

MINUTES FOR LEISURE PARTNERSHIP BOARD 15<sup>TH</sup> DECEMBER 2010

<b>Meeting date</b>		15 <sup>th</sup> December 2010
<b>Time</b>		15:00 – 16:30
<b>Location</b>		Blackbird Leys Leisure Centre
<b>Attendees:</b>		<b>Initials:</b> <b>Position:</b>
Tim Sadler (chair) Ian Brooke Cllr Bob Timbs Tim Mills Steve Holt Margaret Stevens Stephen Brown Stephen Lee Leon Popplewell Cllr Graham Jones Helen Smith (minutes)		TS      Director of City Services IB      Head of City Leisure BT      Exec Member - leisure TM      Development Director SH      Fusion DBM MS      PDM SB      Operations Manager SL      Divisional Marketing Manager LP      Sports Development Manager GJ      Lib Dem - leisure HS      PA to Head of Service
<b>Apologies for absence:</b>		Sue Holden
<b>Item no:</b>	<b>Item Discussion:</b>	<b>Action(s):</b>
1	<b>Introduction and Actions from Previous Meeting</b>  Councillor Graham Jones replaces Councillor Alan Armitage as the Liberal Democrat lead for leisure	
2	<b>Current performance (last 18 months)</b> <ul style="list-style-type: none"> <li>• TS briefed on the council's budget challenge, which could be as much as 40%</li> <li>• MS – School Sports Partnership only funded until July 2011. Not sure whether the Youth Sport Trust will exist after the comprehensive spending review</li> <li>• BT – There is a risk of facility closures</li> </ul> <b>What's changing</b> <ul style="list-style-type: none"> <li>• TM talked through the broader concept of commissioning services</li> <li>• Fusion keen to attain new business in the South of the UK, they see Oxford as central to growth plans</li> </ul>	
3	<b>2011/2012 Service Planning</b>  <b>Financial</b> <ul style="list-style-type: none"> <li>• to deliver a 10% year-on-year reduction in subsidy per user</li> <li>• to ensure that pricing structures and levels across the leisure facilities are appropriate and inclusive.</li> </ul> <b>Participation</b> to deliver a 5% year-on-year increase in participation by target groups: <ul style="list-style-type: none"> <li>• users resident in the most deprived wards in the City</li> <li>• users aged over 50</li> <li>• Users with Bonus SLICE membership</li> </ul>	

- users aged under 16
- users from Black Minority and Ethnic groups
- users with disabilities
- women and girls
- to deliver a 1% year-on-year increase in participation on the children and elderly swimming schemes
- to improve general access to all sites.

#### **Customer Satisfaction**

- to improve customer satisfaction with the leisure facilities by 2%
- to ensure full commitment to Fusion's customer care programme
- to deliver a reduction of at least 5% in annual attrition levels for Slice Card memberships.

#### **Health and Safety**

- to ensure 100% compliance with Fusion Health and Safety policies and procedures.

#### **Facility Management**

- to ensure facility standards are maintained at all times
- to contribute to the Council's delivery of a 3% year-on year reduction in carbon emissions
- to reduce general refuse by 25% and to increase recycling waste by 25%
- to ensure high standards of cleaning at all times
- to ensure high standards of repair & maintenance at all times
- to achieve Quest accreditation and score a minimum of 70% at all centers by September 2011.

#### **Staffing**

- to ensure that the Right People are in the Right Place at the Right Time
- to demonstrate a 1% improvement in staff satisfaction across each equality strand and overall
- to ensure that the Fusion workforce in Oxford is as representative as possible of the local community.

#### **Marketing**

- to deliver a proactive and positive approach to PR, such that facility and service successes are communicated and celebrated
- to deliver a 5% increase in Bonus SLICE card membership
- to deliver a 10% increase in total SLICE card membership
- to ensure that the products and services offered by the leisure facilities are innovative and attractive.

#### **Sports and Community Development**

- to develop positive and productive partnerships with key local stakeholders
- to develop closer relationships with local sports clubs
- to ensure that all facility programmes are exciting, innovative and attractive to users and potential users
- to implement an action plan to ensure that maximum benefit is derived from the 2012 Olympics
- to explore opportunities for external funding
- to positively promote the benefits of healthy lifestyles.

#### **Facility Developments**

- to develop a programme of other facility development proposals in the leisure facilities

#### **Partnership Development**

- to ensure 100% compliance with all agreed meeting, reporting and performance monitoring requirements
- to explore opportunities for the Council and Fusion to extend their relationship in respect of other facilities in Oxford
- to support the Council in the delivery of a new competition pool at Blackbird Leys Leisure Centre
- to support the Council in exploring the possibility of developing a residents card in Oxford

**Basic Principles (based on tender proposals & legislation)**

- VAT increase of 2.5% from Jan 2011
- general inflationary increase (circa 4.7%)
- proposal to increase all charges from 14th Jan (to benefit one increase instead of two separate increases)
- Bonus card charges to remain at current levels

**Way Forward**

- approval of the draft Annual Service Plan by the Partnership Board

**January 2011:**

- production of Annual Service Plan executive summary document;
- confirmation of planned communication process;

**February / March 2011:**

- communication of Annual Service Plan to staff, customers and other stakeholders;

**April 2011 onwards:**

- implementation of the Annual Service Plan, including ongoing monitoring and reporting

**Initiatives Highlights:****CRM**

- customer journey
- customer service
- CRM people
- interactions; info access; payment options
- digital media streams
- Website rewards

**Investments: £50m coming live**

- realise potential
- drive up attendances and revenues

**Product**

- "Choice" development and message
- Open Air Active
- aquatics development
- junior activities: parties, holidays etc

**Facility Management and Environmental**

- "Base Camp 2" developments
- improved asset management systems
- proactive management of green agenda
- CRC implications
- commitment to reduce recycle and re-use
- robust targets for reductions in consumption

**HR**

- training beyond compliance
- proactive recruitment
- embedding of new HR administration system
- time and attendance system
- MV reward system

**Business Admin**

- new Integrated Management System and ICT

**Sports and Community Development**

- positive engagement with health agenda
- further development of aquatics strategy
- focus on programmes - pools, group exercise, juniors
- London 2012 strategies
- further partnership development

**4****Focus of the Next Meeting**

Partnership working and potentially invite Jacquie Wilderspin to the next meeting

5	<b>AOBs</b> <ul style="list-style-type: none"><li>• Fees and charges report going to City Executive Board</li><li>• In the Annual Service Plan check what the wording should be for the competition standard pool</li><li>• BT asked if weighing machines could be installed in the leisure centres</li></ul>	<b>IB</b>
	<b>Next meeting: 10<sup>th</sup> March 2010 @ 14:00pm Blackbird Leys Leisure Centre</b>	