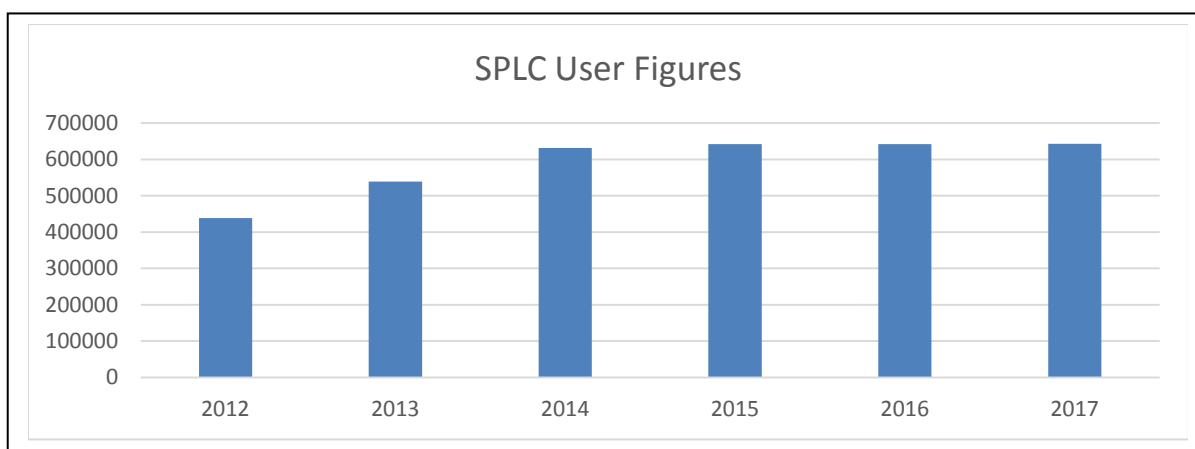


**To update members on Sports Leisure Management's (SLM) performance at Stratford Park Leisure Centre following seven years of running the leisure contract**

Stratford Park Leisure Centre is a 43 year old facility which is set in a picturesque park location; The Centre offers a wide range of indoor and outdoor facilities. The Leisure Centre is owned by Stroud District Council and managed on our behalf by SLM. The Council and SLM entered into a contract agreement to provide health and leisure services to the community from 1<sup>st</sup> November 2011 to 31<sup>st</sup> October 2021, with a possible extension of a further three years. A management fee is paid by the Council. The contract is managed under the name of Everyone Active and to date has run very successfully to the benefit of both the Council and the users of the facility.

The previous contractor's user figures for the first seven years were **2.8 million**, SLM has achieved over **4 Million** visits in a similar comparative time. The graph below demonstrates there continues to be a consistent growth in customer participation since SLM contract commenced in 2011.



SLM have continued to make significant improvements to the building and equipment within the facility. Due to the success of the contract, the Fitness Gym, Dance Studio's and the Indoor Swimming Pool have been operating at near capacity over the last few years.

<b>Activity</b>		<b>Numbers In 2011</b>	<b>Numbers In 2018</b>
Fitness Memberships	Gym	698 Members	1350 Members
Swimming Lessons		231 Lessons Per Week	1380 Lessons Per Week
Group Exercise Classes		600 Per Week	1300 Per Week

**Rob Griffiths, Senior Community Services Officer**  
Ext: 4332  
Email: robert.griffiths@stroud.gov.uk

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All programmes at the centre have increased in numbers, with the Fitness Gym Memberships, Group Exercise Classes. The Swimming Programme being the most significant in growth, these were in excess 68,000 lessons per year.

The exceptional standard of service provided by SLM at Stratford Park Leisure Centre has been recognised with a number of national industry awards, including;

- Health Club Awards 2015
- ASA Aquatic Awards 2013, 2014, 2015, 2016, & 2017
- UK Active Winners 2016
- European Pool Safety Award 2012, 2013, 2014, 2015, 2016, 2017 & 2018
- Swimming Facility Operator of the Year 2018
- Facility Operator of the Year: 2012, 2013, 2016, 2017 & 2018.

Quest - UK Quality Assurance scheme completed every two years, Quest is a tool for continuous improvement, designed primarily for the management of leisure facilities. Quest defines industry standards and good practice and encourages their ongoing development and delivery within a customer focused management framework. Within the contract SLM target was to obtain and maintain the Quest Accreditation score of 71% (Satisfactory) – SLM has achieved above our requirement for the contract by being awarded;

- Good in 2012
- Excellent in 2014, 2016 & 2018

These achievements and performance demonstrate that it has been a very busy and successful seven years for SLM at Stratford Park Leisure Centre.

Each year SLM pays for a Sports England National Benchmarking Service (NBS) to be completed which provides critical data on the performance of the leisure centre. This comprehensive survey is measured and compared with national statistical benchmarks for other leisure centres. This information is useful for strategy development and action planning as well as immediate management decisions.

Health and safety is a primary consideration for SLM and there are a number of external and internal audits which are undertaken each year to ensure that a continued level of excellence is achieved at the centre.

This information sheet highlights that SLM have provided a service which demonstrates improved participation and customer satisfaction. SLM and SDC will continue with a positive relationship, working together within the present contract for the remaining three years.

**Rob Griffiths, Senior Community Services Officer**  
**Ext: 4332**  
**Email: robert.griffiths@stroud.gov.uk**