

Jubilee High SchoolRunnymede Borough CouncilABBEYFIT JOINT MANAGEMENT COMMITTEE21 February 2006 at 7.30 p.m.Members present:

Councillor Ms. C.M. Simmons (Chairman)	Runnymede Borough Council
Mr. A. Waite (Vice Chairman)	Governor, Jubilee High School
Councillor Mrs. C.E. Gant	Runnymede Borough Council

The following attended in an advisory/observers capacity:

Mr. M. Brough	Sports Centre Manager
Mr. C. Hunt	Head of Leisure Services, RBC
Ms. C.P. Scott	Head of PE Department, Jubilee High School

ACTION1. MINUTES

The Minutes of the meeting held on 6 June 2005 were confirmed and signed as a correct record. It was noted that the meeting scheduled to be held on 18 October 2005 was cancelled due to the number of apologies for absence and was not rescheduled.

2. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor C.J. Norman, Mr. G. Balch, (Principal, Jubilee High School) and Mr. D.W. Parr, (Chairman of Governors, Jubilee High School)

3. REPORT OF THE PRINCIPAL OF JUBILEE HIGH SCHOOL

Ms Scott had nothing to report as the one cause of concern was now fully resolved.

4. SPORTS CENTRE MANAGER'S REPORT(i) Income/Expenditure and Membership Performance

The outturn for the Sports Centre for the period ending 31 December 2005 was noted. This is appended as Annex 'A' hereto. Income from membership and the fitness suite had dropped due to the fitness suite closing at the end of June and the bar at the end of August both in preparation for anticipated start dates which in fact passed without building commencing.

(ii) Membership Performance

It was reported that membership had continued on a pro-rata basis from 1 April 2005 with all memberships expiring on the 31 January 2006. Membership had continued to fall, which was anticipated with the tired look of the building coupled with the start of the building works. The existing membership system would remain in place from 1 February until 31 August 2006 and continue on a pro-rata basis. This would then be replaced by a monthly inclusive direct-debit membership before the opening of the new facilities.

Monthly Totals – This included new and renewed memberships

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
05/06	40	18	6	8	10	1	6	9	3	4		
04/05	16	20	14	25	21	23	19	16	22	40	28	12

Annual Totals

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
05/06	280	278	270	253	242	220	207	200	181			
04/05	318	320	299	301	310	307	301	301	311	300	284	257

**(iii) Marketing**

**(a) Advertising and Promotion**

All advertising had continued to be undertaken in-house through posters, flyers and a corporate-style information and activity leaflet which had been available from reception. Customers using the facilities had distributed leaflets. Leaflet drops to local schools had taken place.

The Summer Holiday Activity and Pool Programme had also been advertised in-house and by leaflet drops to local schools, play groups, and in response to customer phone enquiries.

Adverts had been placed in the local newspapers and other publications before, and, during the summer holidays in order to promote activities and the swimming pool.

A template poster was introduced to assist in more effectively bringing to customers attention any promotional or items of interest.

Members stressed the need for staggered Press releases to take place during the period leading up to the opening of the new gym extension to maximise public awareness particularly of the opening of the new facilities.

Mr Brough spoke of the steps his Staff were already taking to encourage and retain existing customers as well as those customers whose attendance had started to wane. This was being achieved by personal contact and was clearly producing positive results.

**(b) Future Marketing**

Future marketing and literature was being developed alongside RBC in line with the Council's corporate image and branding policy.

Abbey Fit was to take control of its website making it easier to update and control the site. This would ensure that information was updated more quickly and was more informative.

Members particularly asked for better advertising of the opening date and opening times of the swimming pool during the Summer. This however depended on a definite date first being negotiated with the School. Officers reported on the use a banner across the school gates in addition to the marketing exercise normally conducted. Members further suggested that it

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might be possible to string a similar banner across Station Road from between the trees in the vicinity of the old ACA building. Mr Waite also suggested that a flyer could be included with an appropriate School despatch to parents.

**(c) Branding**

The new Centre uniform had now been introduced which clearly identified staff to customers and visitors whilst projecting a much more professional and corporate look. Duty Managers were identified by wearing a navy blue polo shirt and navy blue tracksuit bottoms. Sports Centre Assistants were identified in orange polo shirts and navy blue tracksuit bottoms. Uniforms would be replaced annually in order to maintain a standard of smartness. All staff had been issued new name badges which must be worn at all times. If cold, staff might wear centre supplied navy blue fleeces with badges clearly displaying their name and position.

**(d) Customer Service**

Customers were slowly taking advantage of the customer comments cards. Few negative ones had been received. Since the start of the developments on the 9 January when Reception and the entrance had been moved to the rear of the building no bad comments had been received from customers. In general, the customer service given by staff was considered to be very good with most suggestions or complaints directed at improving the facility, which, of course, was already in hand.

**(iv) Programming and Activities**

**(a) Adults Activities and Fitness Classes**

Fitness classes had continued to increase in participation – up 46 on the previous month and 65 as against this time in 2005.

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
05/06	41	111	87	85	131	99	112	121	4	118		
04/05	54	79	80	67	66	114	102	126	87	112	88	118

The appointment of the new Fitness Instructor had resulted in a notable increase in participation

Up to 18 different fitness classes were now being offered per week including the favourites of step, aerobics, pilates, yoga, hi/low aerobics, "legs, tums and bums" and circuit training. When the new fitness studio was up and running there would be an enhanced programme on offer.

**Squash**

Squash leagues continued to be very popular and squash usage, in general, was doing well, the exception being during August when the courts were closed for 8 days due to refurbishment. The improved facilities were responsible in part for greater participation.

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
05/06	356	267	288	256	214	248	288	271	233	273		
04/05	329	246	294	248	264	278	296	322	243	409	416	381

**(b) Swimming Pool**

The swimming pool opened to the public on 18 June and closed on Sunday 2 September. Usage was fairly constant throughout the summer holiday period but very dependant on the good weather. The programme was supported, in 2005, with some new activities: "parent and toddler"; "adults only"; "aqua fit"; and, a "50+" session, all of which had been fairly well attended.

**Swimming Pool Usage**

	June	July	Aug	Sept
Usage 05/06	413	599	1284	218
Usage 04/05	259	1148	1060	200

**Recommendations for 2006:**

- To consider, subject to negotiation with the School, opening earlier in the summer season, possibly during the middle of May, which would allow for 3.5 months of use instead of 2.5 months compared with previous years.
- Consideration should also be given to replacing / repairing the chemical dosing system as the water balance was currently managed manually making it difficult to keep water quality correctly balanced.
- Greater distribution of centre literature and wider marketing of the swimming pool activity.
- Replacing the damaged leaf and wind-break netting around the pool fence or building a wooden fence to improve security, privacy, and the comfort of bathers in keeping with the new up market facilities being built.
- More lighting around pool surrounds to allow extended opening times during the Summer evenings for moonlight and adult swims.

**(v) Children's Activities**

The existing children's courses of Badminton, Gymnastics and Trampolining continued to do very well, as did the Fulham Football Club after-school soccer skills classes.

Holiday activities during the summer holidays were somewhat disappointing with the exception of "Mega Fun", which was fairly well supported. The replacement of the lights in the main hall and gymnasium was a contributing factor.

Mr Brough spoke of the particular steps being taken to encourage participation by mothers with younger children. "Bouncy Castle" classes were attracting some 25-30 participants and proving very popular.

There continued to be steady demand for "centre parties" with consistent and favourable comments from existing and new customers. Due to the redevelopment of the bar area this facility would have been unavailable to host birthday parties, teas etc., which would have had a significant effect on income. Fortunately, the School had kindly allowed Abbey Fit to use the small canteen next to the centre. Availability had accordingly been reduced to 4 parties per weekend instead of the 6 previously available.

**Total Usage for Abbey Fit April 2005 – Jan 2006**

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
05/06	4340	3618	3009	3242	4495	3784	3978	4842	3113	2422			36,843
04/05	3626	3616	3541	4468	4012	4315	4525	4334	3378	4659	4972	4275	49,721

**(vi) Repairs, Improvements & Maintenance****(a) Cleaning**

Cleaning at the centre was still rather inconsistent : sometimes acceptable - sometimes poor. This was caused by the contractor's lack of management control resulting often in the Abbey Fit staff having to provide the necessary direction. A meeting had been requested with the School Bursar together with the contracts manager in order to discuss ways of solving this. However, the new Dual Use Agreement would provide more direct control.

In the meantime deep cleaning by Abbey Fit staff of those areas currently being missed by the cleaners as well as "difficult-to-clean" areas had been completed during the Summer, Autumn Half-Term and Christmas holidays. These included, for example, machine washing of sports hall and corridor floors, the shower walls and damp mopping of gymnasium and squash court floors.

**(b) Maintenance**

Both squash courts had been refurbished in August 2005 and had greatly improved the quality of facilities available to customers. Favourable comments from customers had been received.

The changing room refurbishment of the male, female, male pool and disabled changing areas had now been completed. This coupled with the squash courts and sports hall refurbishment had greatly improved the look of the Centre.

Members commented on an apparently broken soakaway in a ladies changing room.

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**(c) Vandalism and Graffiti**

Some small acts of vandalism and graffiti (in the squash areas) had been experienced during school hours. Action was being taken in consultation with the School's PE staff to stop this with appropriate locking-off of certain areas.

As regards the outside areas the Chairman suggested that the use of dummy CCTV cameras could provide a useful deterrent.

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**5. ABBEY FIT GYM EXTENSION**

Members were updated with regard to the new development and outline proposals for the opening of the new facility.

Mr Hunt drew particular attention to the School's and the Principal's very supportive and helpful approach during the project so far, for example, in allowing the contractors to close down the side access road to their cafeteria so works could be carried out.

The following information was noted :

- (i) Following confirmation of project approval (RBC letter dated 1 April 2005), the Council's project managers Baker Consulting Services (BCS) had carried out detailed design work and undertaken extensive negotiations with Ashe Construction (Southampton) Ltd, in order to achieve an acceptable tender within the revised budget.
- (ii) The Council's Corporate Management Committee had accordingly approved a revised capital budget of £1,490,000 in March 2005. Detailed negotiations then took place with Ashe which resulted in a tender submission within the allocated budget. During this process there were some minor amendments incorporated into the design regarding the elevation, internal layouts, roof structure and access layouts. As a result of the changes, Planning were consulted and agreed these as a minor amendment.
- (iii) The starting date for the works at Abbey Fit was reliant on the lease and dual use agreement being signed, which happened in late November 2005. This allowed the legal section to draw up documentation with a provisional start date of the 9 January 2006.
- (iv) In December 2005, a pre-meeting was held with representatives of Baker Consulting Services, Ashe Construction, Jubilee High School, St Pauls Primary School and Runnymede Borough Council. At the meeting the work programme was discussed and a start date on site of the 9 January 2006 and a completion date of the 15 September 2006 was agreed. Building had subsequently commenced on that date
- (v) The site had now been handed over to Ashe construction, who had installed the site cabins and temporary fencing. Initial work had started on demolishing the existing building and the creation of an access path around the centre to the new reception area. This would be completed when the steel frame was erected. Works were proceeding with some slippage of the timetable as regards the erection of the new steel frame structure although the groundworks were complete. This would not compromise the completion date. The erection of the steel frame was likely to take place during the next two weeks.
- (vi) The Centre would continue to operate as normal during the construction phase with temporary cabins being provided to cater for an office and reception area. These cabins were located at the back of the building with access to the centre through the rear doors by the changing rooms. The Gymnasium would also continue to be used with access through the swimming pool area, although the pool, as it still had water in, would be fenced off for safety.
- (vii) Subject to the agreement of the Corporate Management Committee on 2 March the staffing proposals (contained in the Annual Personnel Report) for the centre once back fully operational would be enhanced to take into account the anticipated additional demand and opening times of the facility. The centre will be open from 7.30am, daily, and so it would be necessary to have staff available to open and manage the building. The proposed staffing structure was discussed. It was noted that it provided for a new health and fitness manager and two duty supervisors. The recruitment to all the new posts would be phased in over the construction period but it was proposed to have the health and fitness manager in post by June 2006 and all other staff to start in August/September 2006. The timetabling of the recruitment would be agreed with Personnel, subject to the Corporate Management Committees approval, and would also take into account the budget for salaries, which reflected the phased recruitment of staff.

**ACTION**

- (viii) Staff training would be important to ensure the centre was fully operational from "Day One". Comprehensive procedures and operating practices were being developed along with training programmes to ensure that the anticipated initial interest in the new facility could be dealt with effectively and efficiently. A new software package was contemplated which could be interlinked with the Egham Leisure Centre database.
- (ix) Tenders for fitness equipment had been invited at the same time as that for Egham Leisure Centre to encourage more competitive pricing for the equipment and have one supplier for both sites. The increase in the total cost also meant that the tender had to comply with European procurement rules, which extended the tender period. The closing date for bids had just passed.
- (x) The marketing for the new facility would be very important in converting the initial interest into memberships of the gym. Discussions had taken place with the Communications Officer to agree a timetable for press releases to local newspapers detailing progress on the overall scheme. The Centre was to be re-branded. This including a renaming as the **Addlestone Leisure Centre** and a new logo was to be produced through a competition for local children. There would also be a need to review and update all the existing literature once the new branding had been agreed.
- (xi) The programming of the fitness activities was a key task for the health and fitness manager once in post. With community access throughout the day there was an opportunity to provide a range of daytime sessions for some key target groups and this could include GP referrals, ladies only and people with disabilities. A range of fitness classes could also be provided throughout the day, for example, to cater for women who have dropped their children to one of the schools on site.
- (xii) Access by the school to the new gym and studio would be on a programmed basis and limited to specific year groups and numbers to ensure adequate supervision was provided for the benefit of both pupils and customers. The emphasis recently on child obesity made the use of the gym by young people an important area to develop and the centre staff intended to work closely with the school PE staff in delivering a programme that could be built around the community use.
- (xiii) The projected and achievable membership of 600 was not expected to be hit until 2007/08 when the revenue position of the Centre should improve dramatically. For 2006/07 the budget reflected the investment in facilities and staff prior to this increase in income.
- (xiv) Members considered that the Centre should be opened by a well known celebrity either from the sporting or political spheres. With regard to the latter it was suggested that Ann Widdecombe MP, who was a former Runnymede District Councillor should be considered.

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6. **ANY OTHER BUSINESS**

**Future Project Management Reporting and Liaison Project Group Representative**

A comment was made that no meetings of the above Group had taken place since Councillor Ms Simmons had been nominated as the JMC's representative last June.

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It was felt that meetings should have been held and there were now appropriate matters for the Group's discussion.

**ACTION**

ACTION

7. PROPOSED DATES FOR MEETINGS FOR MUNICIPAL YEAR 2006/07

The following dates for meetings of the Joint Management Committee for the Municipal Year 2006/07 were agreed.

Tuesday 6 June 2006  
Tuesday 17 October 2006  
Tuesday 20 February 2007

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8. TIME OF MEETINGS

Meetings were currently scheduled to be held at 7.30 p.m. at Jubilee High School, Addlestone. Members considered whether an earlier start would be more appropriate. However, this earlier start time proved difficult for some Members and it was therefore agreed not to make any changes.

TO  
NOTE

Chairman

(The meeting ended at 9.20 p.m.)

CH = Chris Hunt  
MB = Mark Brough  
TN = Tony Noble  
MLW = Malcolm White

## ABBEYFIT SPORTS CENTRE

### ACTUALS FOR THE PERIOD ENDING 31st December 2005

<b>EXPENDITURE</b>	<b>Current Budget £</b>	<b>Profiled Budget £</b>	<b>Actual for Period £</b>	
<u>Employees</u>				
Salaries and Wages	137,300	104,000	98,656	
Training and Recruitment	1,100	800	327	
<u>Premises Related Expenses</u>				
Building Maintenance	23,800	17,800	19,758	
Fuel, Light and Water	14,000	7,000	721	(a)
Rates and Insurance	16,900	1,700	1,005	(a)
Cleaning Costs	13,300	6,900	2,460	(a)
Grounds & Swimming Pool Expenses	6,400	3,700	1,309	(a)
<u>Transport Related Expenditure</u>				
Travelling and Subsistence	200	200	150	
<u>Supplies and Services</u>				
Furniture & Equipment	5,500	4,100	3,349	
Bar & Catering Expenses	15,500	11,700	8,413	
General Office Expenses	9,900	7,400	3,278	
Communication and Computing	8,500	7,700	7,303	
Other Services & Expenses	5,300	4,000	2,545	
Public Liability Insurance	2,100	2,100	2,034	
<u>Support Services</u>				
Financial Services	15,400	12,200	12,269	
IT Recharges	9,300	7,000	6,975	
Personnel Services	3,100	2,300	2,325	
Legal and Admin Services	2,200	1,700	1,650	
Leisure Services	6,000	4,500	4,500	
Technical Support Services	5,900	4,400	4,050	
<u>Capital Charges</u>				
Capital Charges	18,500	13,900	13,875	
<b>Gross Expenditure</b>	<b>320,200</b>	<b>225,100</b>	<b>196,952</b>	
<b>INCOME</b>				
<u>Fees and Charges</u>				
Bar & Catering	11,500	8,100	11,301	
Membership	3,000	2,100	3,518	
Main Hall	43,800	30,500	30,046	
Squash	8,500	6,000	6,032	
Fitness Suite	5,000	3,500	2,996	
Gymnasium	24,200	17,100	15,880	
All Weather & Grass Pitches	13,500	9,500	12,950	
Swimming	3,900	3,900	3,905	
Other Income	3,100	2,200	1,935	
Costs recovered from Jubilee High School	0	0	6,717	(b)
<b>Gross Income</b>	<b>116,500</b>	<b>83,300</b>	<b>95,280</b>	
<b>Net Expenditure</b>	<b>203,700</b>	<b>141,800</b>	<b>101,672</b>	

#### NOTES

- (a) Awaiting Invoices from Jubilee High School for the period 1 April to 30 September 2005
- (b) Invoice for the recovery of costs incurred on the Sports Centre by Runnymede Borough Council for the period 1 April to 30 September 2005.

Please note that this statement represents the costs incurred by Runnymede Borough Council only. The costs retained by the School are not incorporated in these figures.

The figures do not include any proportions of expenditure incurred by the school for the period.