

A swimmer in a dark swimsuit, red swim cap, and black goggles is swimming in a pool. The water is blue and splashing around the swimmer. The swimmer is positioned diagonally across the frame, moving from the bottom left towards the top right. The background is a clear blue pool with lane lines visible at the bottom.

Crossing the Great Divide!

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Places for People Leisure



About Places for People Leisure

- “Partner” 38 diverse Local Authorities (Communities) including **118** leisure centres
- Attract **30 million** visits pa
- 280,000 data base customers (1/3 of our Visitors ?)
- Employ **8,600** staff / Placemakers
- Sport, Fitness, Health offers
- Increasing community outreach
- Social Enterprise owned by Housing Group
- Built **16 new facilities** in last 10 years



Sector Landscape and “The Divide”

- Only around 20% participate in regular physical activity (eg 150 mins pw of moderate) CMO guidelines
- Participation in physical activity has not increased over last 25 years
- Cost of Inactivity to NHS £20 billion pa – ukactive
- Focus on prevention agenda and health outcomes from physical activity
- Nationally, divide between active and inactive
- Locally, divide between facilities (the active) and Communities (the inactive)
- Crossing the divide between “Contractors”/ Delivery Partners and Local Authorities’ capacity (LAs doing less)?

PFPL Journey in Crossing the Great Divide

- **What do we do!? No longer just Facility Management but Community Engagement**
- **Tailor our offer e.g. JSNAs, Inequalities, unique needs of LAs**
- **Improving our data, measuring outcomes and customer insight and articulate**
- **Who are our non users?**
- **Sport, Fitness, Health offers – More definition**
- **“Whatever place you’re into”**
- **Removing barriers and encouraging behaviour change**
- **Quality is a “given”**
- **Focus on the Power of Partnership, Innovation and Facilities**



PFPL Journey in Crossing the Great Divide

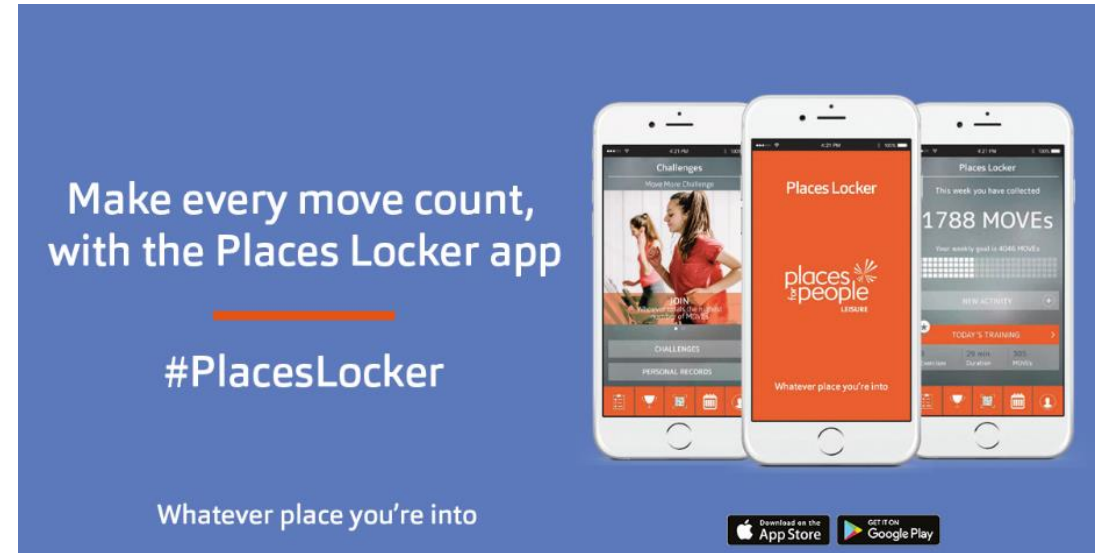
A partnership approach to everything!

- Local Authority Clients (Officers + Members)
- Sport England
- Local stakeholders
- ukactive
- Customers as Partners
- Staff / Placemakers
- Quest Benchmarking
- NGBs
- CSPs and SPAAs
- Dementia Action Alliance
- SRA Mental Health Charter
- EFDS
- Street Games



Getting the Inactive Active! PFPL Innovation and Technology

- Places Locker App
- “Everyone a member”
- Website, Social Media and Online bookings
- Facial Recognition
- Data Hub, 4 Global and Social Value
- Swimtag
- Sport England Pilots
- Rule the Pool, TGCSwim, Swim4Health
- Customer Experience Manager
- Healthy 4 Life
- Online Training and Apprenticeships



Facial Recognition



Facial Recognition

- 4 pilots
- Average 8 cameras
- Anonymised
- Monthly visits, unique visitors and frequency
- Measures gender, age, activity, coactivity , dwell time
- Link programmes, marketing and staffing rotas
- Future – Link to membership data and access

New Build Facilities

Xcel Centre, Elmbridge (£12m PPP)

- Visits increased by 400%
- Management fee down by £410k pa



Rotherham Rationalisation (£36m scheme)

- Rationalised from 10 to 4 facilities
- Visits increased by 280%



The Quest Journey

- Commitment to Quest FM and NBS
- Sports Development Quest Journey started 2005 - 74%
- 2017 Quest Active Communities Stretch Assessment and Validation - Outstanding Assessment 2017
- Self Improvement and Facilitated !
- Thank you Anita, Paul and Carl !



- Places, People, Partnerships, Prevention
- Customer Insight and Data
- Outcomes (and shout about it)
- Measure Social Value
- Co located facilities & Health hubs eg Sheffield