

# Cardiff CC Economy & Culture Scrutiny Committee

13.12.21



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**

# 4 PILLAR UPDATE - BETTER SERVICE



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



# BETTER SERVICE – Capital investment



TER

# BETTER SERVICE – Capital investment



**BETTER**

# BETTER PEOPLE



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

## 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



BETTER

# BETTER COMMUNITIES



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

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%
<b>10369</b>	<b>-2,819</b>	<b>75.85%</b>

- 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%
<b>Grand Total</b>	<b>4,021</b>	<b>4,506</b>	<b>-485</b>	<b>89%</b>

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

# 2021 CENTRE USAGE

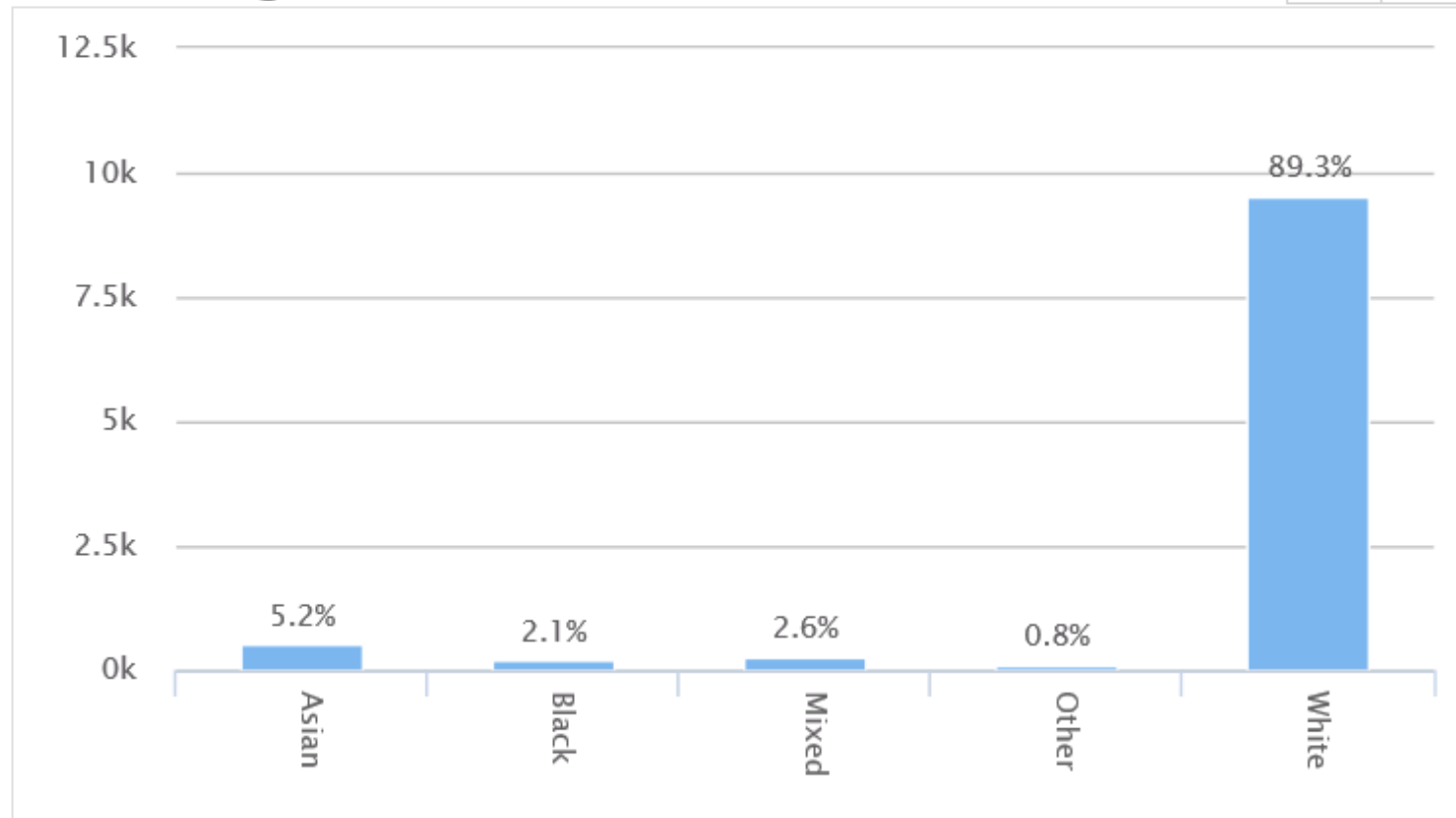
<b>Usage Q1 2021 vs 2019</b>	<b>Attendance Q1 2021</b>	<b>Attendance Q1 2019</b>	<b>difference</b>	<b>% difference</b>	<b>% of 2019</b>
Eastern Leisure Centre	20879	44515	-23636	-53%	47%
Fairwater Leisure Centre	18157	39045	-20888	-53%	47%
Llanishen Leisure Centre	39712	96925	-57213	-59%	41%
Maindy Leisure 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%
<b>Grand Total</b>	<b>146212</b>	<b>386091</b>	<b>-239879</b>	<b>-62%</b>	<b>38%</b>

<b>Usage Q2 2021 vs 2019</b>	<b>Attendance Q2 2021</b>	<b>Attendance Q2 2019</b>	<b>difference</b>	<b>% difference</b>	<b>% of 2019</b>
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%
<b>Grand Total</b>	<b>266390</b>	<b>365822</b>	<b>-99432</b>	<b>-27%</b>	<b>73%</b>

**BETTER**

# 2021 USAGE DEMOGRAPHY - ETHNICITY

Ethnic Origin - All Current Members



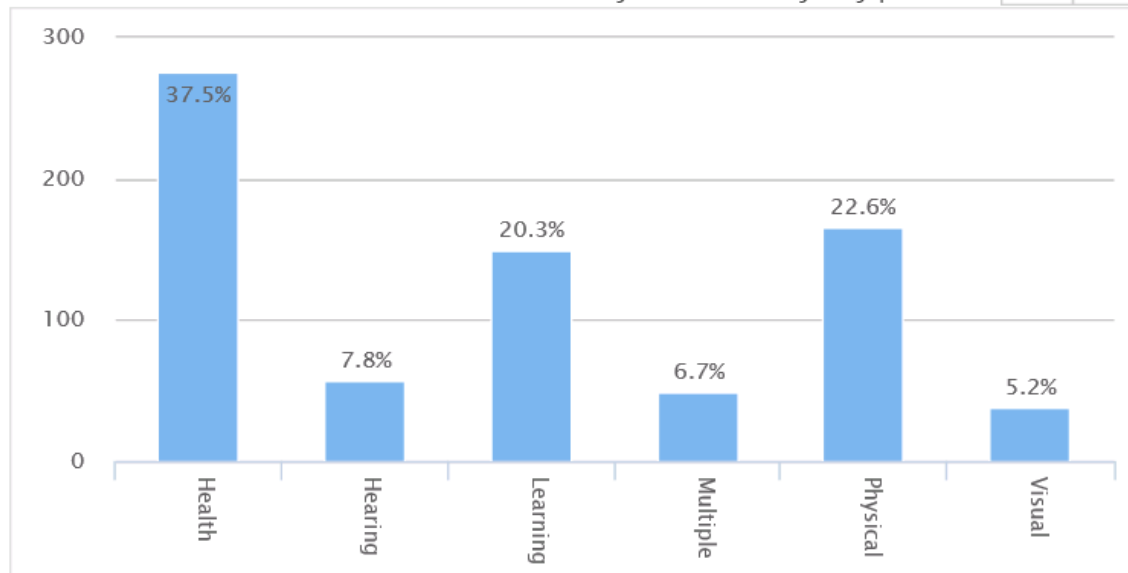
# 2021 USAGE DEMOGRAPHY - DISABILITY

Total Current members with a Disability



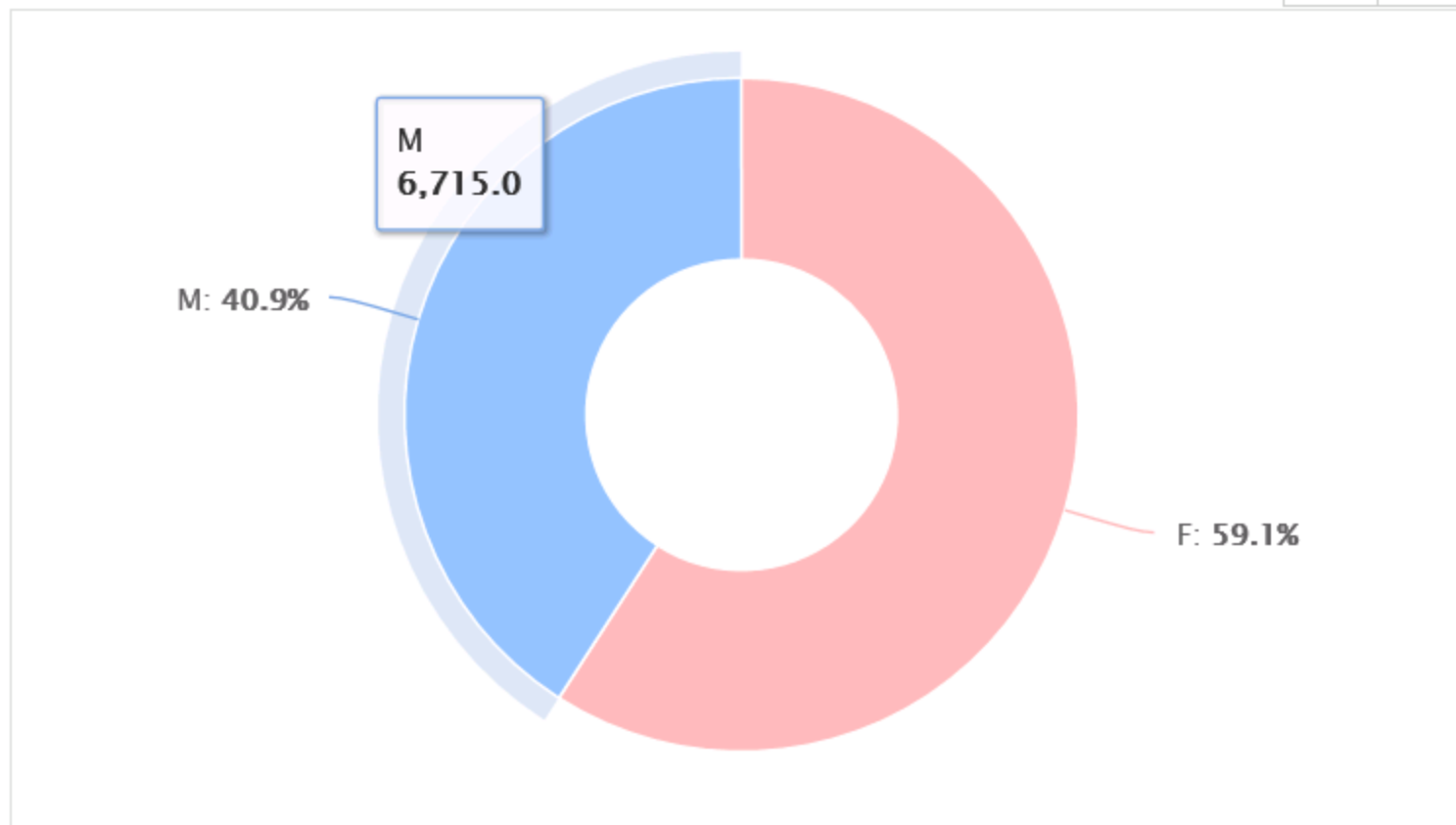
	Count
Health	277
Hearing	58
Learning	149
Multiple	49
Physical	169
Visual	38
<b>TOTAL</b>	<b>740</b>

Disabled Member Breakdown by Disability Type



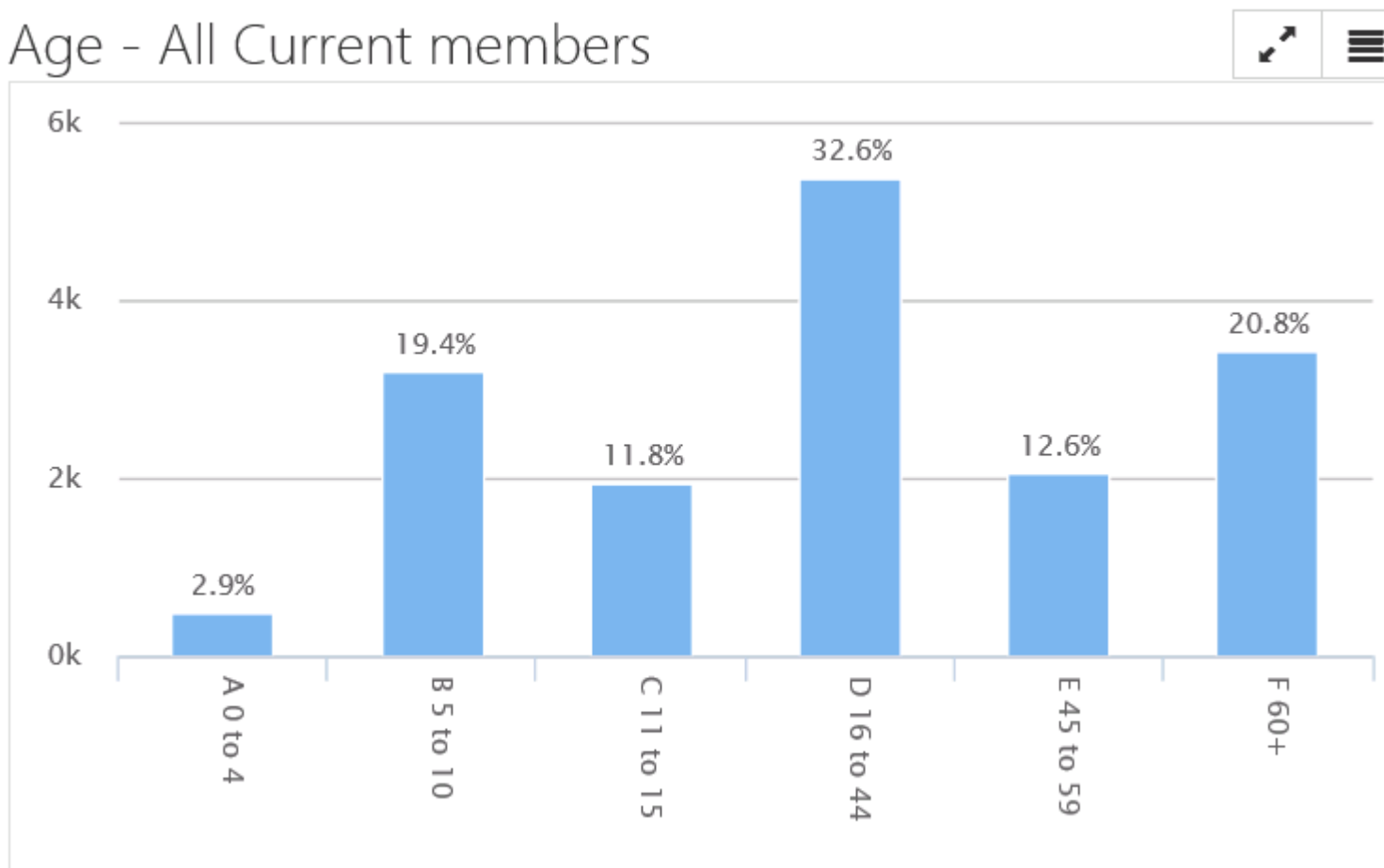
# 2021 USAGE DEMOGRAPHY - AGE

Gender - All Current members

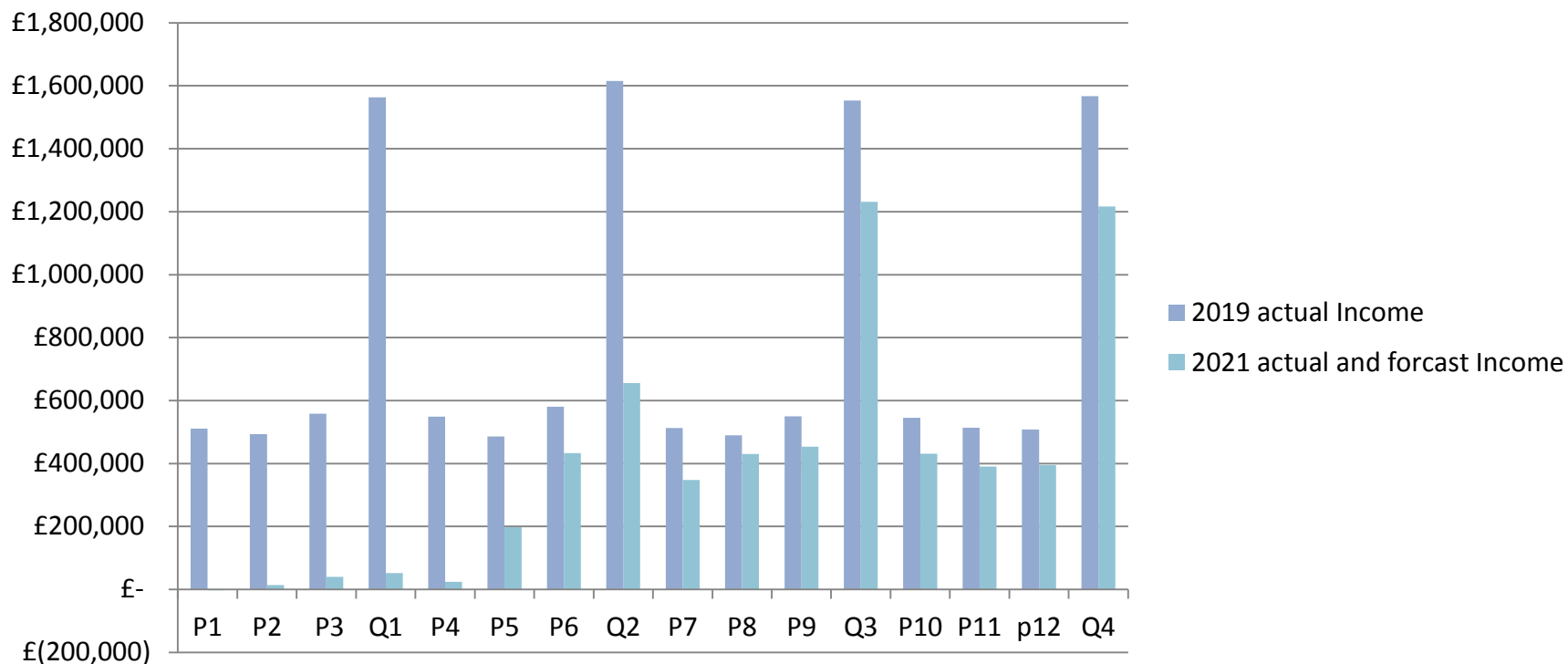


# 2021 USAGE DEMOGRAPHY - AGE

Age - All Current members



# COVID IMPACT – INCOME



	May	June	July	Aug	Sept	Oct	Nov	Dec	
Income	P5	P6	P7	P8	P9	P10	P11	p12	Total
% 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....

