



# PERFORMANCE MONITORING REVIEW

Harborough Leisure Centre  
Lutterworth Sports Centre

Everyone Active working in partnership  
with Harborough District Council



everyone  
ACTIVE

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## PERFORMANCE MONITORING REPORT

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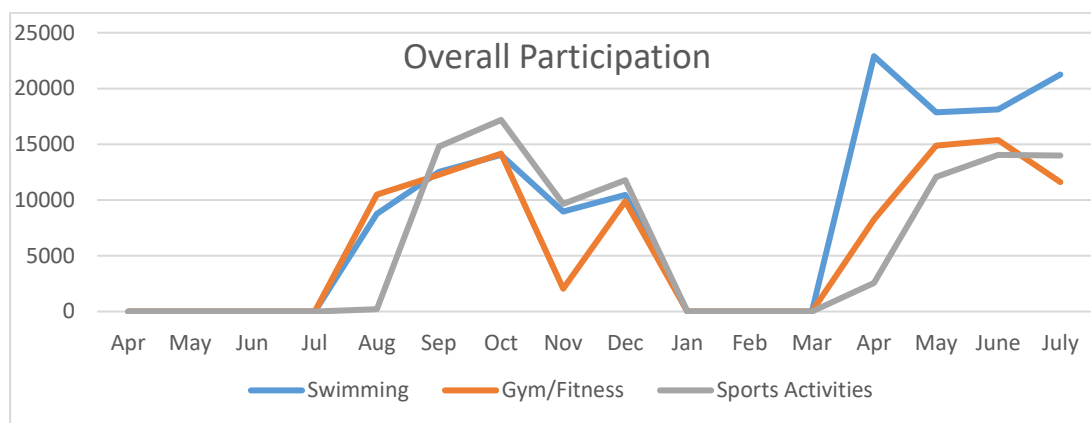
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## 1. PARTICIPATION

### 1.1 Activity

**Table: Participation per activity**

Description	HRB Jul 21	LUT Jul 21
Swimming	13488	7759
Gym/Fitness classes	6348	5248
Sports/Activities	8931	5068
Activity Total	28767	18075



#### Swimming

Swimming lesson membership as of end of July currently on **2275**, which is a sharp rise again month on month a net growth of **105**

Harborough lessons has exceeded the March 2020 target of **1303** and is currently on **1427**

Lutterworth lessons has now exceeded the March 2020 target of **836** and is on **848**

#### Gym and Group Exercise classes

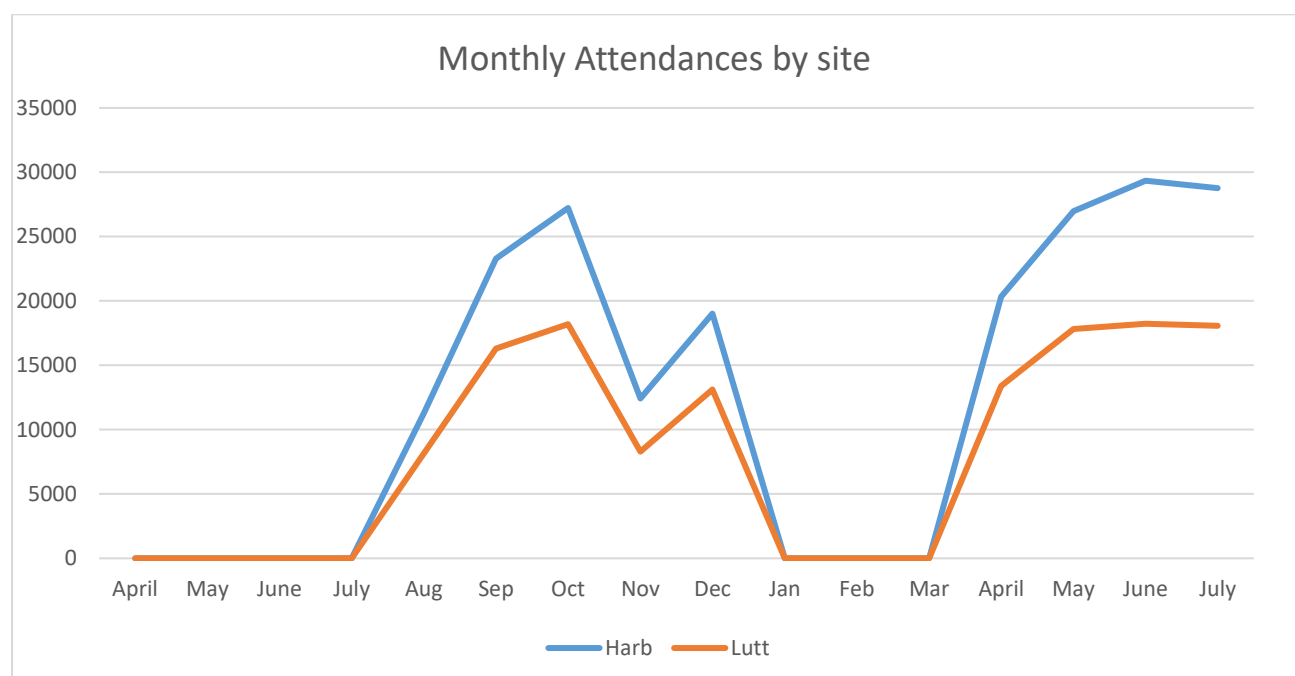
Gym membership was at **2903 a net growth of 60** across the contract at the end of June which is another sharp rise for the fourth month in succession.

## Sports and Activities

### 1.2 Overall Participation

**Table: Participation per site**

	Apr
Harborough Leisure centre	28767
Lutterworth Leisure Centre	18075
Total	46842



## 2. PROGRAMMES AND EVENTS

### NEW Programmes

During July we continued to develop the Live Group exercise classes and virtual classes.



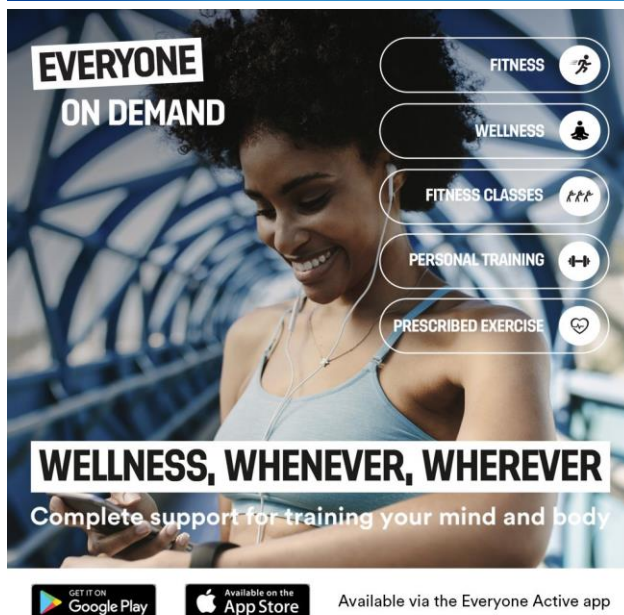
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### 3. CUSTOMER ENGAGEMENT

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#### 3.1 Marketing

The “Everyone Joins for Free” campaign for fitness aswell as everyone on demand and the kids pass for swim lessons.



### 3.2 Community Engagement

There are currently **13600** card holders in the community at Harborough and **6463** at Lutterworth a total of **20063** which was a **1338** growth in July. We are growing the database everyday with our marketing and outreach programme. The EA card is free to everyone and:

- provides customer benefits via discounts with various partners
- helps us track the usage of our customers so we can accurately report attendance statistics
- allows us to communicate special offers to our customers related to their usage record
- allows us to communicate service critical issues
- allows us to keep our customers up to date with in-Centre and EA news, events etc.

## 4. CUSTOMER FEEDBACK

### 4.1 Compliments

We measure customer satisfaction using our feedback system gained from social media, the EA website and from verbal and written comments in-centre.

#### Compliment themes

- Returned to Bowls and very happy it is clean and safe
- Classes are amazing
- Reception team very helpful
- Lifeguard at Lutterworth very positive and helpful

	Apr	May	June	Jul
Harborough Leisure Centre out of 10	7	6	8.25	6.25
Lutterworth Sports Centre out of 10	N/A	9	10	5

### 4.2 Complaints

#### Complaint themes

- Badminton over 50 sessions moving to Tuesdays/thursdays
- Booking system for aqua fit
- Group booking individual complaint

	Apr	May	June	July
Harborough Leisure Centre	2	2	2	3
Lutterworth Sports Centre	2	1	0	1

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## 5. QUALITY ASSURANCE

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### 5.1 Audits

- Internal: none
- External: none
- Statutory: none
- Council: Monthly VSA

### 5.2 Accidents / Incidents

There were no major incidents or RIDDOR reportable event in the period.

**Table: Number of accidents per site:**

	HRB Apr	LUTT Apr	Total
Attendance	28767	18075	46842
Number of accidents	5	2	7
Number of Riddor	0	0	0
Accidents per 10,000 visits	0.01	0.01	0.01

The average accidents per 10,000 across the 52 sites in the SLM East Region is 4.95 per 10,000.

We conduct an accident type and location mapping analysis to identify any trends. No common themes have been identified, with the nearly all of the above where minor injuries such as falls, strains and bumps.

### 5.3 Maintenance & Environmental

The WAM system will be used to record and monitor PPM schedules as well as reactive tasks. In this period we have repaired/replaced:

- UV and small pool dosing unit repair
- Pressure unit services
- Fryer in Café repaired/serviced
- Dishwasher repair café
- Coffee barista machine callout repair

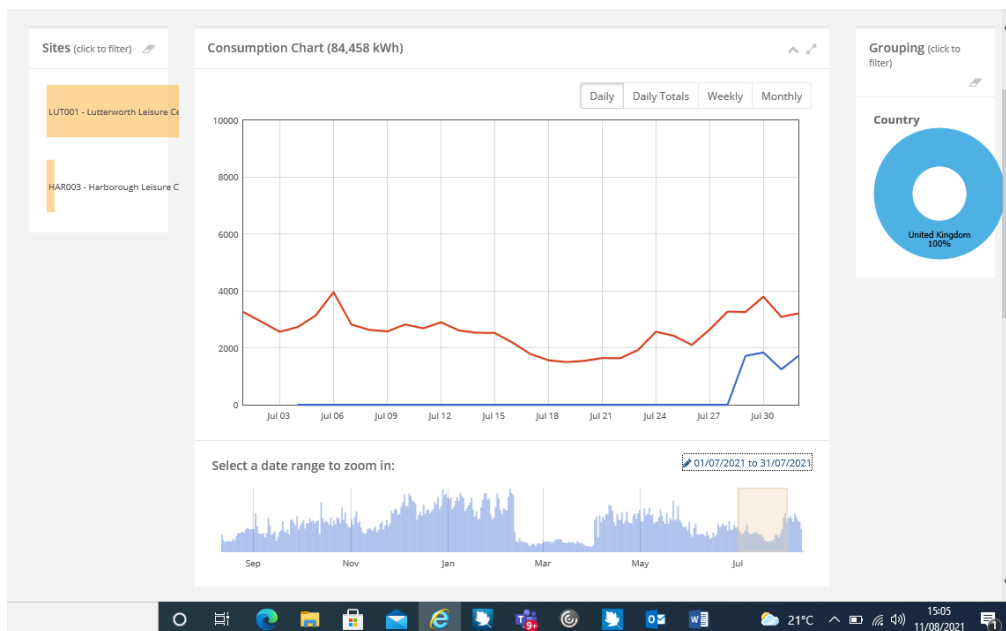


Environmental :

Electricity Consumption readings :



Gas Consumption Readings :



## 5.4 Cleanliness

The Cleaning Matrix has been reviewed covering all areas of the Centres and now includes a comprehensive covid hot spots and new fogging matrix, we also deep clean all areas at the end of

the day using the fogger. This is a live document that is continually reviewed daily by the teams to check for service quality, indeed we have seen a marked improvement by way of customer comments and internal monitoring.

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## 6. SUMMARY

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### **Investment**

Only business critical work undertaken.

### **Colleague Training**

All colleagues are enrolled covid-19 safe induction refresher training prior to returning back to work from furlough.

### **Colleague Recruitment**

1 x Lifeguard

1 x Receptionist

### **Community health and wellbeing**

We are continuing with our work to develop a Community Wellbeing Hub across both sites to introduce specific groups into the centre's we attended a Teams meeting of the LiLt group across Leicestershire and will be working with the health and wellbeing team at HDC to develop these in the near future.

Launching in August is the Everyone is Family campaign, outlined below :  
Our aim is to help those that need it most by providing fun-filled and flexible activity plans to use throughout the month of August.

We have combined our knowledge of exercise and living a healthy lifestyle, along with our fantastic range of in-centre facilities and digital exercise – to help you on the fitness and wellbeing journey.

Not only that, but by taking part – they can WIN a bundle of prizes along the way, including a family membership worth OVER £600!



A useful link below to our Customer Pledge which explains what we have committed to provide to support our communities both physically and mentally:

<https://www.everyoneactive.com/pledge/>