



**PERFORMANCE OVERVIEW & SCRUTINY – LEISURE
HIGHLIGHT REPORTS**

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| Project | Bacup Leisure Hall | Status | Green |
| Project Sponsor | Acting Chief Executive – Martin Kay | | |
| Project Manager | | | |
| Period of report | 1 st August – 18 th September 2009 | | |
| Background | Progress report for the Overview & Scrutiny Committee | | |
| Action/progress this period | <p>Short term action plan live in all areas. Partnership arrangements with 'Hairy Dog Promotions' are active whilst new banners are visible on the Leisure Hall. Communication continues with past hirers and potential new customers.</p> <p>Sport Unlimited Programme is stimulating the Dance, Drama and Cheerleading at afterschool times through September, October and part way through December. Links made with Rossendale Dance & Drama providing an exit strategy for interested young people. School Sport Co-ordinators network continues to use the hall for Primary Link Teachers and School Sport Co-ordinators training days.</p> <p>New Weight Management classes are being delivered by the Lifestyle Team Health Coordinators centring on low impact physical activity, education classes and signposting.</p> <p>Rossendale Sports Awards hosted on 14th August with over 120 people plus 23 shortlisted nominees in attendance, with the event receiving extemporaneous feedback. The Rossendale Sports Awards feed into the Regional Awards to be held in Blackpool on Friday November 13th.</p> <p>The private hire bookings remain stable until the end of February 2010.</p> <p>A complete events calendar is available if required.</p> | | |

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| Action/progress anticipated next period | Monitoring of financial gain against increased commitment towards the Leisure Hall. Monitoring the success of the relationship with promoters and private concert bookings. |
| Project issues | Staff morale and community perception. |
| Red Risks | Community perception that the hall is to close at the end of March 2010 still affects potential bookings going forward. As Bacup Leisure Hall moves through into the winter period the heating system, flat roof area and car park winter maintenance become areas for concern. |

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| Project | Lifestyles Team | Status | Green |
| Project Sponsor | Acting Chief Executive – Martin Kay | | |
| Project Manager | | | |
| Period of report | 1 ST August – 18 th September 2009 | | |
| Background | Progress report for the Overview & Scrutiny Committee | | |
| Action/progress this period | <p>Short term action plan in all but one area.</p> <p>The summer holiday courses have seen circa 1150 young people involved in the multisport activities, whilst a further 188 young people were involved in the cricket camps. 13 volunteers and 14 casual staff were engaged to help throughout the holiday period. All casual staff are products of the RLT mentoring and training and all volunteers linked to either the 'v' programme or sports leaders. All volunteer and casual staff are from within the Rossendale community. Volunteer booklets distributed to all volunteers involved on the summer activities.</p> <p>GP Referral continues to sustain increased numbers of people engaging the service. New GP referral programme launched utilising all Rossendale Leisure Trust facilities. New marketing material due towards the end of September.</p> <p>Negotiations are continuing with regards to the walking officer for Rossendale employed by Groundwork and how best the Lifestyle Co-ordinators can complement their work programme</p> | | |

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| | <p>and delivery plan, ensuring maximum impact.</p> <p>Continued support for Rossendale Sport & Physical Activity Alliance, Culture Board and LSP partners. Club Development Officer beginning to make impact around the Borough. Over sixty Rossendale Clubs interviewed within the club audit process. Five clubs identified for working toward Club Mark over the next twelve months. New club database and sports directory live within the next month. Festival of Sport planned for November.</p> <p>Sport Unlimited and festival of sport supports a strong infrastructure and school / club links.</p> <p>New Football Forum launched on Wednesday 23rd September at Rossendale United with support from The Lancashire Football Association.</p> <p>Partners events supported: - 'Lancashire Day' at Water foot and 'Catch Up' at Harlingen Link.</p> <p>Strong links continue to be fostered with National Governing Bodies, Sport England and Lancashire Sport.</p> <p>The partnership funding for the Rossendale Community Cricket Coach following protracted negotiation has been renewed by the County Cricket Board for a further three years.</p> |
| Action/progress anticipated next period | <p>Monitoring of financial gain against increased activity timetable.</p> <p>Full monitoring and evaluation report of summer courses to be supplied.</p> |
| Project issues | Short term contracts / short revenue project funding. |
| Red Risks | |

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| Project | Haslingden Sports Centre | Status | Green |
| Project Sponsor | Acting Chief Executive – Martin Kay | | |
| Project Manager | | | |
| Period of report | 1 st August – 18 th September 2009 | | |
| Background | Progress report for the Overview & Scrutiny Committee | | |

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| <p>Action/progress this period</p> | <p>Short term action plan implemented in all but three areas.</p> <p>Membership targets are being achieved with direct debit membership now standing at 1400. This has created some pressure on car parking space and potential issues within the fitness suite at peak times. The relocation of the spinning bikes will create space for new pieces of fitness equipment within the main fitness arena. The membership growth continues to underpin the financial stability of the Trust</p> <p>Rossendale Leisure Trust has delivered a cohesive marketing offer across Rossendale using the Sports Centre as the 'launch pad' - this it is hoped, will increase awareness of what is on offer at all Trust sites and to increased revenues. Early figures show a slight increase in swimming lessons and gym membership.</p> <p>Haslingden Sports Centre celebrated its first mile stone with the Lifestyles Centre reaching its first anniversary. Over 500 members and their families joined staff on 3rd September in a special birthday event.</p> <p>Two corporate memberships are in operation with one new one under discussion.</p> <p>Activity on the NTP continues to rise following its refurbishment in April of this year.</p> <p>The temporary car park (under construction) will alleviate parking congestion throughout the autumn / winter seasons.</p> |
| <p>Action/progress anticipated next period</p> | <p>Continued focus on costs needs to be balanced with maintaining focus on quality and customer experience.</p> <p>Preparation continues for the QUEST re-accreditation.</p> <p>Continuation of the winter marketing campaigns.</p> |
| <p>Project issues</p> | <p>Ensuring that the temporary car park is completed in time for the autumn season and increased participation levels.</p> |
| <p>Red Risks</p> | |

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| <p>Project</p> | <p>Swimming Pools</p> | <p>Status</p> | <p>Green</p> |
| <p>Project Sponsor</p> | <p>Acting Chief Executive – Martin Kay</p> | | |

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| Project Manager | |
| Period of report | 1 st August – 18 th September 2009 |
| Background | Progress report for the Overview & Scrutiny Committee |
| Action/progress this period | <p>Short term action plan implemented in all but three areas.</p> <p>The Amateur Swimming Association New National Teaching plan is in place, and fully functional, from October 2009. All except one primary school engaged in school swim sessions at either Marl Pits or Haslingden Pools.</p> <p>Open nights have been delivered at both Marl Pits and Haslingden with a view to attracting potential new customers and allowing staff the opportunity to outline the New National Teaching Plan to parents.</p> <p>Family sessions have been introduced on a Sunday afternoons at Haslingden linking parents / health suite and the swimming pool.</p> <p>New family marketing campaign launched as part of the Rossendale Leisure Trusts cohesive marketing campaign. New fun time inflatable purchased and in use during fun sessions at Marl Pits on Saturday afternoon.</p> <p>Two corporate memberships are in operation with one new one under discussion.</p> <p>Both pools are offering sessions under the GP Referral Scheme ensuring equity across the Trust facilities.</p> <p>Swimming lessons for the period September until December 2009 stand at 87% capacity at Haslingden and 84% at Marl Pits.</p> <p>Both Pools have given lifeguards the opportunity to skill up to a level one swim teacher qualification in an attempt to allow lifeguards to widen their skill set.</p> <p>Sport Unlimited to be delivered at Marl Pits Pool linking the swim forum and new potential customers and participants.</p> <p>The Pools Manager continues to support the work of the swimming forum and the pools review panel.</p> |
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| Action/progress anticipated next period | <p>Energies have been used to transfer amber codes to green code from the last report. The Rossendale Leisure Trust staff continue to reach down into communities through the swimming forum, open days and new marketing methods.</p> <p>A new Teaching plan from the Amateur Swimming Association, whilst offering challenges, has unwittingly given staff the chance to re-engage schools and parents, presenting the platform to outline new programmes and events such as pampering evenings and ‘themed pool disco’ events.</p> |
| Project issues | Staffing resource. The potential within the swimming pool action plan is being delivered in a sympathetic way to ensure full engagement. It is hoped that by delivering this way that participation figures and incomes rise steadily towards the end of the Overview and Scrutiny reporting period. |
| Red Risks | Uncertainty surrounding both pools futures through review period. |

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| Project | Ski Rossendale | Status | Red / Amber / Green |
| Project Sponsor | Acting Chief Executive – Martin Kay | | |
| Project Manager | | | |
| Period of report | 1 st August – 1 st September 2009 | | |
| Background | Progress report for the Overview & Scrutiny Committee | | |
| Action/progress this period | <p>Autumn and Winter marketing campaign engaged from August 2009.</p> <p>Opening times will extend from October 1st in response to the autumn and winter season demand.</p> <p>Ski Rossendale’s New Website is live week commencing 28th September. This website is to include ‘hidden’ marketing techniques and hooks.</p> <p>Ski Rossendale hosted the Summer Race League, the Grand Prix and the Celtic Cup, all successful race days ensuring that the Ski Slope obtained a high profile Nationwide.</p> <p>Funding was obtained via the Children’s Trust to deliver</p> | | |

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| | <p>affordable holiday courses with new activities such as archery being introduced. Further funding through the Green Partnership Awards has allowed the Trust to work in partnership with the Borough Council toward the improvement of the grounds and linking in with the Shoe Trail.</p> <p>Travel Agent event day is planned for Thursday 17th September, in an attempt to showcase the Ski Slope, and to explore the possibilities of partnership working across the private sector with regards to vouchers redeemed against winter ski bookings.</p> <p>Exploratory meetings taking place between RLT / Groundwork / ACCROSS to look at the potential of apprenticeships / placements / vocational courses. Potential linkages through to Pennine Lancashire Adrenaline Gateway.</p> <p>Sport Unlimited taking place upon slope delivering both ski and snowboarding opportunities to a potential new user group.</p> <p>Continued drive around the secondary spend particularly children's parties.</p> |
| <p>Action/progress anticipated next period</p> | <p>Continued drive to push through the short term action plan.</p> <p>Capitalise upon the Autumn and Winter Ski Season.</p> |
| <p>Project issues</p> | <p>Staff morale.</p> <p>Labour intensive action toward the Educational Sector. It may be a medium / long term action plan that sees these partnerships established.</p> |
| <p>Red Risks</p> | <p>Continued effect of economic downturn and users' perception of the future of the slope.</p> |