



REGENERATION AND ENVIRONMENT SCRUTINY COMMITTEE – 15TH SEPTEMBER 2015

SUBJECT: DEMOGRAPHIC OVERVIEW OF CCBC LEISURE CENTRE USERS

REPORT BY: CORPORATE DIRECTOR - EDUCATION AND COMMUNITY SERVICES

1. PURPOSE OF REPORT

- 1.1 To provide members with an overview of visitor numbers and demographics for customers accessing CCBC leisure centres. This report has been requested by the Regeneration and Environment Scrutiny Committee at the meeting on 30th June 2015.

2. SUMMARY

- 2.1 CCBC Sport and Leisure Services are responsible for the operation and management of 11 leisure centres and the new Ystrad Mynach Centre for Sporting Excellence. During 2014/15 over 1.38 million customer visits were recorded across these facilities. This represents a visitor growth of 8% since 2013. The total number of visits is a combination of both customers with and without a CCBC SmartCard. The report is based on visits by customers with a CCBC Smartcard and provides a demographic overview of these visits based on gender and age over a 3 year period.
- 2.2 The gender split for customer visits is 54% male and 46% female which has seen a 2% swing over the past 3 years from 52% male and 48% female. Swimming is most popular amongst the under 18's, 40-49 and 60+. The main visitors to CCBC fitness suites and fitness classes are the groups ranging from 18 to 49. Health suites have a lower visitor base with 15,479 visits during 2015 and 77% of these visits are males visiting one of the 5 Health Suites across CCBC. Dryside activities which include sportshall bookings, racquet sports and external pitch hire shows the main visitor demographic as males aged 40-49.

3. LINKS TO STRATEGY

- 3.1 This report is aligned to Creating an Active Caerphilly, the Vision for Sport in Wales and the Single Integrated Plan.

4. THE REPORT

- 4.1 Swimming - CCBC has 6 swimming pools located across the authority. 4 of these are linked with secondary schools (Bedwas, Heolddu, Newbridge, Risca) whilst 2 are 'stand alone' (Caerphilly, Cefn Fforest). Swimming is the most popular activity for females across almost all age groups. Only in the 40-49 age group do males participate in swimming more than females. There is a noticeable decrease in under 18 swim figures in 2015 compared to previous years. This is down to the closure of the pool at Risca LC for 2 months of the year due to essential maintenance and the introduction of a new swimming lesson programme for children focusing upon giving children a key life skill – being able to swim. This new programme took elements of the old casual swim times and converted them to structured lessons to deliver this life skill.

- 4.2 Dryside – CCBC has dryside facilities across 10 of the 11 leisure centres with Cefn Fforest the only centre without these facilities. Dryside activities include sportshall bookings (i.e. football and netball), racquet sports (i.e. badminton, squash) and outdoor areas (i.e. 3G and astro turf pitches). These activities predominantly link to local club bookings, the majority of these bookings by age and gender are made by females in the 40-49 age bracket. Overall males tend to book dryside activities over a wider age group; from 18 – 49. Over the past 3 years dryside visits have increased by 22%. This has been achieved through significant investment in 3G facilities, including the new CCB Centre for Sporting Excellence, an indoor 3G at New Tredegar LC, 2 x 5-a-side 3G pitches at Risca LC.
- 4.3 Health Suites (Sauna, Steam Room etc) – 5 leisure centres currently have Health suite provision located at Caerphilly, Cefn Fforest, Newbridge and Risca which have sauna and steam rooms whilst Heolddu has a sauna. These facilities are predominantly used by males with 77% of all Health suite visits. The highest user group are males aged 50-59 but it's noticeable that the usage is quite consistent across all male age groups from 18 onwards. Visits to Health suites have increased by 19% over the past 3 years, as with dryside performance, investment in these facilities has helped to increase the visitor numbers and packages we can offer our customers. Over the past 3 years Newbridge LC has had a new steam room built along with a refurbishment of the sauna and Risca LC has had a completely new Health suite providing new Sauna and Steam facilities.
- 4.4 Fitness – CCBC Sport and Leisure Services have 9 fitness suites across the Borough at Cefn Fforest, Caerphilly, Heolddu, Newbridge, New Tredegar, Pontllanfraith, Risca, St.Cenydd and Sue Noake. There are also over 220 fitness classes running across the CCBC leisure centre portfolio every week. Classes include; group cycling, bootcamp, circuits, pilates and many more. Attendance at fitness activities is split relatively evenly between genders with males visiting slightly more across all ages from under 18 to 49 (males 55%, females 45%). The main age group undertaking fitness based activities is 18-29 with over 30% of total visits linked back to this group. Over the past 3 years whilst there has been a slight decline, visitor numbers have remained fairly static. There has however been recent investment in new equipment at Caerphilly Leisure Centre along with the development of a new Fitness Suite at Sue Noake Leisure Centre which will help increase visits. It is also worth noting however that the current fitness suites are restricted in their ability to expand to meet latent demand due to building infrastructure and the availability of areas to provide the fitness experience need.

5. EQUALITIES IMPLICATIONS

- 5.1 There are no equalities implications associated with this report.

6. FINANCIAL IMPLICATIONS

- 6.1 There are no financial implications associated with this report.

7. PERSONNEL IMPLICATIONS

- 7.1 There are no personnel implications associated with this report.

8. CONSULTATIONS

- 8.1 The views of listed consultees have been incorporated in this report.

9. RECOMMENDATIONS

- 9.1 Members are asked to note the content of the report.

10. REASONS FOR THE RECOMMENDATIONS

- 10.1 To provide members with an overview of CCBC leisure centre demographics as requested by the Regeneration and Environment Scrutiny Committee.

11. STATUTORY POWER

- 11.1 The Local Government Measure 2009. Local Government Acts.

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Consultees: Mark S. Williams, Head of Community & Leisure Services
Christina Harry, Corporate Director Education and Community Services
Councillor Nigel George, Cabinet Member for Community and Leisure Services
Jeff Reynolds, Sport and Leisure Facilities Manager

Appendices:

Appendix 1 Customer demographic graphs