

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 25th MAY 2005

GAMES HALL ATTENDANCE FIGURES

Report by the Executive Director of Neighbourhood Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to highlight the significant increase in usage being achieved within the Council's Games Halls.

2. BACKGROUND

- 2.1 The Community Recreation Section manages six Games Halls and two Sports Centres employing a total of 26 permanent staff and a further 54 sessional and relief staff.
- 2.2 Following a re-structure in 2001, the management of these Centres has focused on the development of their customer base and the provision of a wide range of activities that are both innovative and inclusive for the communities they serve.
- 2.3 Since 2001 there has been a marked upturn in the attendances at each Centre along with major improvements in the quality of activities being provided.

3. PERFORMANCE RESULTS

- 3.1 The overall aim of the service is to provide a comprehensive choice of high quality activities within the Centres. These activities require to be inclusive, innovative and affordable and delivered and marketed in a professional manner.
- 3.2 Since 2001 the service has developed and grown which is highlighted by the increases in attendances that each Centre is experiencing. The table below highlights the growth in attendance over the last four years.

Games Hall Annual Overall Attendances	
2001	244,296
2002	254,510
2003	280,189
2004	311,967

The increases in attendances can be further broken down to demonstrate the increases achieved at each facility.

CENTRE	2001	2002	2003	2004
Catrine Games Hall	32,552	33,496	32,386	37,008
Drongan Games Hall	21,779	23,926	21,859	30,105
Gavin Hamilton Sports Centre	36,792	40,227	47,678	53,888
Hunter Centre	42,256	45,017	56,963	51,999
Mauchline Games Hall	37,025	37,649	40,215	43,620
Muirkirk Games Hall	21,338	20,582	24,928	28,719
New Cumnock Games Hall	26,553	26,168	26,371	29,093
Patna Games Hall	25,981	27,445	29,789	37,535

3.3 A number of key activities and processes that have been introduced since 2001 have been instrumental in delivering this upturn in attendances. These include:-

- The introduction of programmed activities throughout the year. Through the distribution of programmes within the communities each Centre serves it has been possible to both attract new custom and also retain existing customers.
- The introduction of specific attendance and financial targets for each Centre has been a major catalyst in motivating staff to develop their facilities.
- Funtastic Children's Themed Parties have proved extremely popular providing parents with an affordable, all inclusive children's party, staffed and co-ordinated by our staff. These parties have been a major innovation contributing greatly to the increase in customer numbers at weekends.
- Aerobics/Fitness Programmes have been developed and now attract new customers. A Fitness Co-ordinator is in post whose remit is to develop this part of the business to meet the constantly changing trends and to provide customers with the latest options for getting and staying fit.
- School Holiday Programmes have been introduced with great effect. Previously these were downtimes in relation to attendances, however, through the introduction of specific programmes for these periods the facilities are experiencing excellent attendances. Part of this process saw the introduction of a "Summer Fun Club" for children within all Centres providing organised activities throughout the summer which has impacted greatly on summer attendance as detailed below.

Summer Fun Club Attendances

2002	16,381
2003	26,586
2004	35,883

Another aspect that has led to the increase during these periods is the development of School Sponsorship which is operated by a number of Centres. This involves the School and the Games Hall working jointly to raise funds to provide the children with either free activities or reduced cost activities during the Holiday Programme.

- Dance Factor is the most recent activity launched which provides dance classes within Centres at an affordable price and has been a major success with an average of 300 children attending each week.

3.4 These innovative projects along with a number of other such activities coupled with the willingness and determination of all the staff on site to succeed has enabled the service to develop in the way it has. The role played by both the Games Halls and sessional staff in the development of attendances has been exceptional.

4. FINANCIAL IMPLICATIONS

4.1 The upturn in attendances has been mirrored in the income being generated at these facilities, allowing budget targets to be met.

5. LEGAL/AUTHORITY IMPLICATIONS

5.1 Not applicable

6. POLICY IMPLICATIONS

6.1 The service provided by these facilities is delivered within the framework of the Leisure Strategy and the Community Plan.

7. CONCLUSION

7.1 The Community Recreation Section has successfully restructured and remodelled the activity programmes available at Sports Centres and Games Halls producing significant increases in attendances at all facilities.

8. RECOMMENDATION

8.1 It is recommended that the Committee note the content of this report.

William Stafford
Executive Director of Neighbourhood Services

WS/JAG/KH

27th April 2005

LIST OF BACKGROUND PAPERS

Nil

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