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CYFLWYNIADA

Pwyllgor PWYLLGOR CRAFFU'R ECONOMI A DIWYLLIANT

Dyddiad ac amser y cyfarfod DYDD LLUN, 13 RHAGFYR 2021, 4.30 PM

Os gwelwch yn dda gweler ynghlwm y Cyflwyniad(au) a ddarperir yn y Cyfarfod Pwyllgor

Eitem 5: Monitro GLL - Cyflwyniad

Mae'r dudalen hon yn wag yn fwriadol

Cardiff CC Economy & Culture Scrutiny Committee

13.12.21

Tudalen 1



Rhys Jones, Head of Service
Jamie Coleshill, Regional Director

A YEAR IN LEISURE

- **Closed March 2020**
 - Open 8 weeks August 20 – December 20
 - Closed December 202 – May 2021
 - Reopened May 2021
- **Focus throughout pandemic**
 - Staff and customer safety
 - Supporting communities
- **Significant support from Welsh Gov Hardship Fund to date and CJRS**
 - Hardship fund
 - CJRS
- **7 centers fully reopened with full service**
- **Customer focused**
- **Remain safe and welcoming**

Tudalen 2

4 PILLAR UPDATE - BETTER SERVICE



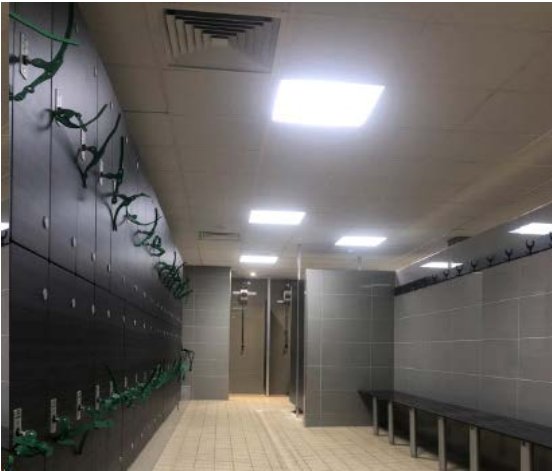
Tudalen 3

- Customer facing staff - concierge
- App/Digital advancements
- Cardiff Call Centre
- Clean & Safe
- Program Reviews – 60+ etc



BETTER SERVICE – Capital investment

Tudalen 4



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BETTER SERVICE – Capital investment



Tudalen 5



BETTER PEOPLE



Welcome back

Purpose of training:

- Enjoy reconnecting as a team
- Our purpose and business
- Competent in COVID-19 Secure responsibilities
- Understand the new and be confident with changes
- Be motivated to provide a clean, safe and exciting customer experience

April 2021



Tudalen 6



- Training – multi skilled
- Safety./induction
- Customer focus



BETTER

BETTER COMMUNITIES



Tudalen 7



GLL SPORT FOUNDATION
SUPPORT DEVELOPACHIEVE



Urdd



Move More, Eat Well

CARDIFF & THE VALE OF GLAMORGAN

BETTER

BETTER BUSINESS – H&F MEMBERSHIPS

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21
Eastern LC	569	556	557	571	710	764	790	813	848	1129	1103
Fairwater LC	994	969	971	953	1,059	1,102	1,143	1,149	1,180	1,173	1,154
Llanishen LC	1,630	1,603	1,625	1,601	1,801	1,894	1,977	2,037	2,034	2,043	2,016
Maindy LC	1,453	1,390	1,525	1,480	1,820	1,758	1,623	1,592	1,798	1,982	1,968
Penylan LCC	173	168	173	169	194	207	220	235	237	256	260
STAR Community Hub	318	310	313	315	398	438	453	458	438	443	432
Western LC	643	633	635	628	829	917	968	977	1015	988	932
TOTAL	6,207	6,048	6,223	6,133	7,201	7,436	7,174	7,261	7,550	8,014	7865

Nov-19	difference vs 2019	% of 2019
1194	-91	92.38%
1530	-376	75.42%
2818	-802	71.54%
2650	-682	74.26%
418	-158	62.20%
562	-130	76.87%
1197	-265	77.86%
10369	-2,819	75.85%

- Currently 76% of 2019 H&F pre paid memberships
- Tracking slightly behind UK average
- 2022 a big year to try and regain members/visits
 - Corporate/Students/Junior all lower



BETTER BUSINESS – SWIM SCHOOL

November BSS	2021	2019	difference	% of 2019
Eastern Leisure Centre	1,013	451	562	225%
Fairwater Leisure Centre	553	472	81	117%
Llanishen Leisure Centre	1,063	1,021	42	104%
Maindy Leisure Centre	560	700	-140	80%
Pentwyn Leisure Centre	0	856	-856	0%
Star Hub	364	340	24	107%
Western Leisure Centre	468	666	-198	70%
Grand Total	4,021	4,506	-485	89%

- Currently 89% of 2019 numbers
- Slightly ahead of UK average
- Key area of growth

2021 CENTRE USAGE

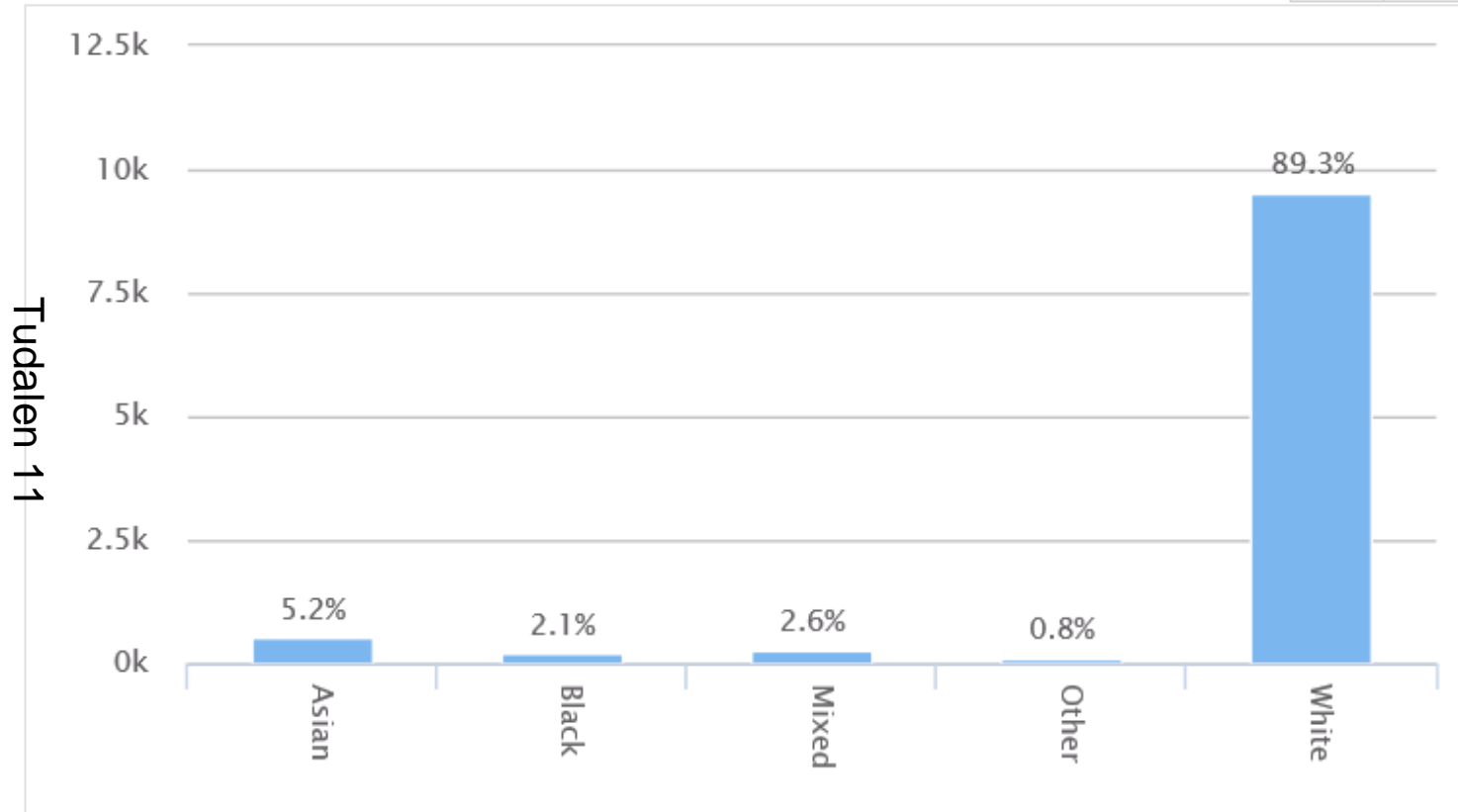
	Attendance Q1 2021	Attendance Q1 2019	difference	% difference	% of 2019
Usage Q1 2021 vs 2019					
Eastern Leisure Centre	20879	44515	-23636	-53%	47%
Fairwater Leisure Centre	18157	39045	-20888	-53%	47%
Llanishen Leisure Centre	39712	96925	-57213	-59%	41%
Maindy Leisure Centre	37227	69234	-32007	-46%	54%
Pentwyn Leisure Centre	4788	55442	-50654	-91%	9%
Penylan Library & Community Centre	2811	12817	-10006	-78%	22%
STAR Community Hub	10410	21574	-11164	-52%	48%
Western Leisure Centre	12228	46539	-34311	-74%	26%
Grand Total	146212	386091	-239879	-62%	38%

	Attendance Q2 2021	Attendance Q2 2019	difference	% difference	% of 2019
Usage Q2 2021 vs 2019					
Eastern Leisure Centre	44711	41286	3425	8%	108%
Fairwater Leisure Centre	31945	39002	-7057	-18%	82%
Llanishen Leisure Centre	76506	95966	-19460	-20%	80%
Maindy Leisure Centre	48828	56602	-7774	-14%	86%
Pentwyn Leisure Centre	6460	53028	-46568	-88%	12%
Penylan Library & Community Centre	5096	11438	-6342	-55%	45%
STAR Community Hub	19534	22039	-2505	-11%	89%
Western Leisure Centre	33310	46461	-13151	-28%	72%
Grand Total	266390	365822	-99432	-27%	73%

BETTER

2021 USAGE DEMOGRAPHY - ETHNICITY

Ethnic Origin - All Current Members



2021 USAGE DEMOGRAPHY - DISABILITY

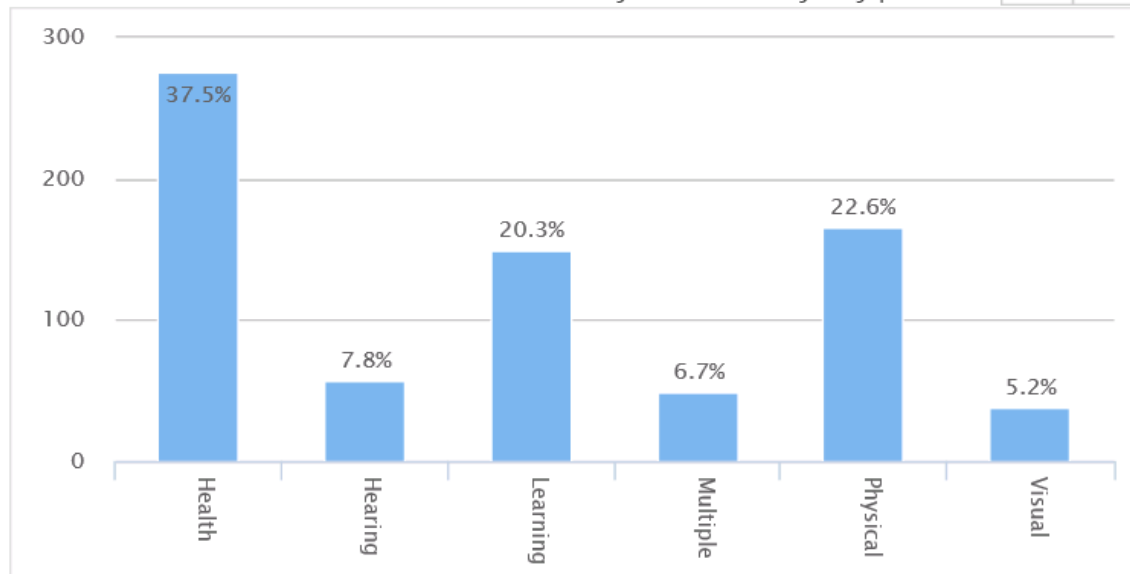
Total Current members with a Disability



	Count
Health	277
Hearing	58
Learning	149
Multiple	49
Physical	169
Visual	38
TOTAL	740

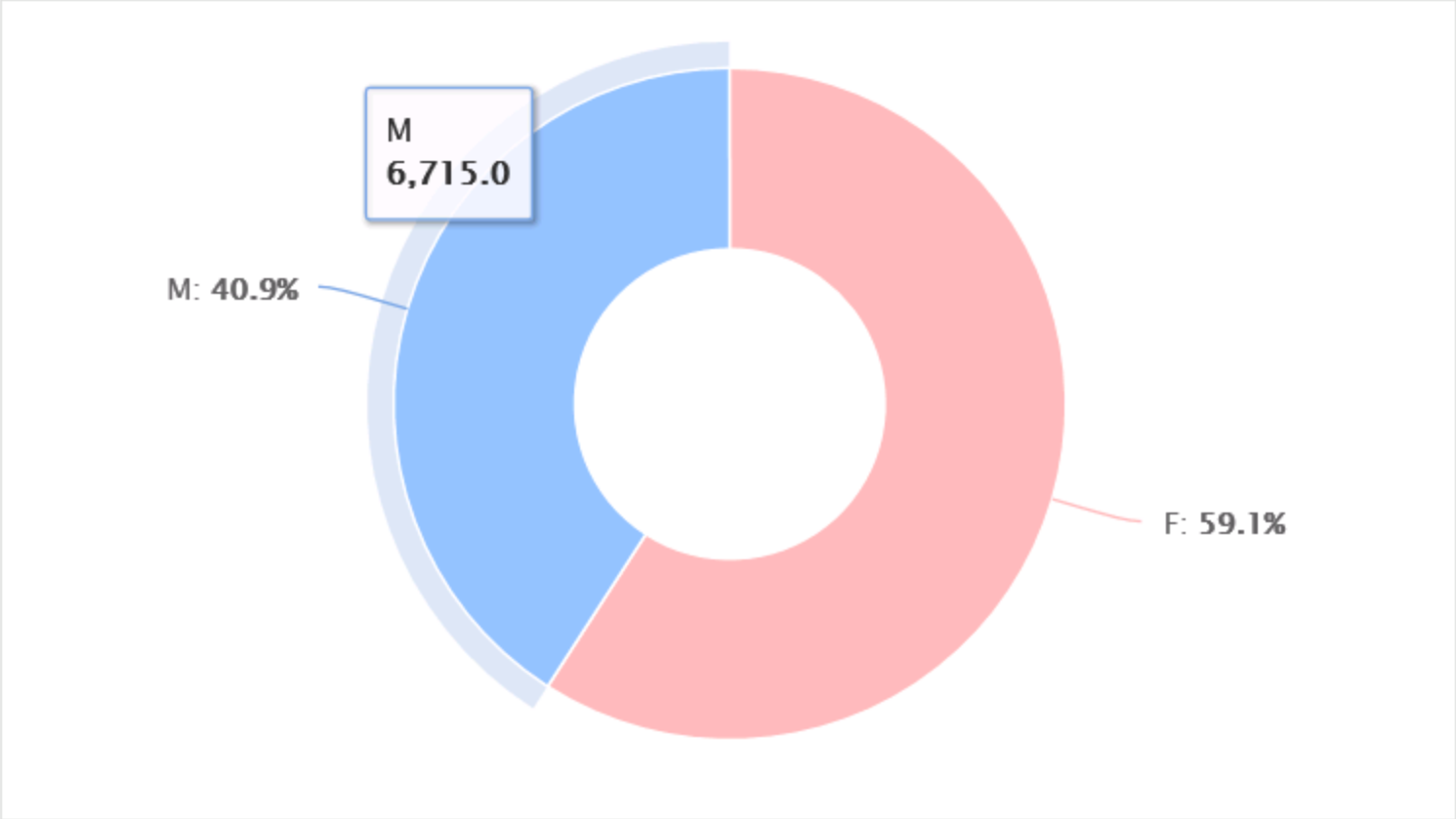
Total 12

Disabled Member Breakdown by Disability Type



2021 USAGE DEMOGRAPHY - AGE

Gender - All Current members

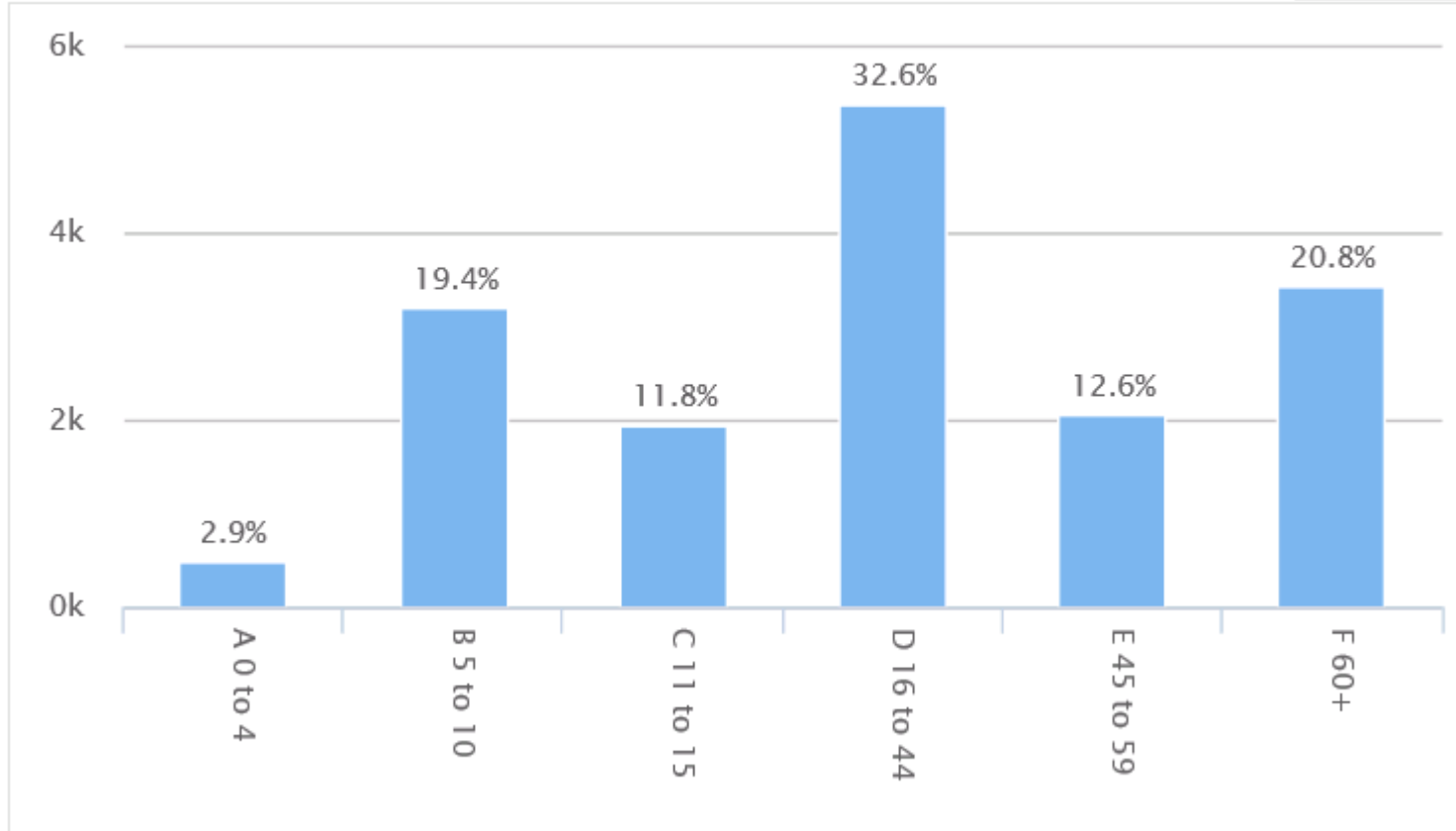


Tudalen 13



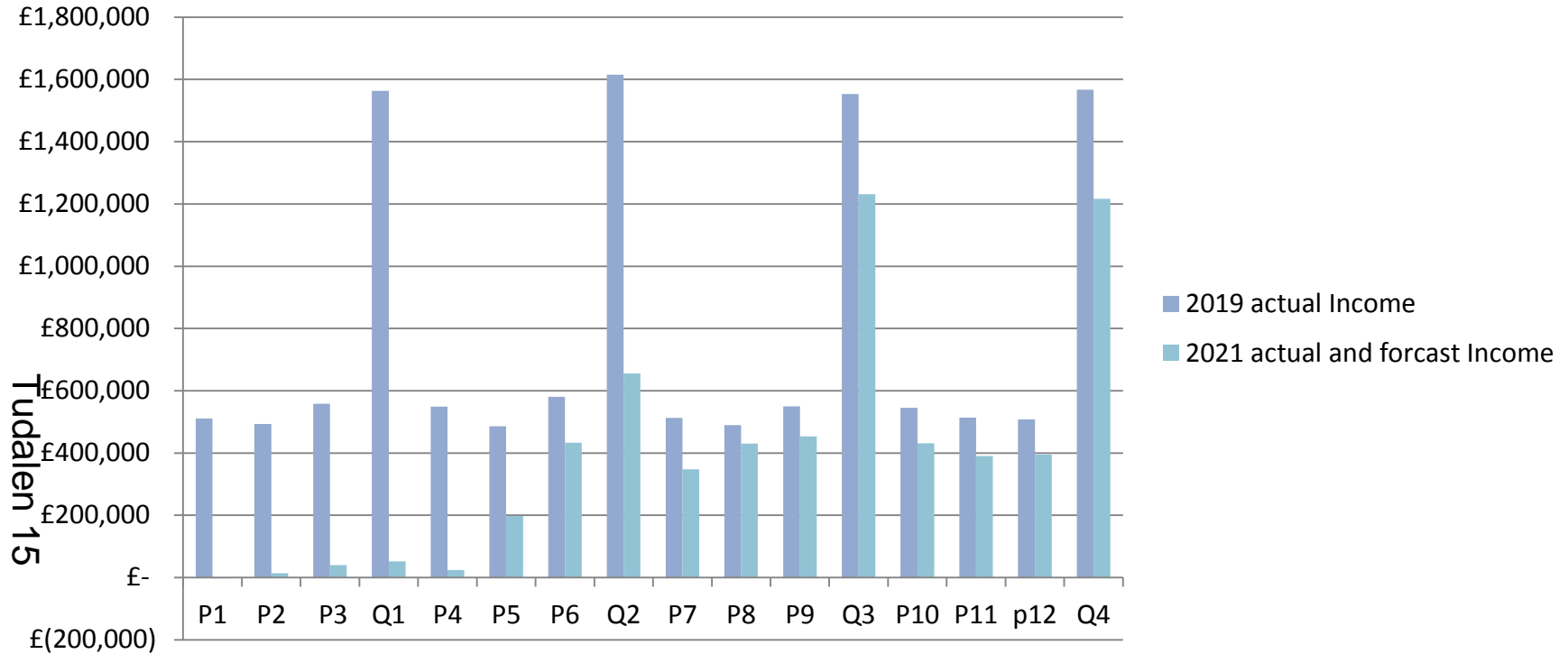
2021 USAGE DEMOGRAPHY - AGE

Age - All Current members



Tudalen 14

COVID IMPACT – INCOME



	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Income	P5	P6	P7	P8	P9	P10	P11	p12	
% of 2019 Income	40.69%	74.58%	67.84%	87.84%	82.37%	79.08%	76.07%	77.79%	50.10%

FUTURE....

- Pandemic Impact
 - Big challenges ahead
- Continue to rebuild business
- Increase usage
 - Inequalities
 - New users
- Build on partnerships
 - NHS recovery
- Embed GLL in Cardiff culture
 - Social Enterprise
 - Not for Profit
- Deliver Cardiff CC outcomes
 - Health & Wellbeing
 - Environment
 - FWGA
 - Capital Ambition
 - Cardiff Commitment

QUESTIONS....



Tudalen 17

GLL

Mae'r dudalen hon yn wag yn fwriadol