

# **East Herts Council Report**

## **Audit & Governance Committee**

**Date of meeting:** 29 May 2024

**Report by:** Cllr Sarah Hopewell, Executive Member for Wellbeing

**Report title:** Annual Leisure Contract Performance Report

**Ward(s) affected:** All

**Summary** – To present the annual review of East Herts Council’s fifteen-year leisure contract with Sport and Leisure Management Ltd (SLM) - trading as Everyone Active (EA).

### **RECOMMENDATIONS FOR** Audit & Governance Committee:

**a)** The views of the Audit and Governance Committee be received and noted.

#### **1.0 Background**

**1.1** The fifteen-year contract with our leisure provider Sport and Leisure Management Ltd. (SLM), began on 1 January 2020. Now in year five, this report details the performance of Everyone Active (EA) throughout 2023 in delivering under the terms of the contract.

**1.2** The leisure provision in East Herts continues to be sector leading. On 9 September 2023 the newly refurbished and extended Hartham Leisure Centre opened, which has seen a significant uplift in members by 1,900 in the last quarter. EA have also reported a significant increase in gym visits, from an average of 8,345 to 17,000 in October and November 2023.

Hartham Leisure Centre has also opened a soft play that attracts an average of 2,500 visits per month. In addition, a spin studio was opened in January 2024 and the final phase of the project; gym changing rooms and shower facilities, were opened in early May 2024.

**1.3** Though the focus in 2023 has been the completion of Hartham Leisure Centre, it was the first full operational year for the 3g pitch at Grange Paddocks Leisure Centre. There are 32 regular club and group bookings per week, and it has hosted League Two team Harrogate Town

for training and the Real Madrid Football Foundation, which used the facility for football camps.

**1.4** Leventhorpe pool and gym received a refresh to the shower area and newer cardiovascular equipment for the gym, both of which positively were received by customers. In addition to this, Fanshawe pool and gym received a refresh with updated equipment, a functional space that replaced the old multi-purpose room, and a more accessible gym area. The wet side showers have also been updated.

**1.5** Ward Freman pool, owned by Hertfordshire County Council (HCC) and managed by EA, was closed due to significant issues surrounding the health and safety of the pool tank and filtration system. In addition, there was a requirement for significant financial investment.

*Ward Freman pool, owned by HCC, and with operations provided by EHDC, was closed in December due to significant issues surrounding the health and safety of the pool tank and filtration system. In addition, there was a requirement for significant financial investment, with full understanding of the repair issues still being established.*

**1.6** The following annual report covers two main elements:

- Performance in relation to specifications within the contract
- Qualitative successes and improvements

### **1.7 Report**

The following information provides a summary of the contract performance, including customer throughput, customer satisfaction, health and safety management, added social value, and investments.

### **1.8 Customer Throughout**

The Council continue to provide sector-leading leisure facilities and offer people the opportunity to participate in a variety of different sports and physical activities; regardless of age, ethnicity, gender, or level of physical activity.

The benefits of an active lifestyle support the Council’s commitment to health and wellbeing. Customer throughput refers to anyone who uses the centres.

### 1.9 Attendance

A key figure in assessing the performance of EA is the number of customers who used the facilities in 2023. The attendance for Grange Paddocks Leisure Centre has increased by 9.5% (65,415 more visits than 2022); Leventhorpe pool and gym increased by 2.5% (1,812 more visits); Ward Freman pool increased 6.5% (3,619 more visits) and Fanshawe pool and gym saw a drop of 0.9% (795 fewer visits).

There were a total of 1,403,353 visits in 2023, which represents a 23.7% increase from 2022.

Within the 2023 figures there were 3,510 more individuals using the centre, 2,412 more fitness memberships and an increase of 612 people on the learning to swim on scheme.

<b>Sum of Total Site Attendance</b>	<b>TOTAL</b>	<b>YR on YR</b>	<b>YR on YR %</b>
<b>2019</b>	<b>1043152</b>	<b>18361</b>	<b>1.8%</b>
<b>2020</b>	<b>483389</b>	<b>-559763</b>	<b>-53.7%</b>
<b>2021</b>	<b>538365</b>	<b>54976</b>	<b>11.4%</b>
<b>2022</b>	<b>1134239</b>	<b>595874</b>	<b>110.7%</b>
<b>2023</b>	<b>1403353</b>	<b>269114</b>	<b>23.7%</b>

Activities included in the data are:

- Gym
- Casual swim
- Group exercise classes
- Swimming lessons (including 1:1 and school)
- Tennis
- Football

### **1.10 Swimming attendance**

Swimming performance has continued to exceed the contracts attendance target of a 1% increase from the previous year, with a 9.5% increase in usage. This totals 241,028 swim visits for 2023, and a month-on-month growth, except for August. EA will be exploring activities and programmes to engage with customers over the summer holiday period in 2024.

### **1.11 Under-16 swim performance**

There has been a 5.9% increase in under-16 swimming participation and a total of 58,682 visits in 2023. Last year Hartham Leisure Centre invested in a large inflatable that has **proved** incredibly popular **and is** programmed into the school holiday timetable.

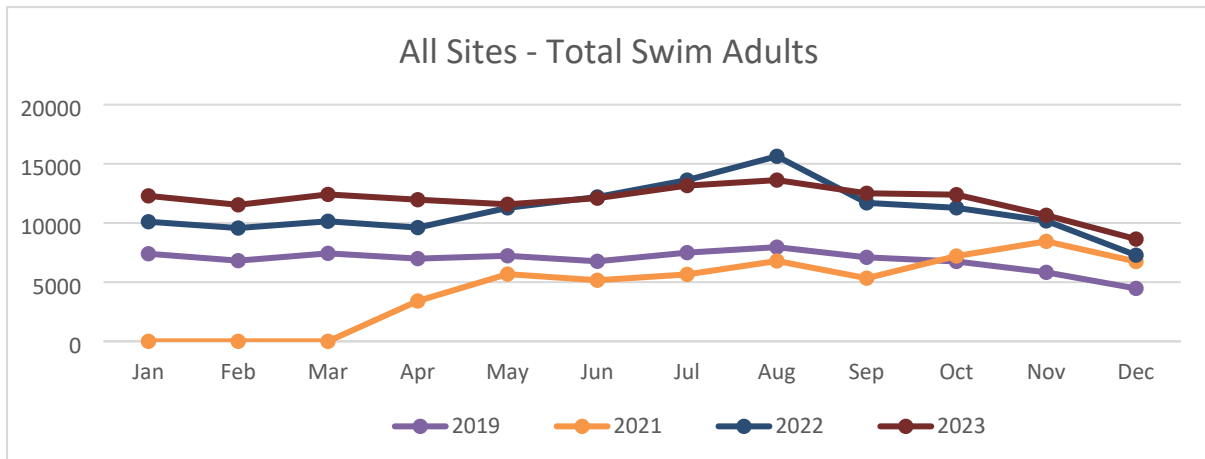
### **1.12 Adult swim performance**

There has been a 7.7% increase in adult swimming; equating to 10,255 more visits than 2022. This is positive and aligned with the rise in membership options, which in turn has driven the number of active users. More work is needed to boost swimming in the summer holiday period, where there were 2,500 fewer swimmers. EA believes this is due to a change in programming in addition to an increased popularity of open water swimming and the refurbishment of local lidos.

### **1.13 Senior swim performance (60 years plus)**

Senior swimming participation increased by 21.2% in 2023, with a total attendance of 39,056 swimmers over the age of 60. It is encouraging to see this level of uptake from senior gym users and EA believe it is due to the popularity of aquatic-based activities for this age group.

The graph below highlights the decrease in participation during August 2023 from 2022; this is an area that EA will focus on in 2024.



### 1.14 Gym attendance

There has been a continued increase in gym visits to our leisure centres, totalling 308,329 in 2023 - an increase of 17.8% from 2022. The opening of the newly extended Hartham Leisure Centre has allowed membership to increase further and has pushed gym visits to record levels. The added investment from EA to Fanshawe and Leventhorpe pool and gym has also boosted gym visits. This has supported membership growth by maintain existing customers.

### 1.15 Group participation

EA have focused on developing group exercise classes, following a drop in participation since COVID-19. Attendance increased by 25.1% in 2023, helped by two new studios opening in Hartham Leisure Centre, each of which have a capacity of more than 25 people.

Since the opening of Hartham Leisure Centre in September, there was an increase of 2,384 in group attendance compared to September 2022. In October and November, more than 14,000 people attended group exercise classes. The third studio; a spin studio which hosts both virtual and live classes, was opened in early 2024 and this has further boosted group participation.

### 1.16 Membership

There was a 23% increase in membership sales in 2023, equating to 1,496 new members. This was predominantly the result of Hartham

Leisure Centre's pre-sales and launch period. EA would like to see an increase across all centres in 2024.

The membership figures for the other centres show a 2% reduction at Fanshawe and 3% at Leventhorpe pool and gym, whilst Grange Paddocks Leisure Centre has seen a 5% reduction. In terms of unit numbers, this equates to 12 fewer sales at Fanshawe, nine at Leventhorpe pool and gym and 176 fewer sales at Grange Paddocks Leisure Centre. The drop in unit numbers at Grange Paddocks Leisure Centre is attributed to more local competition from new gyms opening in Bishop's Stortford. EA are adjusting their focus from new sales to emphasis on retention, with planned investment in more group exercise sessions in 2024.

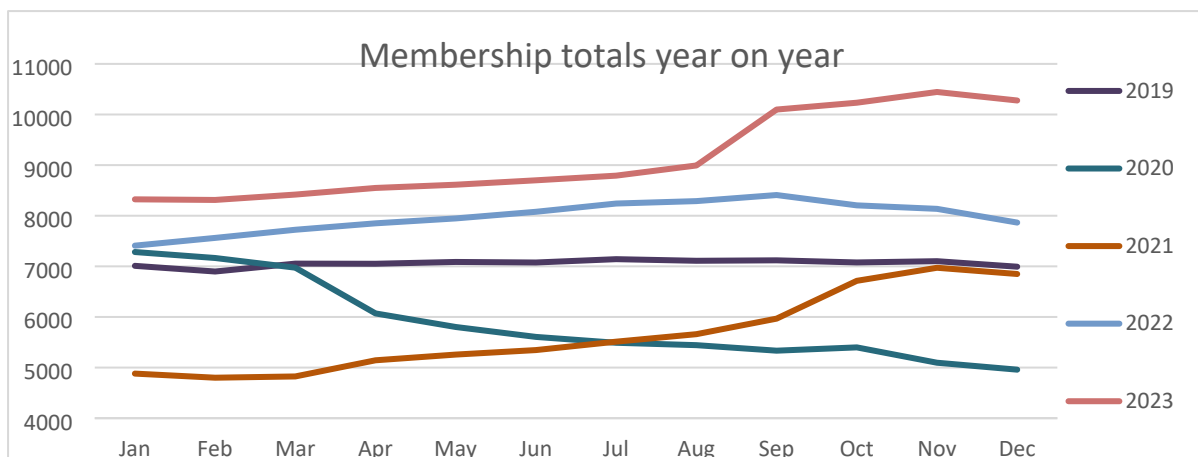
### **1.17 Fitness membership numbers**

The launch of the Hartham Leisure Centre extension in September 2023 was hugely influential in the growth of the membership base. The 1,264 new memberships sold in September 2023 alone set a new SLM company record for a refurbishment launch.

Fitness membership includes gym and group exercise, making up a significant proportion of total attendance and approximately 40% of total turnover. Therefore, a robust fitness membership provides healthy attendance growth and is accompanied by commercial benefits. Given the challenges to operational costs around utilities and staffing costs, it is an essential factor in the leisure contract.

Membership at Grange Paddocks Leisure Centre peaked at 4,776 in September, which dropped to 4,293 by December due to the one-year promotional membership price ending. The opening of a new gym in Bishop's Stortford also affected membership in the latter part of the year. Across the rest of the contract, EA has seen consistency with membership numbers at Fanshawe, retaining between 680-690 members.

The graph below illustrates the membership total for the last five years, highlighting the year-on-year increase in membership.



### 1.18 Health and wellbeing initiatives

Health and wellbeing initiatives are at the core of the work EA do and they continue to serve the community by ensuring everyone has access to options for physical activity. EA continue to develop and deliver strategic health and wellbeing programmes.

### 1.19 Parkinson's support

The Community Health and Wellbeing programme includes support for people living with Parkinson's, involving 114 regular users. As part of the programme, EA has developed free access to Grange Paddocks Leisure Centre for people living with Parkinson's and their carers. There are also monthly support lunches held in the community room at Grange Paddocks Leisure Centre which regularly attracts 25-30 attendees. In addition to the community group, EA have established multiple activities branching off the Parkinson's support group, including a Boccia session, seated cricket and boxing sessions.

### 1.20 Sporting Champions

The Sporting Champions scheme is now in its eighth year and allows talented athletes to utilise training support and mentoring sessions to further their careers. The project is three-tiered with gold, silver and bronze. In April 2023 there were 23 local athletes selected to join the Sporting Champions scheme in East Herts. These include four triathletes, three swimmers, three rugby players, three hockey players, two skeet shooters and several other athletes in sports like judo, gymnastics and football.

## **1.21 Partnership working**

Everyone Active is working in partnership with Alzheimer's UK to promote opportunities for physical activity and facilities available within East Herts leisure centres for those living with or affected by Alzheimer's.

Other ongoing partnerships include:

- Grove Cottage by supporting their annual Santa Run.
- I Love Hertford social media engagement around Hartham Leisure Centre.
- Mum's guide to Hertford with social media engagement.
- Community Voice, a police partnership for Hertford and Hartham Common.
- Blood Cancer UK, supported at Grange Paddocks Leisure Centre.
- Campioni football camps at Grange Paddocks Leisure Centre with retired West Ham United player James Collins.
- Stortford school sports partnership, with use of the 3g pitch at Grange Paddocks.
- Stort Valley Healthcare - who support Parkinson's and Dementia.
- Herts Sport Partnership, which provides holiday activities and food for children at Grange Paddocks Leisure Centre.
- Ongoing partnership with Weight Watchers as part of EA's corporate partnership. This provides space at Grange Paddocks Leisure Centre for the community to have free access to space to hold meetings. This is a useful cross-pollination between those looking to lose weight but who may not yet be ready to be physically active.
- Herts Sports Partnership with a successful funding bid for HAPPY activity camps, which provide holiday camps over the Christmas period for children in receipt of free school meals.
- Partnership with Stevenage Football Community Trust, providing coaching for the walking football activity session at Hartham Leisure Centre.
- Man v. Fat - a weight loss programme which involves playing football at Grange Paddocks Leisure Centre.
- MacMillian cancer support charity – fundraising.



- Caudwell Youth, a youth programme for developing and shaping young people's futures.
- Football For Fathers – social football community for over 30-year-olds to return to football.
- Connected with Table Tennis England for junior table tennis.
- Engaged with the Real Madrid Foundation who held very successful football sessions at Grange Paddocks Leisure Centre.
- Stevenage Football Club and Premier League Kicks, who provided free football sessions at Hartham Leisure Centre for 14–16-year-olds.
- Following the launch of the new 3g pitch in late 2022, EA have established a footballing partnership with Ipswich Town Football Foundation, Soccer Sixes, Bishop's Stortford Community FC, Real Stortford, The Games Group, Bows Soccer Academy, Stortford Swifts and numerous others for regular hires.

## **1.22 Social value**

Social value measures the positive value that an organisation creates for society, communities, and the economy, including the NHS. Measuring social value includes both physical and mental health and is calculated on the health care cost savings for eight health outcomes.

These correlate to decreasing the risk and prevention of illness, combined with reduced GP visits and psychotherapy usage for physically active people.

The Social Value Calculator report for 2023 reveals all sites in East Herts increased their social value from £4,762,265 in 2022 to £5,544,045 in 2023. This is a 16.42% increase and a growth of £781,780. It reflects the core achievements of EA that more people from the East Herts district are using the leisure centres and attending active community programmes.

The table below indicates the social value calculator results for all sites in the leisure contract. The performance for calculated social value is significantly boosted by Hartham Leisure Centre's uplift from £1,180,749 in 2022 to £1,829,908 in 2023, an increase of 54.98%.

The 5.7% increase at Grange Paddocks Leisure Centre is positive also. However, both Fanshawe and Leventhorpe pool and gym's social value is down. This was influenced by the number of attendees and the number of unique social value participants.

	Total Social Value	Total SV participation 2023	Total SV participation 2022	% difference	Social value per person	Social Value total		
						2022	2023	% difference
ALL	£ 5,535,904	35160	29891	17.63%	£ 157	£4,762,265	£ 5,544,045	16.42%
FAN	£ 322,977	2773	3288	-15.66%	£ 116	£ 359,434	£ 322,977	-10.14%
GPP	£ 3,174,902	17844	16436	8.57%	£ 178	£ 3,003,607	£ 3,174,902	5.70%
HAR	£ 1,829,908	12431	7577	64.06%	£ 147	£ 1,180,749	£ 1,829,908	54.98%
LEV	£ 164,881	1484	1690	-12.19%	£ 111	£ 167,839	£ 164,881	-1.76%
WFR	£ 51,377	792	900	-12.00%	£ 65	£ 50,636	£ 51,377	1.46%

### 1.23 Customer satisfaction

EA send customer satisfaction surveys to members every six months via email. These provide feedback from users and are used to provide a summary for EA's Quality Action Plan and influence strategy development.

EA have made significant improvements to the dual site facilities, including updating the changing rooms and ensuring consistently high standards of cleanliness throughout the day. The table below highlights the overall rate of gym and group exercise experience at our leisure centres.

In 2023 there was a 1% decrease in overall satisfaction levels of 'very good to good' at Grange Paddocks Leisure Centre, but an increase for the other centres. This is something that EA have looked into and as a result have added more virtual classes to ensure there is availability for those who want early or late classes around their work schedule.

	2023	2022	2021	2019	2018	2017
How would you rate the overall gym and group exercise experience in the leisure centre?	Very Good to Good	Very Good to Good	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied
All Sites	77.3%	78.3%	83.9%	81.8%	82.8%	87.2%
FAN	50.0%	41.3%	80.7%	75.6%	62.9%	75.1%
GPP	85.8%	89.1%	91.9%	77.3%	71.8%	85.3%
HAR	76.3%	72.9%	82.3%	84.2%	92.6%	92.4%
LEV	41.7%	37.5%	82.8%	75.5%	65.5%	96.0%
WFR	66.7%	NA	N/A	N/A	N/A	N/A

## 1.24 Swimming experience

EA were pleased with the feedback of 81.7% for all sites of 'very good to good' when users were asked how they would rate their swimming experience. Where there were a small number of 'poor to very poor' scores, EA reviewed individual feedback to look at improvement opportunities.

	2023	2022	2021	2019	2018	2017
0.5.How would you rate the overall swimming experience in the leisure centre?	Very Good to Good	Very Good to Good	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied
All Sites	81.7%	84.1%	78.2%	80.2%	81.8%	80.8%
FAN	81.0%	68.0%	81.7%	81.3%	58.4%	71.6%
GPP	84.4%	88.7%	85.0%	73.8%	58.1%	72.1%
HAR	76.6%	83.7%	81.7%	80.4%	84.1%	82.9%
LEV	86.5%	84.1%	81.8%	81.3%	83.2%	88.3%
WFR	78.6%	61.1%	84.1%	83.6%	93.7%	89.1%

## 1.25 Overall visits to the centre

In terms of satisfaction levels regarding users' overall visits to the centres, a combined score of 81.6% was recorded in 2023, a slight drop of 0.8% from the overall score of the previous year. EA are mindful that in 2023 there was a four-month delay to the Hartham project opening and Fanshawe gym was closed for two-and-a-half weeks for refurbishment; all of which has been raised in this open-source feedback. As the survey is now independent of each site and is sent out

electronically and centrally, EA understands that the feedback they receive is generally more critical as responses are not traceable to specific users.

	2023	2022	2021	2019	2018	2017
How satisfied are you with your overall visit to the centre ?	Very Good to Good	Very Good to Good	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied	% very satisfied or fairly satisfied
All Sites	81.6%	82.4%	86.9%	86.7%	87.3%	87.7%
FAN	66.4%	62.9%	83.3%	81.0%	78.7%	87.0%
GPP	88.4%	88.6%	87.9%	87.1%	77.7%	83.0%
HAR	77.0%	77.0%	86.1%	86.4%	87.4%	84.2%
LEV	84.2%	86.4%	88.2%	91.6%	94.1%	93.0%
WFR	72.7%	54.5%	90.2%	87.9%	98.4%	91.0%

### 1.26 Value for money

Value for money continues to be an important factor for EA customers. In 2023 EA achieved over 78% across all sites. EA are actively looking at individual feedback as to where they can improve, particularly at improving on 'average' satisfaction scores, with a shift for these to become 'good' scores.

	2023	2022
How would you rate the activities at the centre in terms of Value of Money	Very Good to Good	Very Good to Good
All Sites	78.41%	77.78%
FAN	70.71%	67.01%
GPP	77.65%	80.97%
HAR	80.47%	74.47%
LEV	80.39%	81.82%
WFR	83.33%	72.73%

### 1.27 Health and safety

EA continues to work closely with the Council's Health and Safety Officer to streamline health and safety audits. EA carry out an overall audit of internal health and safety reviews, which is an annual process comprised of 12 months of monitoring, including compliance to the statutory and corporate standards, training and administration, plus two review audits for each site.

Across the contract, EA has seen a degree of over-reporting on reportable accidents, which required further training for colleagues on their accident reporting system. The moment an accident is generated, EA cannot change the status of the report regardless of whether this is the provision of first aid and/or the accident occurred out of the red line of the centres.

2023 Accident Analysis													
Contract	Site	Total Site Attendance	Total Accidents	Natural Causes	Sporting Injury	Other type of Injury	No of Customer Accidents	No of SLIPS (Non-Sporting) NB: DO NOT INCLUDE TRIPS	No Of Accidents involving Flumes	No of Contractor Accidents	No of Colleague Accidents	Brief overview of Riddor Reportable Accidents. (Please copy and	Monthly Accident Rate per 10,000 Visits
East Herts 2023 only	Fanshaw Pool and Gym	86437	37	3	5	27	36	1	0	0	1	NA	4.1649
	Grange Paddocks	757383	79	8	26	45	76	2	0	0	3	NA	1.0035
	Hartham Leisure Centre	430974	31	4	6	17	31	4	0	0	0	See Dec 23 report	0.7193
	Leventhorpe Pool and Gym	69237	4	0	1	3	4	0	0	0	0	NA	0.5777
	Ward Freeman Pool	59322	12	0	0	10	11	0	0	0	1	NA	1.8543
	<b>TOTAL</b>	<b>1403353</b>	<b>163</b>	<b>15</b>	<b>38</b>	<b>102</b>	<b>158</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>NA</b>	<b>1.1259</b>

## 1.28 Major incidents

In December there was an incident at Hartham Leisure Centre in which an individual sadly had a medical condition resulting in fatality, despite the efforts of the team on site and paramedics. The incident was not directly related to an accident at the site; however, it required the poolside to be closed for some time. EA staff involved were offered counselling and received regular checks post-incident to ensure EA supported them following this incident.

## 1.29 Accident summary

EA use benchmarking for accident performance analysis, comparing the level against accidents per 10,000 visits. This provides a comparison where sites can be cross-referenced against benchmarked levels.

There were 163 reported accidents, which is a slight increase from 121 in the same period in 2022. The accidents per 10,000 visits for 2023 is 1.1259 per 10,000 visits, slightly up from the 2022 performance of 0.93 accidents per 10,000 visits. This increase of 0.19 accidents per 10,000 visits is not of any concern. EA continue to review accident reporting monthly to look for patterns, avoidable incidents, and opportunities to improve safety and customer experience.

### **1.30 Inspections**

In addition to formal set monitoring arrangements, East Herts Council officers undertake a mixture of monthly unannounced and announced inspections, reviewing and recording service delivery, marketing, health and safety and monitoring procedure standards.

### **1.31 Utilities**

Utility consumption has remained a core focus for EA in 2023 due to the increase in utility base costs. EA continue to monitor energy and water consumption with regular reviews of their energy action plans and operational reviews at all sites. These include pool temperatures, time clocks on building management systems and research into further improvements or issues.

EA utilised Customer Relationship Management system to highlight when there were programmed empty spaces in their activities studios to ensure lighting and heating were reduced or switched off until the subsequent sessions.

EA also focused on timers with the air handling unit (AHU) for the poolside at Fanshawe pool and gym being upgraded to a 24/7-day timer, rather than just a 24-hour time. In addition, staff attended training with EA's Carbon and Energy Reduction Officer who shared best practice, new ideas and plans to reduce energy and carbon emissions.

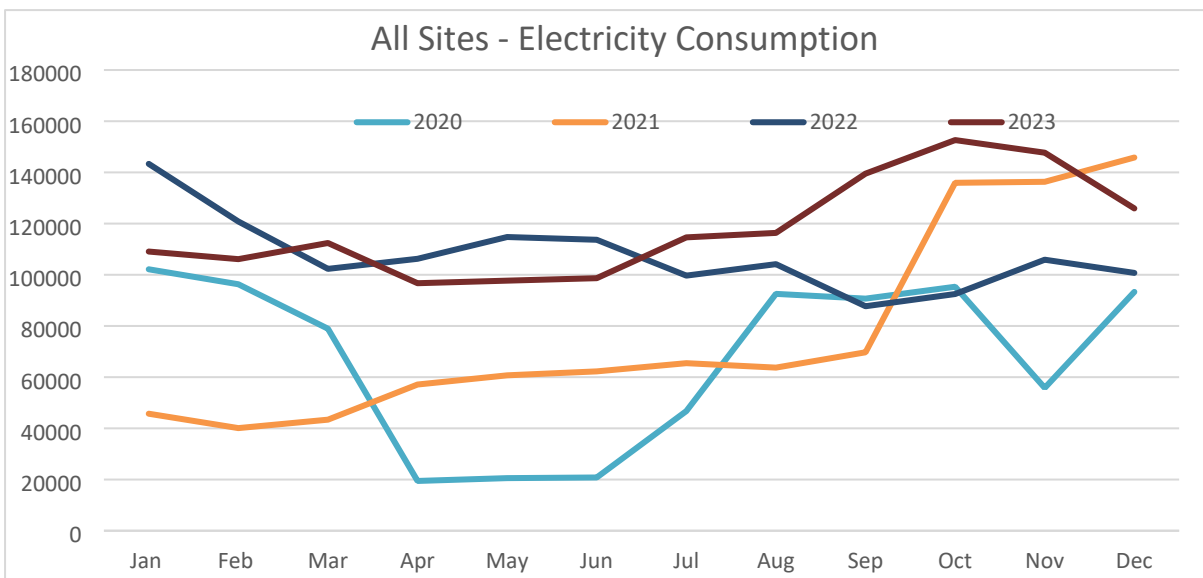
### **1.32 Energy and environmental action plans**

EA have continued to complete bi-monthly reviews of their plant rooms and operational Building Management Systems (BMS) to ensure they are monitoring set points, concentrating on core basics around temperature set points and timeclocks to ensure EA have the correct set points at the suitable timings.



### 1.33 Energy consumption

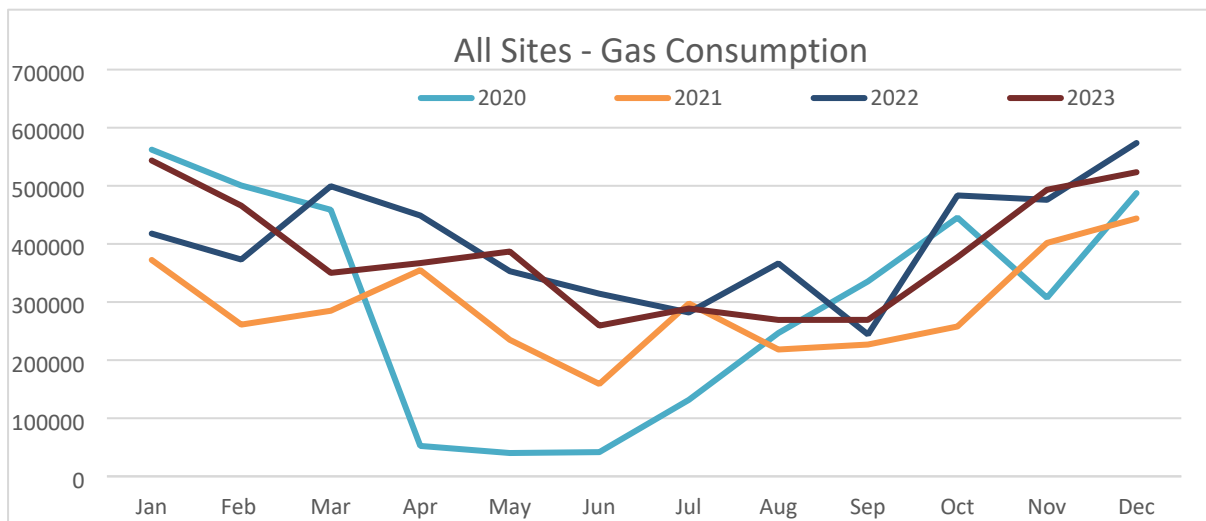
In the first six months of 2023, EA saw a year-on-year saving in electricity consumption and from July 2023 onwards, recorded an increase in consumption across the previous periods. From a year-on-year performance perspective, the increase in consumption in quarter 3 led to a reduction in the year-on-year energy consumption saving. The increase in consumption was mainly due to an issue with the Combined Heat Power (CHP) unit at Grange Paddocks Leisure Centre, which uses gas for power generation. This was also coupled with the new Hartham Leisure Centre coming online, where the building contractor operated with the lights on for night time security.



### 1.34 Gas consumption

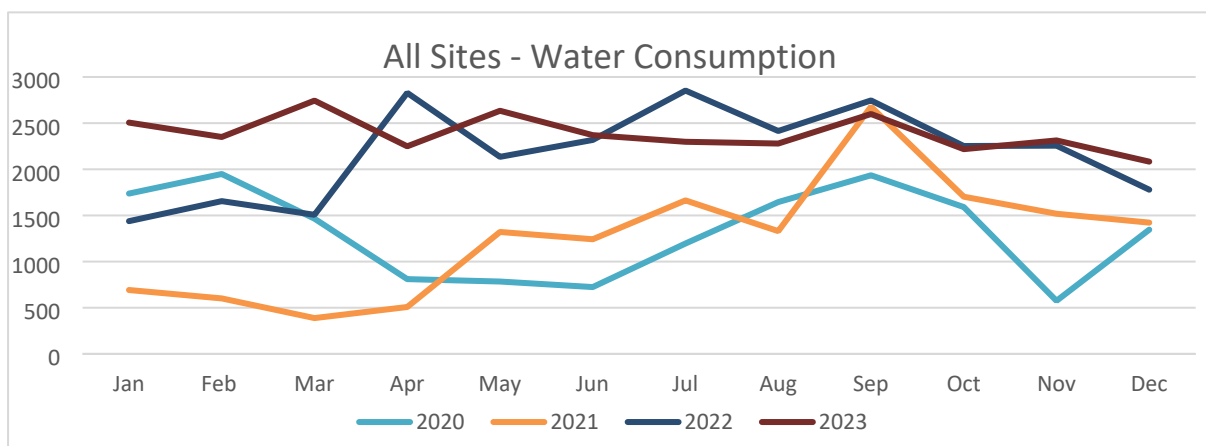
There was a slight shift in EA’s gas consumption due to Grange Paddocks Leisure Centre having a Combined Heat Power (CHP) unit, which uses gas consumption for power consumption because gas is generally cheaper than electricity. For 2023 overall, EA saw the CHP at Grange Paddocks Leisure Centre used for a run time of 16.4 hours per day. This dropped to 9.8 hours per day in quarter 3, which accounts for the savings in August.

For the whole period of January to September 2023, there was an increase in year-on-year consumption of 1.28%, however this includes the new Hartham Leisure Centre pool being open for its first full year.



### 1.35 Water consumption

The water consumption levels in the year-on-year comparison were much higher last year due to the pool at Hartham Leisure Centre being open for the whole period in 2023, compared to opening in May 2022.





## **1.36 Developments and investment**

### **1.36.1 Fanshawe pool and gym**

From August to September 2023, EA changed the gym's layout at Fanshawe pool and gym by removing the plinth where the cardio equipment was placed. EA relocated the strength and cardiovascular equipment from Hartham Leisure Centre, which completed an equipment refresh and layout change at Fanshawe pool and gym. This resulted in positive feedback from customers to EA in the latter part of quarter 4.

### **1.36.2 Hartham Leisure Centre**

After several delays to the project, the extension was opened 9 September 2023. The weekend was hugely successful, with over 300 new membership sales and more than 750 attendances. Since opening, Hartham Leisure Centre recorded more than 1,200 new membership sales in the opening month.

### **1.36.3 Ward Freman pool**

On 23 December 2023 Ward Freman pool was closed to public access following multiple issues that required essential work for health and safety reasons. There were long-standing issues with the pool floor and edges, along with crucial works required to refurbish the pool filtration system. In the period between the announcement that the centre would close and it closing, EA offered many swimmers on the learn to swim scheme alternative spaces in local EA sites. EA are committed to supporting and assisting the Ward Freman Community Pool Group CIO to seek a longer-term solution to the situation.

## **1.37 Feedback and enquiries**

The use of the single customer view (SCV) system provides a cross-reference to customers' previous tickets, including feedback, usage patterns, and marketing distribution summary. It enables EA to be proactive from a case management perspective where they may encounter a historical element and provides them with a better understanding of the customer.

## **1.38 Key feedback and enquiry patterns**

There are a few reoccurring themes in monthly feedback which EA are

working on at a site level to improve services and systems. Since March 2023, EA have updated the frequently asked questions on their website and single customer view links that manage customer enquiries and feedback. Several of the enquiries have automatic responses factored into a select number of topics, and, whilst this may seem impersonal, it increases EA's response times significantly.

### **1.39 Swimming lesson progress**

Owing to the rapid growth of Grange Paddocks Leisure Centre, EA saw several feedback tickets from customers who wished to move their child into the next stage. Due to the pyramid function of the stages, the next stage is not necessarily available due to an influx of new swimmers. EA are recruiting more swimming teachers and looking at more sessions for these stages, however, it remains an ongoing challenge.

### **1.40 Confirmation of membership cancellation**

Previously, members received an automated response when cancelling their membership which a number of them did not read/acknowledge, leading to a further cancellation request. This has now been resolved with changes to EA's digital member account self-service section.

## **Implications/Consultations**

No

## **Community Safety**

No

## **Data Protection**

No

## **Equalities**

No

## **Environmental Sustainability**

No

## **Financial**

No

**Health and Safety**

No

**Human Resources**

No

**Human Rights**

No

**Legal**

No

**Specific Wards**

No

**Background papers, appendices, and other relevant material**

N/A

**Contact Member**

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