

## Public Questions asked on Items 4a and 7 – Fusion Lifestyle Annual Service Plan 2015/16

CEB 2 April 2015

Questions asked by Nigel Gibson

Answers provided by Ian Brooke, Head of Parks, Leisure and Communities.

### Introduction

The purpose of the annual service plan is for CEB to agree the targets for the coming year. The council is currently consulting on the Leisure & Wellbeing Strategy which the member of the public may find to be a more suitable mechanism to have a say about future leisure provision in the city.

Officers have addressed the majority of these questions, although there is extensive information about the new pool and closure of Temple Cowley on the council's website.

1. Can you please define what the Council means by “world class leisure facilities”?

**Response:** In practice, this means quality, accessible, well-used and sustainable amenities that meet the needs of the communities they serve.

2. Can you please give an example of a leisure facility anywhere in the world that the Council regards as “world class”, and that the Council aspires to match with its leisure facilities?

**Response:** There are elements of many facilities that we learn from in benchmarking. We then need to apply this learning to Oxford to achieve the above definition of world class provision.

3. What comprises “value for money” in relation to leisure provision in Oxford?

**Response:** Value for money comprises of obtaining maximum benefit from the services provided, within the resources available.

4. Can you please give an example of a leisure facility that the Council regards as delivering “value for money”, that the Council aspires to match in relation to leisure provision in Oxford?

**Response:** Please see our response in question 2.

5. Can you please provide an analysis of total users by ward and by target group by level of participation (annual visits per user) by type of activity between April 2014 and the last month for which you have figures?

**Response:** We will request this information from Fusion and where readily available will aim to include in our annual performance report for 2014/15; normally presented to Council in June of each year.

6. Planned increases in performance targets are mentioned a number of times, for total users/visits, and also by target groups. What is the current (2014/15) and planned mix between additional users and more frequent visits by individual user (are you planning to simply increase the number of users, or the frequency of their visits)?

**Response:**We are aspiring to increase both the number of users and the frequency of visits.

7. Barriers to participation for target groups are mentioned; exactly what barriers to participation does the Council see by target group, other than lack of crèche provision?

**Response:**Barriers to participation will vary from person to person, however may be defined as affordability, accessibility, availability, adaptability, ability, cultural need, diversity, etc.

8. As well as crèche provision, barriers to participation for target groups might include, for example, type of transport, length of travel time, cost of transport, cost of access – how much of a barrier does the Council see each of these (and also crèche provision and any

**Response:**Our leisure offer is strategically delivered to minimise this.

9. What proportion of the population of actual and potential users does the Council see as having a barrier removed through crèche provision?

**Response:** Please see our [Statistics about Oxford](#) information on the Councils webpage.

10. What is the projected increase in carbon emissions this coming year (2015/16) caused by the closure of Temple Cowley Pools forcing users to use motorised transport rather than the Council's preferred methods of walking or cycling (which these same users would have used if the Council had chosen to keep Temple Cowley Pools open)?

**Response:** Data is neither readily available nor obtainable to quantify.

11. What percentage of visits were achieved last year by different modalities (walking, cycling, public transport, private transport) by leisure centre?

**Response:**Please see our response to question 10.

12. What changes to the percentage split (the answer to the previous question) would the Council like to see, and why?

**Response:**Please see our response to question 10.

13. How will the Council enable its ambition to make changes in the percentage split referred to in the previous question?

**Response:**Please see our response to question 10.

14. What is the rationale for the target increase of 3% participation?

**Response:**Participation trends, industry good practice and benchmarking.

15. How does the current level of participation and target increase compare (by actual number as well as percentage) with other facilities operated by Fusion, and other facilities elsewhere in the UK?

**Response:**We will request this information from Fusion and where readily available will aim to include in our annual performance report for 2014/15; normally presented June of each year.

16. Agenda Item 4a report, paragraph 2, references an “unofficial audit” – can you please provide details of this “unofficial audit”, including details of how many participants over what period were included for what activities, as well as details of the specific “glowing feedback”?

**Response:** [The receptionist]...”offered to show me some of the facilities offered to disabled people”.

“These included a portable ramp with hand rails on each side into the main pool; a pool side hoist in the main pool; two disability changing rooms, one with a hoist and both with toilet facilities; two disability toilets; an accessible sauna; an accessible weights room and café area. All of these were situated on the ground floor level. I concluded my visit by having a swim in the pool, using the portable ramp with hand rails...the dropped kerb access from the bus stop in Pegasus Road to the leisure centre and the wheelchair entrance...[were] fine”

“... the Leys Leisure Centre has first class facilities for disabled people. I congratulate Fusion and Oxford City Council for this development and especially for the facilities for disabled people which are included”.

*(Registered Blind Person and Guide Dog User. Visit completed in February 2015); [www.oxfordshireunlimited.org](http://www.oxfordshireunlimited.org)*

17. Agenda Item 4a report, recommendation 2, regarding disabled users – what is the total number of disabled people by ward in the city?

**Response:**Please see our response to question 5

18. Agenda Item 4a report, recommendation 4, references measuring carbon reduction by user – can you please clarify if the Council, in accepting the recommendation, actually means user, or each visit?

**Response:**Per visit.

19. In reference to the above question, does the carbon reduction target take into account carbon emission due to the mode of transport used for the visit (and if not, why not, since the Council is responsible for forcing users to adopt a particular travel modality)?

**Response:**Data is neither readily available nor obtainable to quantify.

20. The report accompanying Agenda Item 7 persists in referring to Fusion Lifestyle as a “social enterprise” – why does the Council not refer to this organisation as they refer to themselves on their website, as “an independent registered charity”?

**Response:** We are not responsible for the wording on the Fusion Lifestyle website.

21. Paragraph 2 of the Agenda Item 7 report references savings and investment. Can you please confirm that the net effect on the public purse over the referenced period is calculated as  $6 \text{ yrs} \times \text{£}660\text{k} - \text{£}13.5\text{m} = - \text{£}9.5\text{m}$  (an investment rather than a saving)?

**Response:** It is both

22. In reference to the previous question, if you are unable to agree with this calculation, please explain why not, what other calculation you would use and why you have not shown it in the report instead?

**Response:** As per q.21

23. Paragraph 2 of Agenda item 7 states that investment of £13.5m has been funded “in the main” by contract savings, which are shown only to total £4m – how does £4m comprise the main part of £13.5m?

**Response:** It excluded the cost of the new pool

24. Para 3 of Agenda Item 7 – What due diligence was undertaken regarding the extension before contract award?

**Response:** Please see the report for the [Review of the contract with Fusion Lifestyle for development, management and operation of the City's leisure facilities](#), to the City Executive Board 12 February 2014 and available on the Council web pages.

25. Para 3 of Agenda Item 7 – was any benchmarking of the service carried out prior to award of the contract extension? If so, what were the results, and if not, why not and how otherwise were you able to establish that the extension would provide value for money to the taxpayer?

**Response:** As per q.24

26. Several places in the agenda items refer to a user subsidy – can you please show in detail how this is calculated, demonstrating how you achieve the figures of £2.14, £0.47 and £0.08?

**Response:** We will include this detail in our annual performance report for 2014/15; normally presented June of each year.

27. Para 5 of Agenda Item 7 states in one of the bullets that “additional increases in Oxford Living Wage and energy costs have been absorbed” – can you please explain what this means?

**Response:** Please see our response to question 26

28. Para 5 of Agenda Item 7 – Quest accreditation – what types (Facility Management, Sports Development, Combo) and levels (Entry, Plus, Stretch) of accreditation have been achieved at each of the five current centres, and what types/levels were achieved at Temple Cowley Pools and the original Blackbird Leys Swimming Pool?

**Response:** Please see our response to question 26

29. Para 7 of Agenda Item 7 – can you please confirm that the period referenced was January 2015 (if not please state what period)?

**Response:**The report is accurate.

30. Para 7 of Agenda Item 7 – how many of these 50,000 visits were free?

**Response:** Please see our response to question 26.

31. Para 7 of Agenda Item 7 – can you please provide a breakdown of these visits by ward and postcode?

**Response:**Please see our response to question 5

32. Para 7 of Agenda Item 7 – can you please provide a breakdown of the 50,000 visits by activity?

**Response:**Please see our response to question 5

33. Para 7 of Agenda Item 7 – how many of the 50,000 visits are attributable to members of the City of Oxford Swimming Club?

**Response:**Please see our response to question 5

34. Para 7 of Agenda Item 7 – can you please provide a similar analysis for the attendance figures for February and March 2015?

**Response:** Please see our response to question 5

35. Para 8 of Agenda Item 7 – which leisure activities are undertaken at which leisure centres by the representatives of each user group (customers, older people, young people)?

**Response:**All customer groups can participate in activities across our leisure facilities. Activities offered can be found on our [Council web pages](#).

36. Para 9 of Agenda Item 7 – can you please provide a list of groups/organisations you regard as your ‘stakeholders’, and identify which ones have not been liaised with in the last 6 months?

**Response:** Please see our response to question 5

37. Para 11 of Agenda Item 7, table – please describe in detail how “customer satisfaction levels” have been measured?

**Response:**This is measured through Fusion Lifestyles *Please Tell Us What You Think* customer feedback system.

38. Para 11 of Agenda Item 7, table – “Striving for Excellence” – in what ways can customers rate this excellence?

**Response:** Please see our response to question 37.

39. Para 11 of Agenda Item 7, table – “customer satisfaction levels” – what is the rating by target participation groups?

**Response:**This level of data is neither readily available nor obtainable through Fusion Lifestyles *Please Tell Us What You Think* to quantify a response.

40. Para 13 of Agenda Item 7 – can you please provide a copy of the Leisure Management Agreement?

**Response:**We will put a version of this on the council’s website.

41. Para 14 of Agenda Item 7:

- a. What profit has been shared since the contract started?
- b. If any profit has been shared, how was this achieved?
- c. If no profit has been shared, why not?

**Response:** Please see our response to question 26

42. How many users were registered at Temple Cowley Pools and Blackbird Leys pool before their closure in December 2014?

**Response:** Bonus Concessionary members = 1,385  
Other paying memberships = 828

43. How many of the registered users referenced in the previous question were automatically transferred to the Blackbird Leys Leisure Centre?

**Response:**Fusion Lifestyles membership offers entitle the customer to use all City leisure facilities. Therefore all Bonus Concessionary and paying memberships automatically transferred.

44. How many of these users actively requested that they be transferred to the Blackbird Leys Leisure Centre?

**Response:**676 requests actively received.

45. Of those users transferred to the Blackbird Leys Leisure Centre, how many have used Blackbird Leys Leisure Centre (and for what activity/activities) in the periods January, February and March 2015?

**Response:** Please see our response to question 5

46. Of those users transferred to the Blackbird Leys Leisure Centre, how many have used which other leisure centres (and for what activity/activities) in the periods January, February and March 2015?

**Response:** Please see our response to question 5

47. What would the number of visits at Blackbird Leys Leisure Centre need to rise to to justify an additional leisure centre?

**Response:** We would have to take a view on the capacity and usage of facilities in the city.

48. What was the level of participation (number of visits) in the women only evenings at Temple Cowley Pools by month during the period April 2014 – December 2014?

**Response:** Please see our response to question 5

49. How many visits per month have there been to women only evenings at which leisure centres during January and February 2015?

**Response:** Please see our response to question 5

This page is intentionally left blank