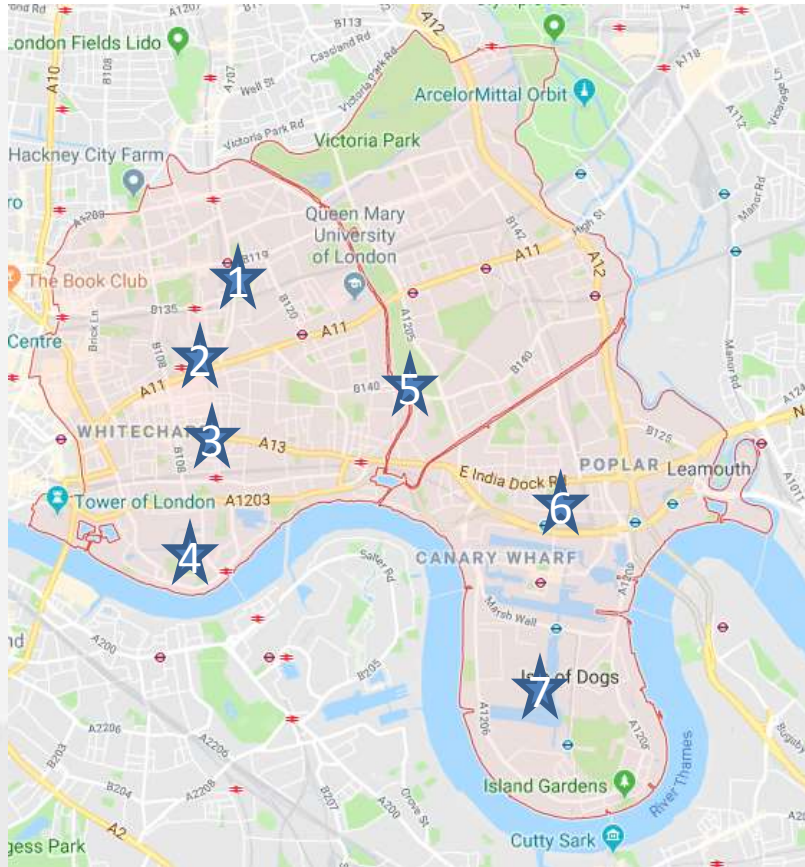


Overview & Scrutiny Leisure Facilities Monday 25th November 2019

Tim Clee
Partnership and Participation Manager
Sport and Physical Activity

- Overview of current Leisure Contract
- Performance Review
- Challenges for New Contract
- Next steps

TH Leisure Centres



- 1 York Hall Leisure Centre
 - 2 Whitechapel Sports Centre
 - 3 St Georges Leisure Centre
 - 4 John Orwell Sports Centre
 - 5 Mile End Park Leisure Centre
& Stadium
 - 6 *Poplar Baths Leisure Centre* *
 - 7 Tiller Leisure Centre
- * Separate contract

Contract Overview

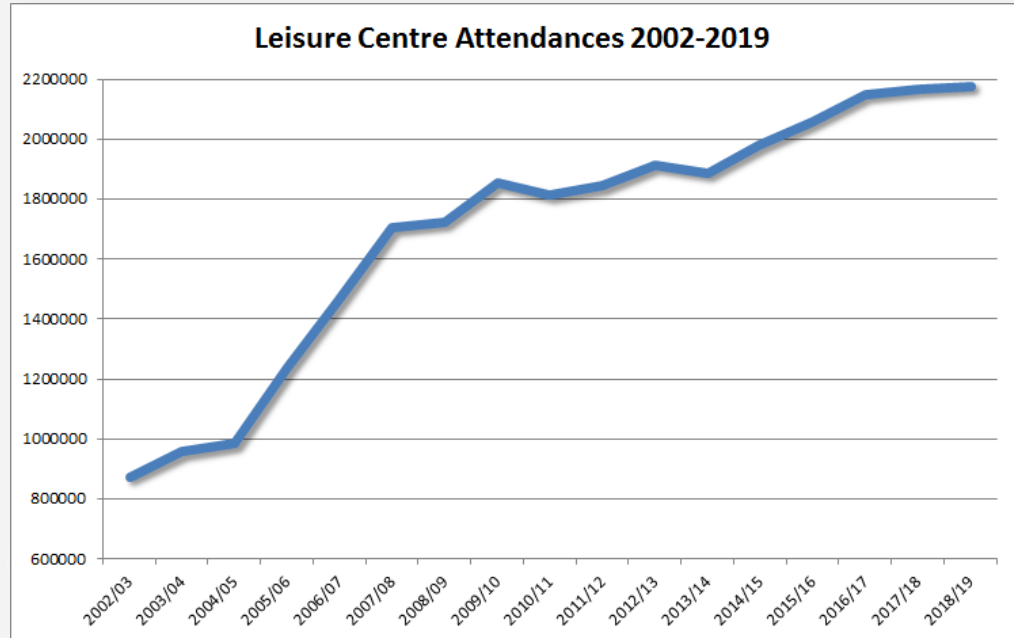


- Awarded in 2004 (15 year term)
- Original Management Fee £2.3m per annum
- Contract Extension Period of 3 years from April 2019
- Current Financial Saving = £0 Management fee
 - Contractor takes operational risk
- New contract to start April 2022

Current Performance – Engagement



- 2.2m visits per annum
- Improving representative usage of catchment population



Current Performance - Engagement



- Marketing Plan and Targeted Programmes:
 - Women & Girls,
 - Young people
 - Disability Sessions,
 - 50+,
 - Free Swimming
 - Sport Development Team
 - I Am Tower Hamlets



Current Performance - Investment



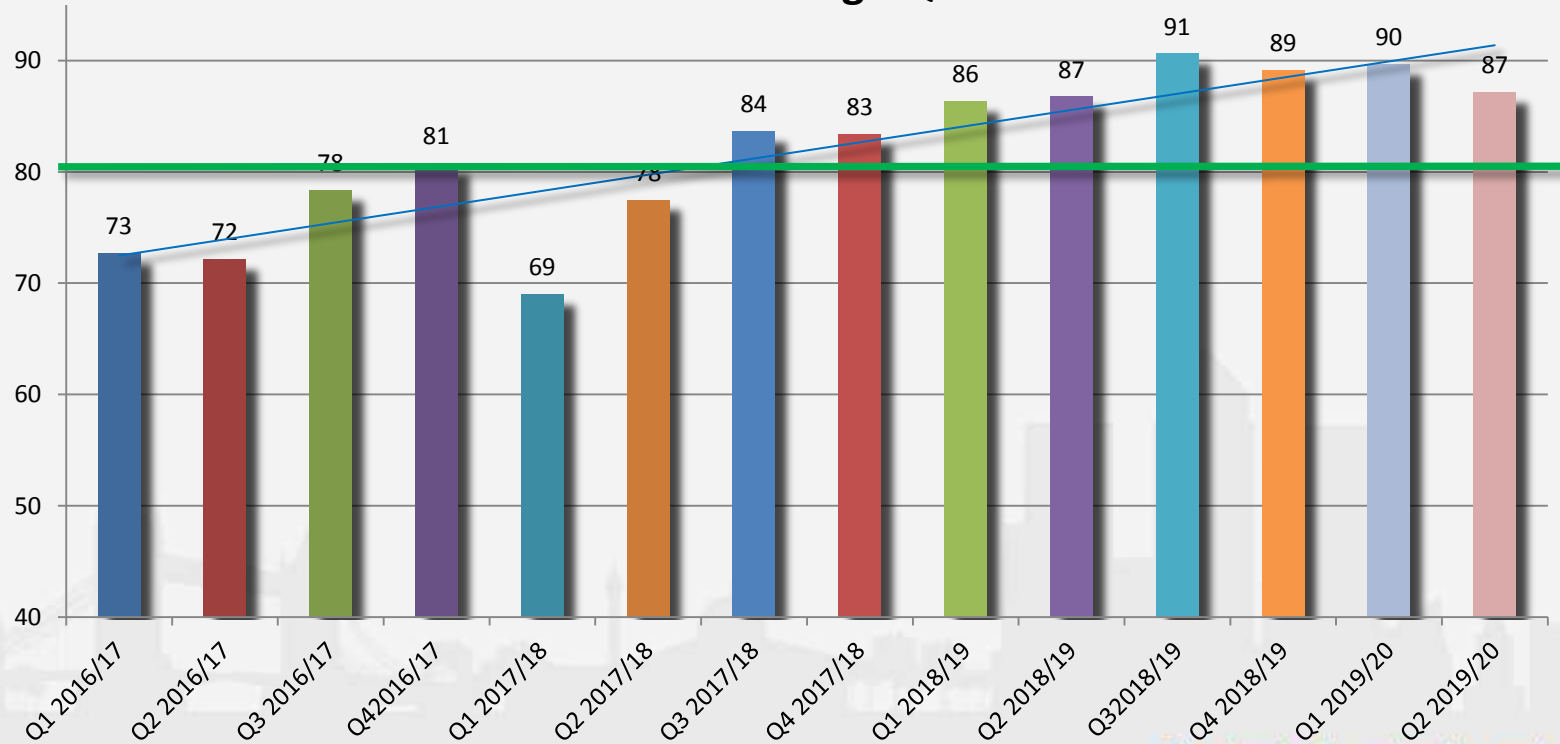
- £1.5m Capital Investment
 - Across all sites
 - Objectives:
 - Offset operational risk (no management fee)
 - Minimise impact of competition
 - Improve Customer experience and throughput
 - Respond to 360 feedback:
 - Upgrade facilities
 - New equipment
 - Extend portfolio



Current Performance – Improving Standards



Client Audits All Centres Average Q Scores



Current Performance – External Validation



- Externally commissioned assessments
- Industry specific accreditation and benchmarking
- Results feed into improvement plans and kept live
- National Benchmarking Service
 - Satisfaction, Utilisation, Representation
- Leisure-Safe Audits
 - Health and Safety (Leisure Specific) policies and procedures
- Customer Service Excellence
- Investors in People
- Quest = Leisure Specific Quality Badge
 - All centres are classified as Excellent or Very Good

Current Performance – Social Value



Measuring the social impact of participation in sport and physical activity through the leisure centres at a local level on:

- Improved Health
- Reduced Crime
- Increased Educational Attainment
- Improved life satisfaction/’subjective wellbeing’
- Industry wide calculation

SOCIAL VALUE

£13,843,530 generated in Social Value in last 12 months



	Social Value generated per Participant	Social Value to Expenditure Ratio
Tower Hamlets	£390	£1.00: £1.76
GLL	£426	£1.00: £1.83



Sport Industry Research Centre



The best of London in one borough

Challenges going forward



- Ageing Facilities – investment required
- Competitive Market
- Budget Pressures
- Contract Requirements
 - Attract investment
 - Council Priorities ie health agenda
 - Community benefits and Social Value

Next Steps



- Physical Activity and Sport Strategy
 - the objectives of the new contract
- Asset Review
- Feasibility Studies
 - Potential Projects to help meet objectives
 - Mile End Stadium
 - John Orwell
- Options Appraisal
 - Review of types of contractual arrangement/operations
 - Identify best fit for Tower Hamlets