

Agenda Item No.5

Bradford on Avon Area Board

19 Jan 2011

Chairman's Announcements

Outcome of the Leisure Facilities Review

Wiltshire Council's cabinet has considered the results of the extensive consultation exercise undertaken between July and October and approved a refined proposal which shall;

- Retain a strategic view and ensure that the indoor leisure facilities are a key component of the emerging community campus programme.
- Ensure that the indoor leisure facility service in Wiltshire will be enhanced which creates more opportunities for local people to actively pursue a healthy lifestyle.
- Give a clear message about the Council's commitment to providing high quality and efficient local services.
- Deliver a refined proposal that has been directly shaped by local people.

The refined proposals as set out in the report will provide;

- The specification for new leisure facilities in Trowbridge, Melksham, Warminster and Durrington/Amesbury as part of the wider campus development project.
- Improvements to Devizes Leisure Centre, Five Rivers in Salisbury, The Activity Zone in Malmesbury, Marlborough Leisure Centre and Tidworth Leisure Centre as part of the Workplace Transformation Programme.
- For an indoor Bowls facility to be included as part of a Campus facility in Melksham.
- For the provision of a grant of £400K to the Wiltshire School of Gymnastics in Melksham.

The Council has been clear about its proposals to transfer some of the local facilities to the community to manage. The Council will now consider the proposal to transfer these facilities in a wider strategic context to enable it to assess the impact of a

potential transfer alongside other council buildings and services. This will enable the Council to consider the practicalities and options for wider campus developments.

Whilst the investigations into campus opportunities are completed, the Council will not be looking to alternative management arrangements for indoor leisure facilities as a single service. The Council's approach is intended to retain community involvement in the campus development project as it is recognised that local input is critical to success.

This refined proposal for leisure acts as a pre-cursor to a report that the Workplace Transformation Team shall present to Cabinet in the early part of 2011. This report will set out the high level principles behind a sustainable and affordable campus development project and consider the financial implications associated with this refined proposal for leisure.

The Council will continue the on-going dialogue which has already been established with local community groups regarding the local management of facilities.

Community Area View – Bradford on Avon

A total of 118 responses were received, which is 4% of the total received responses. Of these responses 92% were completed questionnaires and 8% were letters or emails.

Of the total responses received 36% were male and 59% were female and 6% considered themselves to have a disability. A total of 4% of respondents were under the age of 18, 3% were aged 18 to 24, 7% were aged 25 to 34, 25% were aged 35 to 44, 17% were aged 45 to 54, 18% were aged 55 to 64, 19% were aged 65 to 74 and 6% were aged 75 and over.

Of the respondents 21% indicated an interest in being involved or running their leisure centre. A total of 75% of respondents visited a leisure centre weekly, with 15% daily, 5% monthly, 4% less often and 2% have never used a leisure centre.

In specific response to the questions;

- 89% agreed with the principle that providing high quality, modern facilities with a variety of activities will encourage more people to become more active and furthermore 56% of respondents strongly agreed
- 75% agreed that local communities should be able to directly influence and / or manage their local services and only 6% of respondents disagreed
- 95% agreed that the price of using leisure facilities can be a barrier to taking part, this was the highest response from any community area
- 53% of respondents felt that pricing should be reflective of the size and quality of facility whereas 39% disagreed that a standard pricing policy across all facilities, irrespective of the size and quality would work for Wiltshire
- 78% of respondents agreed that the council should try to provide multi-purpose indoor leisure facilities within 20 minutes travel time from home
- 85% agreed that introducing car parking charges at leisure facilities could be a barrier to stop people taking part

In terms of activities the most popular are swimming (34%), using the gym (13%), fitness classes (13%), and Badminton (5%). Other facilities within leisure centres also proved popular with the inclusion of café facilities (8%), meeting spaces (4%) and crèches (3%).

There were 207 comments made, which is 4% of the total comments received with reference to the leisure review, with the following comments being the most highly stated;

- Keep the centre open – 12%
- All leisure facilities should stay in control of the council/have support from the council – 11%
- Improved changing facilities – 8%
- Greater/more variety of classes/courses/exercise options/timings – 5%
- Centre should be convenient, Town Centre, Walking distance – 5%