

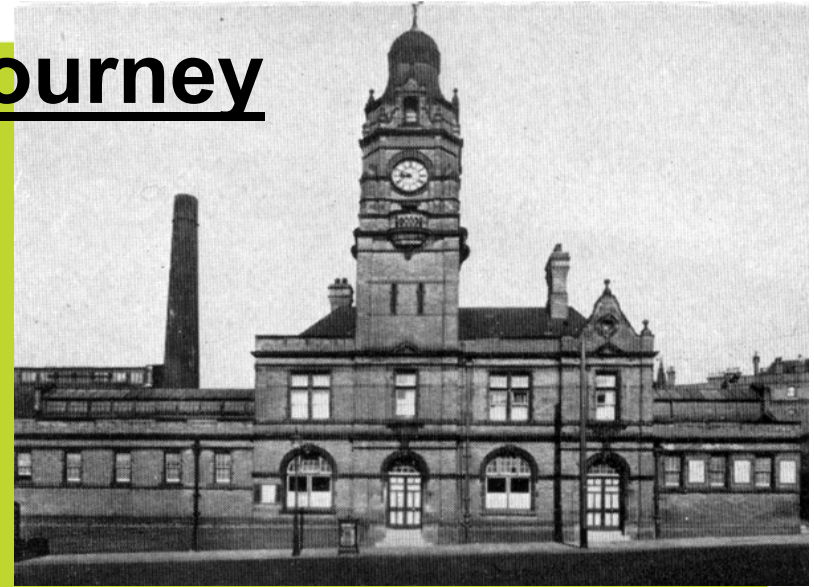
# Victoria Leisure Centre

## Most Improved Sport & Leisure Facility Management 2015

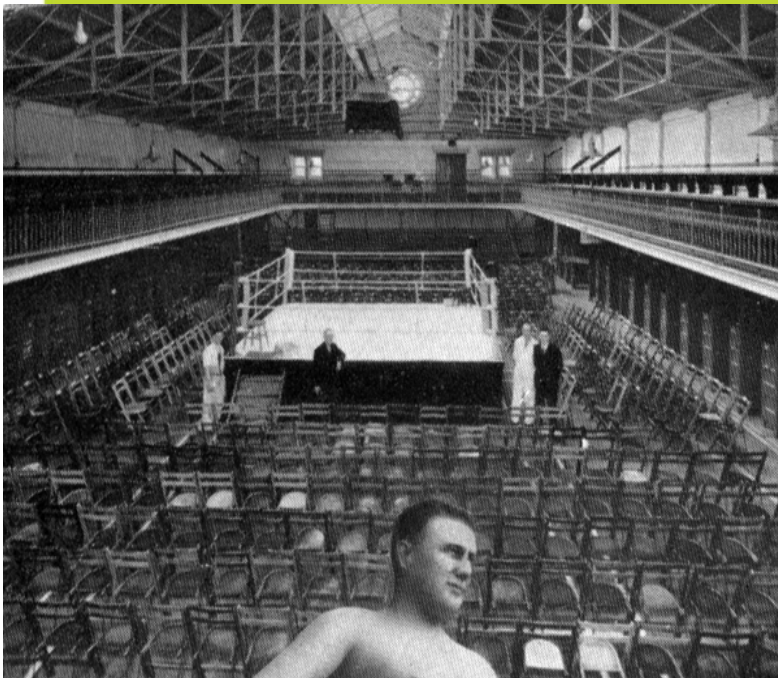
# The Nottingham Journey

- 2004 began a leisure transformation journey.
- Following Best value review. 'fewer better quality'
- Planned for all leisure stock to be either refurbished or replaced in a 10 year period.
- Done the 'hard yards' in funding large scale facility improvements despite challenging financial climate.
- 2006 brought together sports development and leisure centre operation – interesting dynamic.
- 2012 brought voluntary sector sustainability into the service; 46 community buildings.
- 2015 brought together operation and development
- Remains and in-house service

# The Victoria Journey



It all started in 1846



# During the war

- During the war the exhibition bath is the only swimming facility that remained open.
- The pool was covered in the winter and boxing and roller-skating took place.
- Parts of Victoria and Portland were used as a mortuary during the war. Both have subsequently had rumours of ghosts.
- Victoria has George an old plant operator who died allegedly at the facility in his own staff room.

- The oval pool closed in 1975 and was replaced with a sports hall.
- Throughout the 1990's and early part of 2000's the Victoria pool was a topic of closure and this resurfaced in 2009.
- Closure was agreed but during the consultation process it was agreed to rebuild on the existing site.
- And now today we have this fantastic facility.



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# The Challenges

- To obtain “BREEAM” excellent rating
- No dedicated or free car parking facilities
- City Centre Location with local wards surrounding the facility being amongst the highest in terms of deprivation index
- Reducing budgets and resource
- High levels of local competition with 6 budgets gyms within 1 mile of the facility
- Different ways of working and thinking

# Keys to success

- Strong community links and partnerships with key stakeholders
- Effective use of Mosaic profiling exercise and Sport England market segmentation data for programme development and Marketing
- Becoming a community Hub with reduced club hire facilities
- Small pool temperatures suitable for 0+ years
- Commercial approach to private hire working with brands such as Water Babies



- Introduction Of Benefit scheme
- Improved DDA access with installation of accessible facilities and changing places room.
- CredAbility status to recognise accessibility of facilities and activities
- A hidden benefit which was highlighted was the SBS(Sick Building Syndrome) that the old Victoria seemed to impart on the staff. This was a major issue at the time and one of the outcomes was a healthier workforce in terms of absence from work.
- Against a current corporate target of 9.12 average days per FTE Victoria achieved an average of 1.57. This compares to 20 days before the development.

- Community Focus on Pool Programme
- Development of dashboards with developed KPI's to monitor key income lines and targets for Fitness and Swimming lesson memberships
- Introduction of DD for swimming lesson programme moving from traditional 10 week blocks
- Effective staffing rota management
- Extension of social media and marketing engaging users and non users with over 1,000 likes within first 8 months of reopening
- Keeping up to date with Group Fitness concepts as this is a large growth area in the industry introducing at least 2 new concepts per year.
- Further Investment and development in facility

Invest to grow



Thank You  
Questions ??