

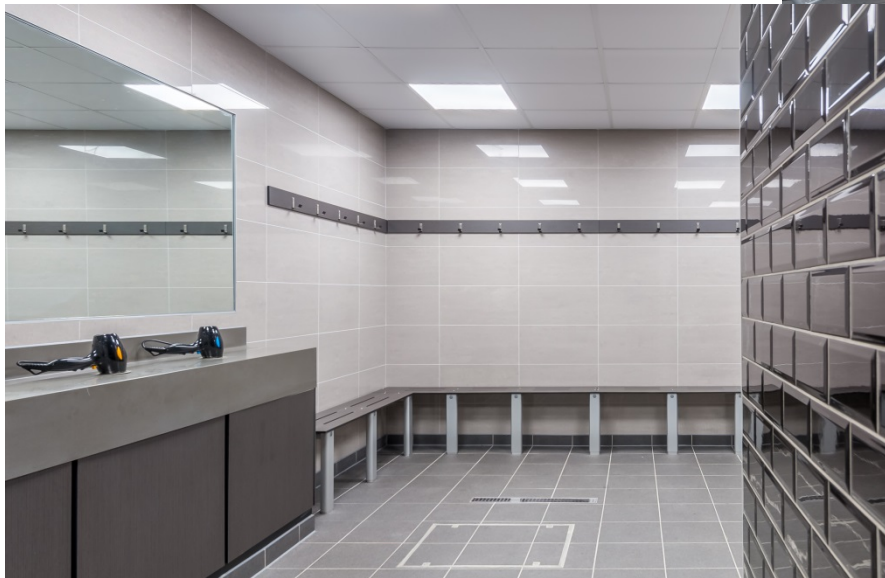
# RIVERMEAD LEISURE COMPLEX

Housing, Neighbourhoods & Leisure  
Committee

16<sup>th</sup> November 2016

16<sup>th</sup> November 2016

# 2016 PERFORMANCE REPORT



**GLL**

# GLL – WHO ARE WE?

- A Charitable Social Enterprise
- Operate over 250 leisure centres, libraries, children's centres and adventure playgrounds
- Employ over 4,000 contracted and 5,000 casual employees
- Provides career growth opportunities
- The largest leisure operator in the UK



**GLL**

# GLL – WHO ARE WE?

**GLL**

**GLL LEISURE**

**GLL LIBRARIES**

**GLL SPORT**

**GLL HEALTH**

**BETTER**

**GLL**

# RIVERMEAD LEISURE

## COMPLEX

- Contract commenced January 2006
- Contract ends 31<sup>st</sup> December 2022
- GLL's National Agenda – Rivermead part of the West Region
- Positive and productive working relationship with the Council's Leisure team



# OUR AMBITIONS FOR 2016

## BETTER SERVICE

- Complete the £830,000 capital development programme to improve the gym, changing rooms, reception, Thames Suite and Better Coffee Corner to raise customer satisfaction.
- Improve our performance score in the Annual User Survey to achieve a minimum score of 80 %
- Introduce smaller, pop-up fitness class within the gym to improve the user experience.
- To deliver nationally recognised Sport England quality benchmark of Quest Plus rating via independent audit

## BETTER PEOPLE

- Working in partnership with GLL College, improve opportunities for training and development by implementing the GLL Skills Academy, National Apprenticeship and Trainee Manager schemes.
- Improve internal communication channels and maximise efficiency and interaction of all team members with the launch of the GLL staff intranet.
- Increase employment of Apprentices, with a target of 30 % of frontline staff employed on the apprenticeship programme by the end of 2017.
- Encourage local democracy with more employees becoming members of the GLL Industrial & Provident Society by holding staff briefing events including breakfast meetings and AGM/Society Roadshows at Rivermead.

# OUR AMBITIONS FOR 2016

## BETTER COMMUNITIES

- As an official sponsor for Sport Relief, work with staff and customers at Rivermead to achieve a fundraising target of £500,000.
- Develop a strategy to work in partnership with Reading Borough Council's Adult Learning Services team for the relocation of its Day Care service.
- Increase the number of athletes supported by the GLL Sports Foundation in Reading to 40. Increase 'Be Inspired' participation to 400 per event to create pathway opportunities for younger children.

## BETTER BUSINESS

- Promote the new gym product and the £19.95 membership architecture to grow membership to 2,000 members.
- Promote the benefits of online booking, 'Home Portal' and improved swimming facilities to grow the swimming lesson programme to 750.
- Introduce improved catering facilities and Better Coffee Corner brand that will encourage repeat business and social engagement for customers.
- Work in partnership with Reading Borough Council to enable the building of a demountable 25 metre pool and teaching pool at Rivermead.

# BETTER SERVICE

- Resolved issues with car park drainage and footpath erosion



Before

After





# BETTER SERVICE

- The new gym and changing rooms open in March
- Thames Suite and reception refurbishments completed in April
- The 2016 Annual User Survey returned an overall satisfaction level score of 100%

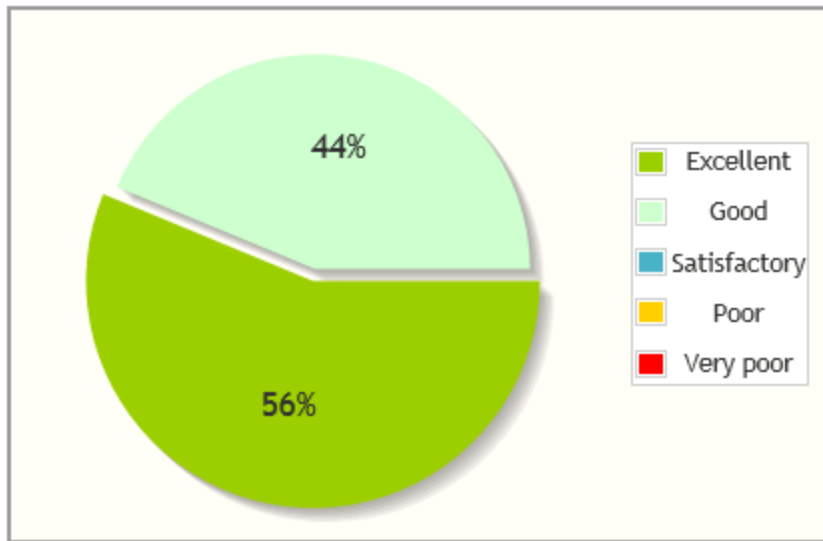


# ANNUAL USER SURVEY 2016

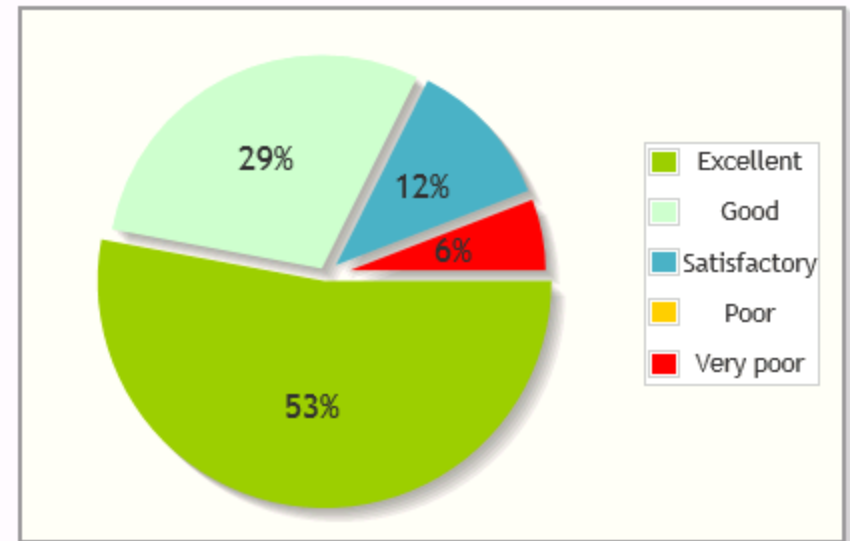
## Reading

### Overall Experience

How would you rate the Centre overall?



Rate the overall activities



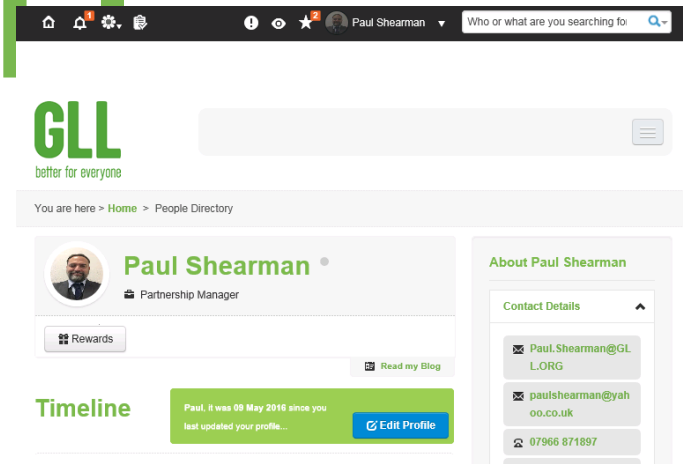
# ANNUAL USER

## SURVEY 2019

		2014 (Jan- Dec)	2015 (Jan- Dec)	2016 (Jan- Dec)		Performance Indicator from Previous Phase	
Staff	Being well presented, efficient & professional	78%	83%	84%		↑	1%
	Answering the phone promptly		65%	84%		↑	19%
	Giving a friendly welcome and being helpful	73%	81%	84%		↑	3%
	Product knowledge	81%	83%	88%		↑	5%
Cleanliness	Changing rooms	40%	41%	80%		↑	39%
	Toilets	44%	48%	76%		↑	28%
	Sports & customer activity area	67%	70%	92%		↑	22%
	Non sports & customer activity area	62%	74%	100%		↑	26%
Information	Customer information	88%	76%	100%		↑	24%
	Range of activities	91%	79%	90%		↑	11%
	Opening hours	87%	81%	100%		↑	19%
Overall	How would you rate your overall experience?	82%	82%	94%		↑	12%
	How would you rate the Centre overall?	70%	72%	100%		↑	28%
	Likely to recommend	-57%	-50%	13%		↑	63%

# BETTER PEOPLE

- The Fitness Instructor team all receive vocational training in group exercise class delivery, including specialisms such as Buggy-a-cise and chair based exercises for older people
- The GLL staff intranet launches in January 2016
- GLL become a nationally accredited deliverer of Apprenticeship programmes, with Rivermead beginning plans to create 3 new apprentice roles in year one
- Rivermead hosted the regional roadshow for the Annual General Meeting of the GLL Staff Society



**READY FOR A  
BETTER JOB?**

Get a better start to your career with GLL.



**GLL**

# BETTER COMMUNITIES

- ANPR Car Parking introduced in January – this has seen a significant drop in ‘boy racer’ incidents in the car park
- Ongoing work in partnership with Reading Borough Council for the relocation of the ‘Maples’ adult learning services day care centre
- In March Rivermead raised over £2,500 from local fundraising initiatives, with GLL raising an overall total of almost £400,000 for Sport Relief
- Team Rivermead compete in the inaugural Club games in May and win the overall competition
- Launched a partnership project with Age UK Berkshire to introduce walking football



**GLL**

# BETTER BUSINESS

- Better Coffee Corner launches successfully in January
- Better Swim School has grown from 522 to 780 participants in 2016
- The £19.95 membership price model is widely marketed across the local region
- Rivermead has hosted several large scale local and national events, including Disabled Living, Reading Contemporary Art Fair and 'Robot Wars' Live



**BOOK YOUR LESSONS  
AND COURSES  
ONLINE NOW**

We have a wide range of activities that are perfect for getting everyone active and having fun.

Book online >>



**GLL**

# INTO 2017: PROJECTS & DEVELOPMENT OPPORTUNITIES

- Working in partnership with the Council on the demountable swimming pool facility
- Further improvements to the customer journey by refurbishment of the building frontage and additional landscaping works
- Continued successful working relationships with Age UK (Berkshire) and Reading Borough Council's health & exercise referral team

# QUESTIONS

