

Overview and Scrutiny Cllr Bevan question response

Firstly it should be noted that following significant Council capital investment in 2005/6, usage increased by 25% from 911k in 2005/6 to 1,141m in 2006/7. The facilities operate within a competitive environment where residents have choices about how they use their leisure time, thus sustaining the current position is challenging in itself, whilst recognising that there is some scope for further growth.

Current performance monitoring through the National Benchmarking Survey indicates that both centres are performing in the upper quartile for usage by residents on low income, whilst our Active Card figures show nearly a 40% concessionary take up, in line with the Borough profile. We are developing a range of initiatives in partnership with other agencies, which are largely within a wider health and wellbeing improvement agenda. These include:

- Sheltered Housing outreach exercise programmes
- GP referral programme
- Haringey Mencap exercise programmes
- 'Watchit' childhood obesity programme
- Children in Care programme
- Launch of the Junior Active Card, including a concessionary category.

Income, like usage, has already increased by 45% from £1.99m in 2005/6 to £2.9m in 2006/7, which is largely attributable to the new health and fitness facilities, and is nearing existing business plan projections, and thus the scope for further growth is limited. Both sites also perform strongly in the National Benchmarking Survey comparison of facility utilisation (users per m2). Work currently under development includes:

- Pricing policy review and focus upon ability to pay
- Gym 'challenge' programmes
- Front of house / reception improvements.
- Reshaping of staffing arrangements
- Development of catering 'franchises' at both sites
- Energy efficiency initiative
- Further programme development e.g. Swim Academy
- Use of Neighbourhood Renewal and Inclusive Fitness Initiative funding
- Capital investment bid(s).

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