EREWASH COUNCIL, DERBYSHIRE
MAKING AN IMPACT
CASE STUDY

LeisureCentre.com
BACKGROUND
A collaborative partnership was formed under contract between Erewash Borough Council and Parkwood Leisure on 1 February 2019; sub-contracting the day to day operation and management of the people and facilities to our partner Charity Legacy Leisure. The contract period is for 10 years with an option of a five-year extension.

93.18 FTE employees TUPE transferred from the Council to Legacy Leisure and the Facilities include:
- **West Park Leisure Centre**
  A facility offering two swimming pools, sports hall, fitness gym and group exercise studios.
- **Sandiacre Friesland Sport Centre**
  A dual use dry facility offering a sports hall, squash courts, fitness gym, AGP, outdoor tennis courts.
- **Victoria Park Leisure Centre**
  A wet facility offering two swimming pools, sensory pool and multi purpose room.
- **Rutland Sports Park**
  An indoor and outdoor facility offering a six lane athletics track, full size AGP, fitness gym, group exercise studio and three court indoor tennis centre.
- **Pewit Golf Course**
  A 9 hole golf course and clubhouse pavilion.
Delivering value for money
This was a first generation outsource with the leisure facilities previously managed directly in-house by the Council. The annual management fee throughout the life of the contract period is £316,366 p.a. providing the Council and local tax payers a direct saving of operating the leisure facilities of over £729,312 p.a. compared to the 2017/18 outturn when operated directly by the Council.

Providing high quality experiences through investment
As part of the bid, Parkwood Leisure identified £1.3 million of investment to improve facilities and activities for customers. Working in partnership with the Council funding a proportion of the capital improvements, we were able to deliver these projects with minimal impact on the customers and no closure of facilities.

An evidenced based approach and customer insight
Parkwood Leisure undertook robust due diligence during the bid phase and this included using industry leading benchmarking and customer insight, mosaic profiling and latent demand assessment of the potential growth in Fitness. This approach shaped the investment and programming proposals committed to as part of the bid. We identified a number of opportunities and innovative new activities that would increase the reach and appeal of these much-loved community leisure facilities.

All the leisure centre fitness gyms have been refurbished in April 2019 at a cost of £600,000 and now benefit from brand new state-of-the-art fitness equipment from Precor. Additionally, West Park Leisure Centre was extended to include additional space for an extended free weights area, virtual cycling space and larger group exercise studio, Rutland Sports Park extended the facilities to include a new functional training area, whilst Sandiacre Friesland Sports Centre welcomed the installation of new fitness equipment. All areas were redecorated throughout to provide a more aesthetic appeal to the services offered.

West Park Leisure Centre and Rutland Sports Park also benefited from touch screen technology where customers could personalise their experience and enjoy interactive workouts, set goals, track their progress which will keep you motivated and in control.
Increasing Active Participation
There have been significant increases in throughput following the investment. Growth in active participation has also been improved through the implementation of a new sales and customer journey process and new group exercise programmes.

Growing Swimming and Fitness Memberships
The latent demand assessment during the bid phase identified a potential growth in memberships across all sites at over 900. We are ahead of our financial projections as Fitness and Swimming memberships have grown from a low in February 2019 of 2,486 following transfer to a high in September 2019 of 3,332, a total increase of 846 new active memberships and continue to grow.

Increasing the number of children who are learning to swim
The swimming lesson programme is going from strength to strength following the transfer from the Swimming Teachers Association (STA) swimming lesson framework to the Swim England national framework for swimming. Rearranging the swimming lessons in the pools to accommodate more pupils has also helped to increase pupil numbers whilst maintaining the same class sizes.

Swimming pupil numbers have steadily increased overall from a low in February 2019 of 1,778 following transfer to a high in September 2019 of 1,977 a total increase of 199 pupils swimming every week. These numbers are set to grow even further since the contract has come out of a six-month stabilisation period where the programme remained the same as previously delivered by the Council, and further improvements are implemented – leading to more children and adults learning to swim and swimming regularly.

New Active Play Area and Café Pod
A new indoor adventure and active play and café area was installed at West Park Leisure Centre at a cost of £250,000 in October 2019. Transforming under used multi-purpose rooms at the centre. The children's soft play area provides a fun, interactive learning environment for up to 6-year-olds. The area includes a rope bridge, climbing areas, spiders web maze and many other fun areas to challenge youngsters and let off a little steam! The trendy new café pod is available to all customers and visitors to West Park Leisure Centre and West Park and anyone who fancies popping in for a light snack and a delicious Latte!
Athletics Track Refurbishment
We investment £100,000 at the Athletics track at Rutland Sports Park. Works included a specialised clean, retexturing of the surface and relining the lanes. The refurbishment will sustain the use of the track for many years to come and be enjoyed by all customers including the resident athletics club and those schools who hold their annual sports days at the facility.

Future Investments
There will be the installation of a new Sky Trail at West Park Leisure Centre with a total investment of £365,000. Providing a greater link between the Park and the Leisure Centre, creating more opportunities for children and families to get active.

The leisure centres have also benefited from additional investment outside of the agreed contract including £7,000 to install an automated golf access system at Pewit golf course, redecoration schedule over all the centres and investment into new retailing areas.

British Cycling
Further funding is being actively sort to develop a new outdoor play area and working with British Cycling through the Places to Ride Fund develop a cycle hire centre at West Park Leisure Centre. Total costs for both schemes are estimated to cost £250,000.
What our Client and Customers say

“When we joined forces with Parkwood Leisure this year, we both made it absolutely clear that providing a better deal for residents and leisure-users was at the heart of this proactive partnership. Here is the evidence of that, a significant investment to enhance the fitness studios and provide state-of-the-art equipment to ensure the centres continue to thrive.”

Councillor Mike Wallis, Erewash Borough Council’s Lead Member for Culture and Leisure

“The partnership with Parkwood Leisure is going from strength to strength. The investment in the facilities has been fantastic and the centres are looking clean and tidy. Our partnership with Parkwood is looking very good and we are very happy with the service being delivered and most of all the benefits this partnership is delivering to the people of Erewash.”

David Bramwell, Client Officer, Erewash Borough Council

“The new equipment is a massive improvement from previously with greater variety. The staff are nice and friendly and always willing to help”

Mark Elm, Fitness gym member

New improved fitness offering, decorated and with energy saving LED lighting – Increased Customer Satisfaction