

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 5 FEBRUARY 2004

GAMES HALL ATTENDANCES 2003

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to advise members of the significant progress being made within Games Halls relating to annual attendance figures.

2. BACKGROUND

- 2.1 The Council operates eight Games Halls spread throughout East Ayrshire employing a total of 15 full time and 29 part time staff.
- 2.2 In 2001 a departmental restructure saw a management unit formed to develop these facilities with a view to enhancing the service provision and increasing community usage.
- 2.3 The facilities cater for a broad range of sports ranging from Racquet Sports to Five-a-Side Football, Aerobics to Fitness Training. Opening hours cover weekday afternoon and evenings and weekend daytimes with some variations and extended opening during school holiday periods.

3. PERFORMANCE RESULTS

- 3.1 The tables below highlight the upturn in usage of each individual Centre along with the overall combined attendance over the last 3 years.

Table 1 – Games Hall Individual attendances – Period 2001 – 2003

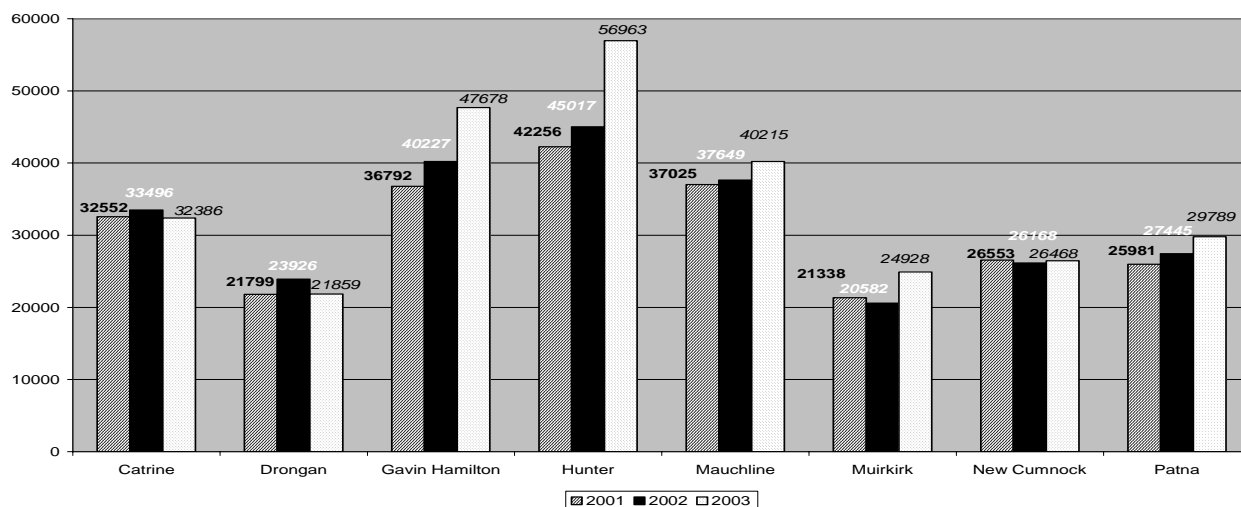
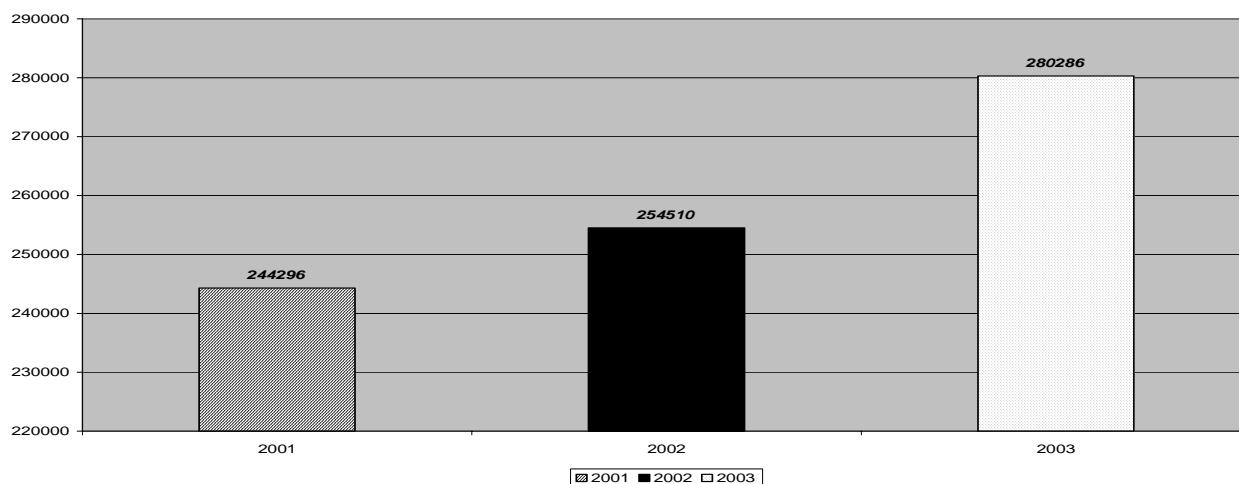


Table 2 – Combined attendances – Period 2001 – 2003



3.2 In 2002 a number of new initiatives within the Games Halls were introduced that had a significant impact into how the Centres have performed. These have carried into 2003 and have resulted in an increase in attendances for 2003 of 24,776 against the previous year.

3.3 These initiatives include:-

- **The Body Station Gym:** All eight Gyms within the Centres were branded in 2002 under the title of The Body Station and there are currently in excess of 3,000 members of the Body Station. The introduction of the Body Station has enabled us to provide an improved service and wider variety of benefits to Gym users.
- **Funtastic Children’s Themed Parties:** These were introduced in February 2002 following extensive market research which identified a gap in the market. The Parties are staffed by teams of fully trained party assistants and combine organised party games, face painting and balloon modelling to a party theme. Since their introduction the parties have gone from strength to strength. In 2002 a total of 89 Parties took place, 2003 saw a significant increase with a total of 183 parties taking place. Every Party is evaluated and to date of the 272 parties that have taken place 99.5% of the customers have been more than satisfied with the product provided.
- **Aerobics/Fitness Sessions:** In September 2002 an officer was appointed to co-ordinate the development of Aerobic/Fitness activities within the Games Halls and Community Halls. A base of suitably qualified instructors was put in place and then a development plan to implement a new programme of fitness related activities was implemented. This enabled the section to develop a comprehensive programme of classes covering a wide variety of needs. These classes have proved extremely popular and on average there are in excess of 60 Classes held per week in the Games Halls. In 2003 these classes attracted a total of 16,873 customers to the facilities.
- **School Holiday Activities:** An area that has had a significant impact within the facilities is the provision of specific programmes of activities for children during School Holiday Periods. Specialised programmes during the Easter, Summer and October School holidays saw large increases in attendances.

The most notable of these being in the Summer with the “Summer Fun Club” and other specialised activities attracting 26,500 children over the seven week period an increase of 10,000 over the corresponding period the previous year.

- **EAextreme:** This initiative is an indoor Skateboarding Session that provides young people with the opportunity to take part in Skateboarding indoors in a safe environment, utilising custom made ramps whilst supervised by staff.

This activity has proved extremely popular and has attracted participation from primarily teenagers a group that have always proved difficult in the past to attract to Centres.

- **Marketing:** The Centres are now being actively marketed within their own communities and neighbouring communities. This is achieved through a variety of methods such as Quarterly Programmes being distributed through schools, mail drops, Newsletters, improved links with schools and other community groups and word of mouth. All these have had a significant impact in the development and growth of the usage of Centres and have assisted in the development of our customer base.

3.4 These initiatives coupled with the staffs’ enthusiasm and professionalism has resulted in the positive attendance trends currently being shown in the Section. Due to the diverse needs and demands of each individual community the results achieved Centre by Centre differ for each activity. The process of identifying and meeting the communities’ needs is being met through the close links the staff are nurturing within their particular communities.

4. FINANCIAL IMPLICATIONS

4.1 The development of the centres is funded from existing Recreation Section budgets.

5. LEGAL/AUTHORITY IMPLICATIONS

5.1 Not applicable

6. POLICY IMPLICATIONS

6.1 The service is being delivered within the framework of the Leisure Strategy and the Community Plan.

7. CONCLUSIONS

7.1 The service is providing residents of East Ayrshire the opportunity to participate in a wide range of high quality activities that will have a positive impact on their quality of life.

8. RECOMMENDATIONS

8.1 It is recommended that the committee note the contents of this report.

William Stafford
Director of Community Services

WS/JAG/DS/CAM

8th January 2004

LIST OF BACKGROUND PAPERS

Nil.

Implementation Officer: - john.griffiths@east-ayrshire.gov.uk