

---

REPORT TO:	ETWALL JMC	AGENDA ITEM:	7
DATE OF MEETING:	14 <sup>th</sup> OCTOBER 2002	CATEGORY:	DELEGATED
REPORT FROM:	DEPUTY CHIEF EXECUTIVE	OPEN	
MEMBERS' CONTACT POINT:	CHRIS MASON 5794 STEVE WRIGHT	DOC:	
SUBJECT:	SWIMMING POOL – PROGRAMME OF USE	REF:	e:\leisure\committee reports\etwalltime.doc
WARD(S) AFFECTED:	ETWALL, HATTON, HILTON, NORTH WEST, REPTON & WILLINGTON	TERMS OF REFERENCE:	CS08

---

### 1.0 Recommendations

1.1 To approve amendments to the swimming pool programme as identified in the report.

### 2.0 Purpose of Report

2.1 To propose amendments to the swimming pool programme that reflects the changing demands for the facility.

### 3.0 Executive Summary

3.1 Like a great many other swimming pools the programme of use at Etwall Leisure Centre has evolved over a number of years. An important principle has been the need to balance the different demands on pool time. The demand, particularly for swimming lessons and club time, are increasing all of the time, while attendances at public swimming sessions are decreasing. The report seeks to respond to these changes by recommending amendments to the existing programme.

### 4.0 Detail

4.1 At most centres, programmes of use have evolved through 'custom and practice'. Generally they reflect the different 'pressures' on pool time. The main demands have traditionally been:

- Casual Public Swimming
- Organised Swimming Lessons
- Club use (swimming, sub-aqua, water polo)
- Centre organised activities i.e. fun sessions/lane swimming
- private hire

- 4.2 One of the areas that has traditionally been 'safeguarded' has been public swimming. In regular management reports to this Committee, Members have been made aware of the decreasing numbers taking part in public swimming. This is a national trend that has been attributed, in part, to competition from other activities and, as far as public provision is concerned, competition from private sector facilities.
- 4.3 There is currently unmet public demand for lesson provision and for increased time in the programme for club/private hire use. In many ways the demands are linked, because one of the main outlets from swimming lessons is the swimming club.
- 4.4 The current programme of use is attached at Annexe A. In term time and school holidays the current programme comprises:

<b>Current Programme</b>				
<b>Session</b>	<b>Term Time</b>		<b>School Holidays</b>	
	<b>Hours</b>	<b>%</b>	<b>Hours</b>	<b>%</b>
Casual Swimming	31¾	48	40¾	41
Swimming Lessons	11¾	18	21	21
Club / Private Hire	16¾	25	16¾	17
Centre Organised Activities	6	9	21	21

- 4.5 In order for the programme to reflect the changing demands on the facility it is proposed to amend the programme as identified in Annexe B. This equates to the following usage:

<b>Revised Programme</b>				
<b>Session</b>	<b>Term Time</b>		<b>School Holidays</b>	
	<b>Hours</b>	<b>%</b>	<b>Hours</b>	<b>%</b>
Casual Swimming	27¼	40½	35¾	35½
Swimming Lessons	14	21	23½	23½
Clubs / Private Hire	19¾	29½	19¾	20
Centre Organised Activities	6	9	21	21

## 5.0 Financial Implications

- 5.1 The changes to the programme will generate the following income:

Swimming Instruction	£4,400
Clubs / Private Hire	£4,600
<b>Total</b>	<b>£9,000</b>

- 5.2 The proposed amendments to the timetable equate to a 7½% loss in casual public swimming time. In financial terms this could result in an annual loss of income of £2,900. The proposed changes to the programme could therefore result in net additional income generation in the region of £6,000. This however needs some

qualification because of the number of the many variables involved in reducing casual swimming at certain times i.e. ratio of adults to children/family swims.

## **6.0 Corporate Implications**

6.1 None from this report

## **7.0 Community Implications**

7.1 The changes are likely to generate some complaints from customers who attend public swimming sessions.

## **8.0 Conclusions**

8.1 The proposed changes reflect the changing demands on the facility and allow the Centre Manager some flexibility to respond to these demands. The decrease in the numbers attending public swimming sessions has obviously had an impact on the income generated at the Centre. The changes are intended, in part, to arrest the decline in income generation

## **9.0 Background Papers**

9.1 None

