. This would enable the changing facilities to fully comply with the Disabled Discrimination Act and also resolve many of the issues around unaccompanied children in the changing rooms as well as leading to greater flexibility with regards to cleaning and maintenance.

Councillor Mrs Greville enquired whether improvements would be made to the showers as she had received a number of complaints over a long period of time regarding temperature and pressure fluctuations. Questions were also asked regarding the maintenance and up keep of the facility in general and whether there was a detailed conditional survey.

Councillor Baker was concerned that if the building was not adequately maintained that there was a very real risk that the standard of the facility would not meet customer expectations and usage would drop. The Managing Body considered that there was a real risk that this point had now been reached and that they had a duty of care to ensure that the building was maintained to an adequate standard commensurate with the admission fees.

**Agreed** - That a recommendation be put to Northern Area Committee that the council undertakes a full conditional survey of the facility and car park and prioritises routine maintenance accordingly.

- **Proposed New Initiatives** - With swimming attendances still falling (particularly with regard the younger generation) despite efforts to address this decline the Managing Body considered it was now appropriate to:
  - Seek to make better use of those currently under utilised sessions in order to generate additional income streams
  - To develop a strategy which will not only encourage greater use of the centre by young people in the short term but which will also act as a trigger to a longer term commitment

**Agreed that:**

- a strategy be developed to move away from casual swim sessions to more 'organised activity' sessions
- in order to convince young people to use the facility that consideration be given to the introduction of a series of free swimming sessions to the programme through out the year
- the inflatable sessions be introduced and that the pricing structure for these sessions be geared more towards a monthly entry card at a significantly reduced price as opposed to the current pay as you go

- **Multi-Use Games Areas (M.U.G.A.) and Athletic and Fitness Centre (A.F.C.)**

The General Manager reported that the partnership with the Avon Valley College continue to develop and thrive with the MUGA continuing to grow in popularity with Five-a-side being the most popular sport.

The General Manager also informed the Managing Body that the new AFC is another excellent facility which it is hoped will offer a vast array of indoor exercise classes and comes equipped with 20 state of the art exercise bicycles that will enable 'spin classes' to be provided. It is anticipated that this facility will be up and running by the end of the financial year.

- Investigations are underway to reduce operational costs and the impact of the centre on the environment. A meeting has been arranged with a representative of the Carbon Trust, a government-funded independent company that will help the public sector to reduce carbon emissions. A free survey is offered which will include recommendations to reduce carbon emissions and reduce the impact that the facility has on the environment
  - **New Liquid Water Cover** - The new system has now been introduced and is currently being assessed to determine whether it is more cost effective than the traditional pool covers.
  - **Lounge Development** - The General Manager reported that the first floor area is currently under utilised and if developed could potentially generate substantially more income. The Managing Body considered two options
    - Option One - Continue to pursue and expand the course development option and enlarge the meeting room. This would enable the facility to accommodate larger groups and enable it to be used during the summer months. This option would also enable on-site exercise classes to be arranged.
    - Option Two - Investigate the feasibility of a new or extended gym facility on the first floor. A far more costly exercise but with greater rewards in terms of income potential. However there is also a greater risk in terms of existing and new competition in area that may impact on revenue.
- Agreed** - That Option One should be progressed and that an 'Invest to Save' bid be developed for consideration by the council.

The meeting closed at 20:10