



What makes for a Great Leisure Centre?

Rob Bailey
APSE Principal Advisor

Mayfield Leisure Centre







Royton Leisure

LEISURE CENTRE

Wymondham Leisure Centre

South Norfolk
COUNCIL

Reception



Define Great

- Financially Sustainable
- Regular Significant Usage
- Growing User numbers
- Diverse Catchment



Hygiene Factors

- Toilets
- Changing Facilities
- General Maintenance & Repair
- Change for Lockers
- Ease of Parking





Darwen Leisure Centre

@darwenleisure

Home

About

Posts

CLASS
TIMETABLE

Livestream

REFER A
FRIEND

Reviews

Photos

Events

Videos

Likes

Notes

Services

Want a ***FULL*** body workout?

swim 400m

SWIM

SWIM YOUR 400M CHALLENGE

RECORD

RECORD YOUR TIME WITH THE JUST SWIM APP

IMPROVE

IMPROVE YOUR TIME AND CHALLENGE OTHERS ON THE SWIM 400M LEADERBOARD

Like
 Follow
 Share
 ...

Sign Up

Message

Featured for you



4,949 people like this
Travis Dylan Frain likes this

Like



100% response rate
Typically replies within min...

Food and drink in Darwen

3.8 ★★★★★ · Closed now

Very responsive to messages

Community

Invite your friends to like this Page

4,949 people like this

4,828 people follow this

8,074 people have visited

Travis Dylan Frain likes this or has visited

Status Photo/Video



Write something on this Page...

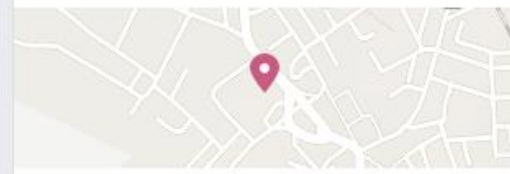
Posts



Darwen Leisure Centre

About

See All



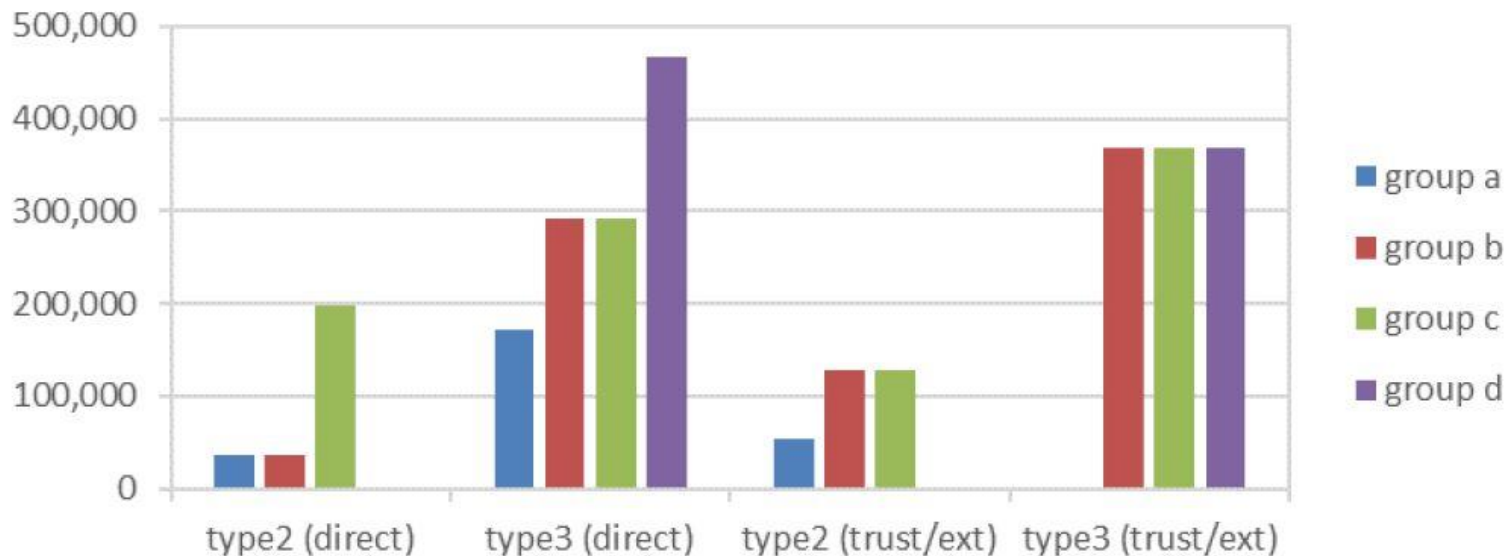


Delighters

- Customer Service
 - Reception/ Staff/ Contact Centre/ Satisfaction Surveys/ Email/Text/Voice
- Offer
 - Timings / Cost / Activities
- Media Presence
 - Local paper/ Website/Facebook/Twitter

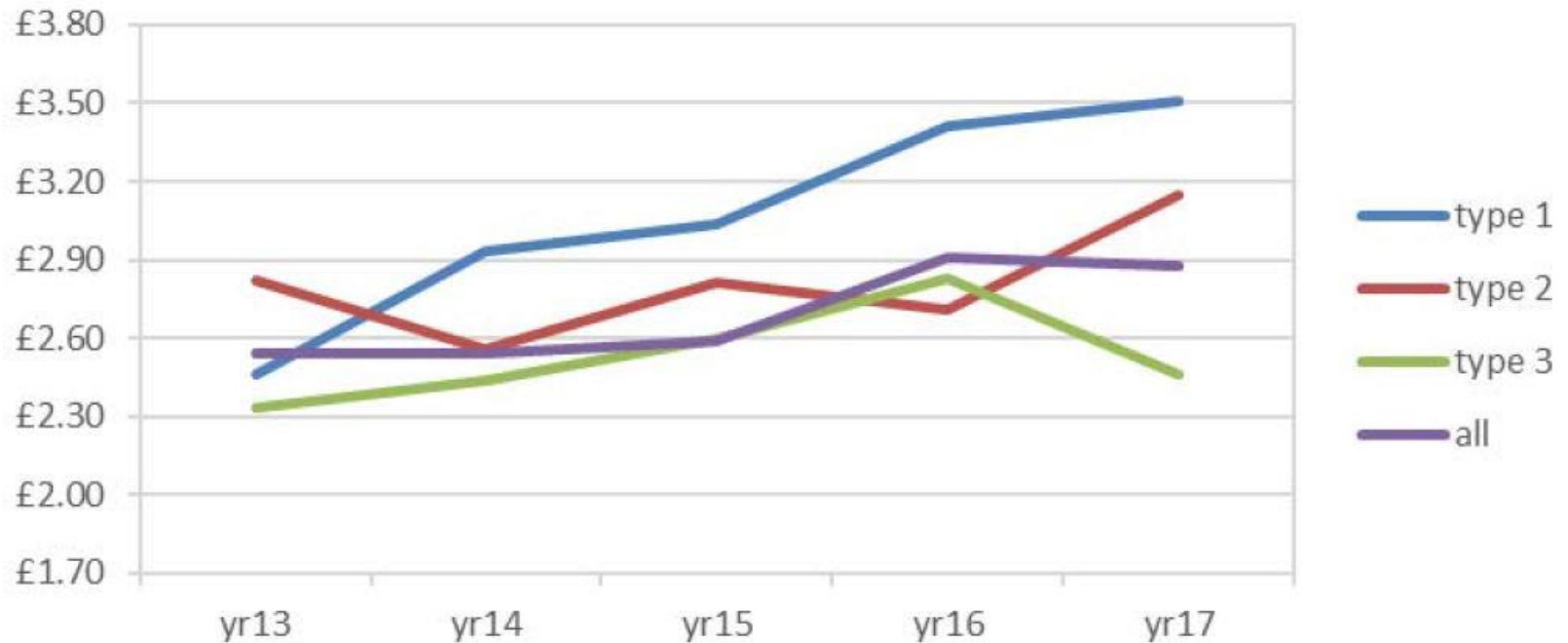
3. Average total usage

The average total usage in each family group during year 17 reflects the importance of size in determining the final comparator set. As demonstrated below the higher family groups experience larger throughput.



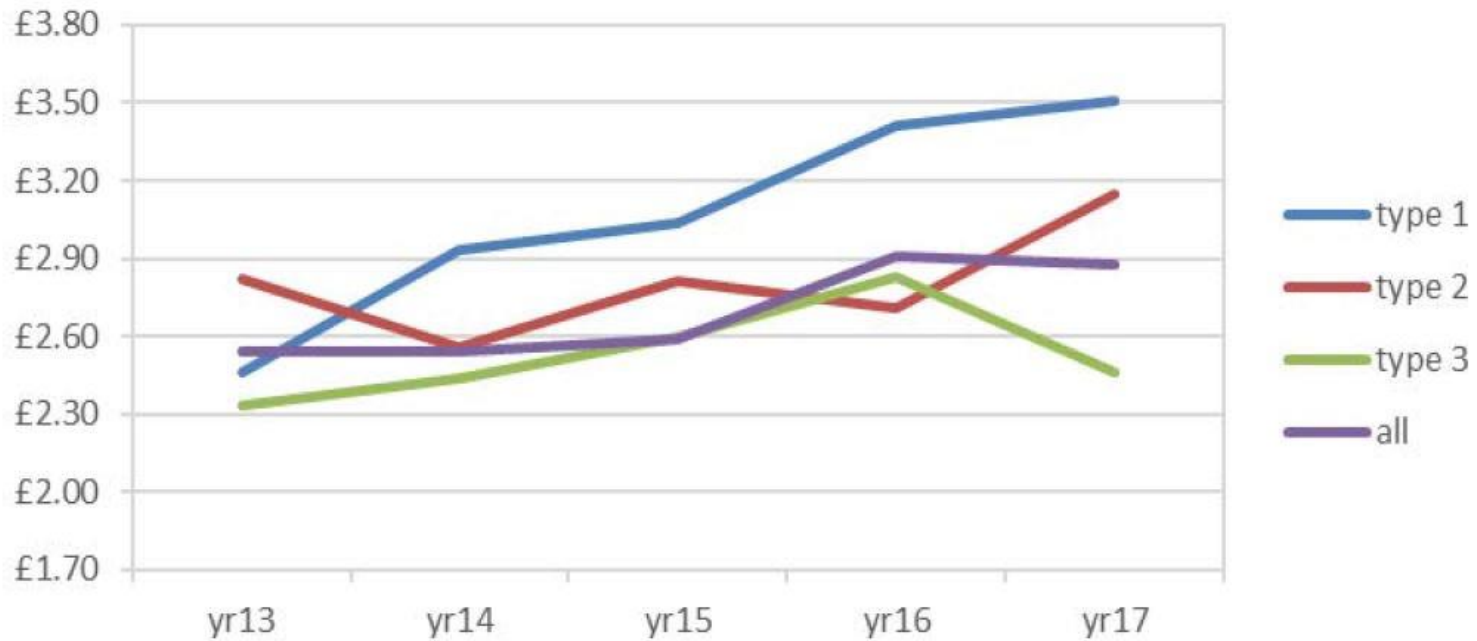
Staff cost per user (PI 07)

Staff costs per user are rising in both wet (type 1) and dry (type 2) facilities but have seen a decline in mixed wet and dry (type 3) facilities.



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INVESTOR IN PEOPLE



ISO 14001
REGISTERED FIRM

GB 11409



ISO 9001
REGISTERED FIRM

GB 11132



ISO 27001
REGISTERED FIRM

GB 14074