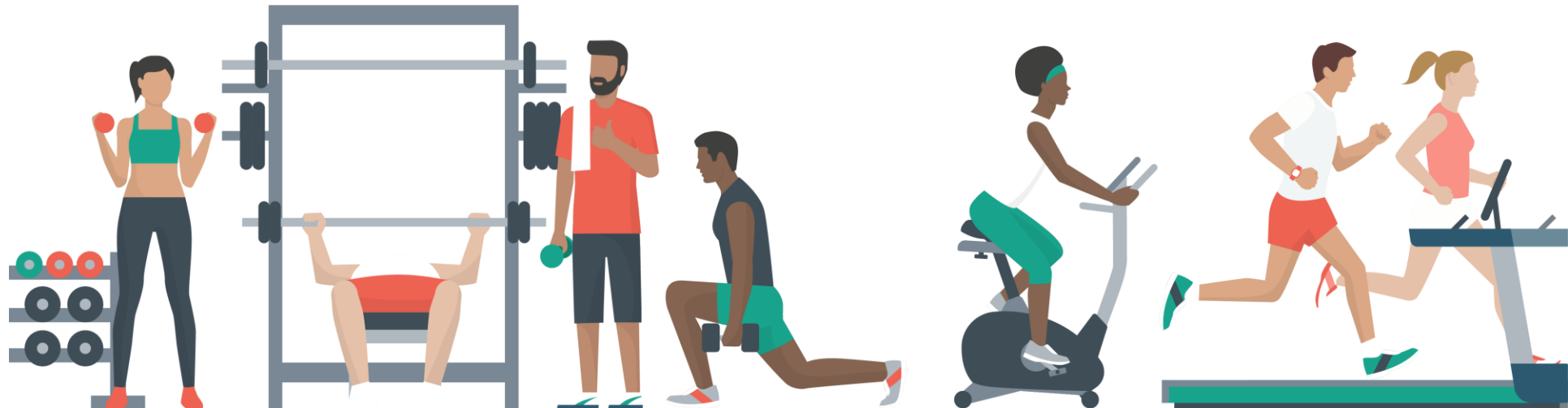


State of the Local Authority Leisure Market

13 November 2024

Rob Bailey

Principal Advisor, APSE





Lead Non-Executive Director

Mo Baines



Biography

Mo Baines joined the Board of the Ministry of Housing Communities and Local Government in October 2024.

Mo has extensive experience of working in public policy and local government, with a particular background in service delivery models, local government finance and research. She is the Chief Executive at the Association for Public Service Excellence (APSE) and visiting professor at the University of Staffordshire's Centre for Business, Innovation and the Regions.

Mo has served in a number of other public sector roles over the course of her career, including as Head of Communications and Deputy Chief Executive of APSE, prior to her appointment as Chief Executive. Mo has authored and contributed to a number of public policy research papers and publications on service delivery and insourcing, housing and planning, workforce matters and local government finance. Mo has throughout her career worked closely with public sector trade unions, local councils and councillors across the UK and is passionate about the value of local government services to communities.

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Heather Jameson 28 October 2024

EXCLUSIVE: Government to launch full reorganisation

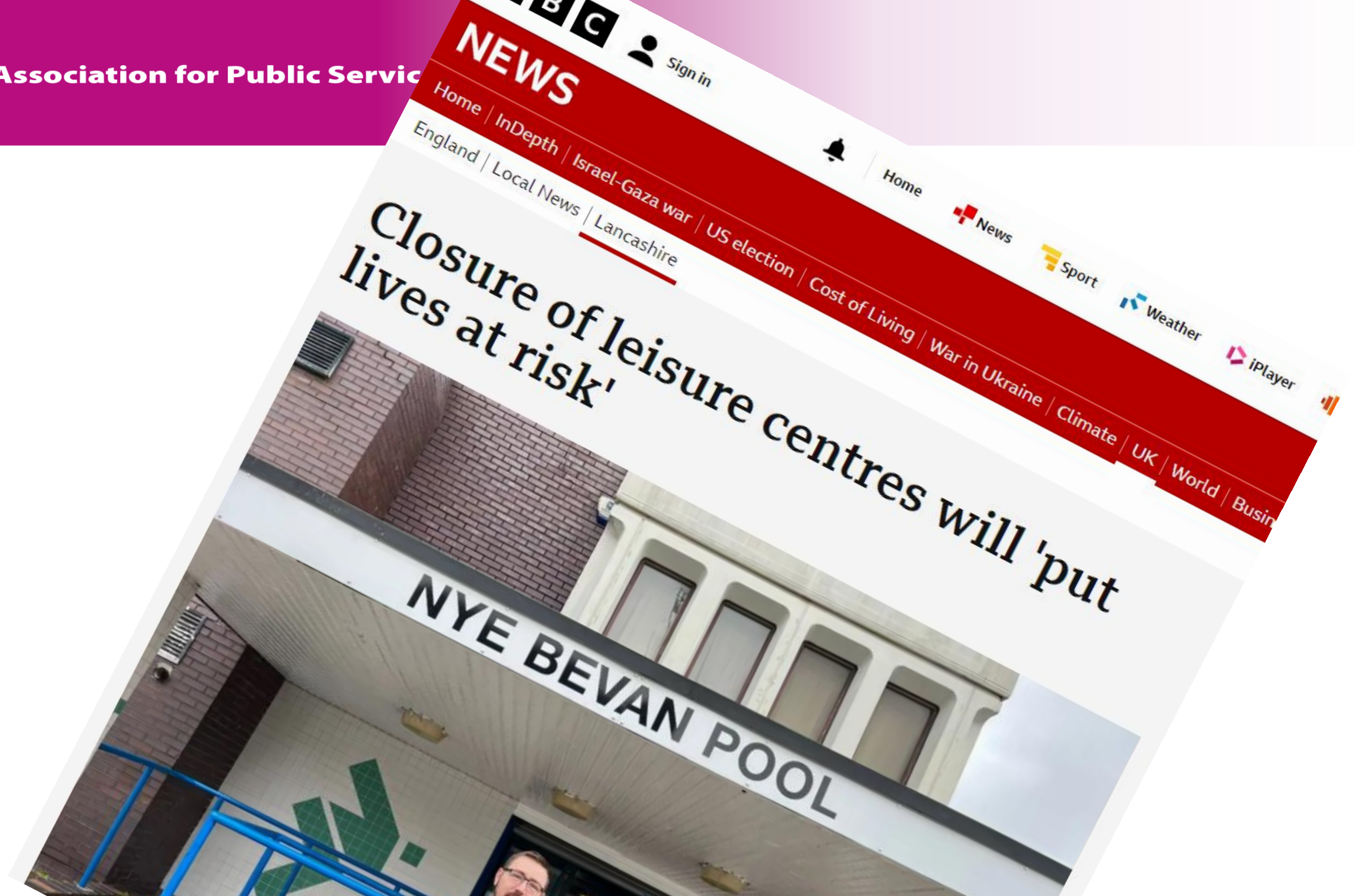


Plans for full local government reorganisation could be mooted as soon as this week's Budget, The MJ understands.

Details of plans for a complete overhaul of the sector are expected to be unveiled when the Government announces its English devolution Bill, expected in mid to late November, but the first hints may become apparent when chancellor Rachel Reeves makes her announcement on Wednesday.



Image: PredragLasica / Shutterstock.com.



276 local authority swimming pools have closed since 2015. The breakdown per year is as follows:

- 2015: 40
- 2016: 36
- 2017: 31
- 2018: 23
- 2019: 31
- 2020: 38
- 2021: 26
- 2022: 28
- 2023: 23

By region the figures are as follows:

- East Midlands: 26
- Eastern: 21
- London: 26
- North East: 29
- North West:41
- South East: 43
- South West: 21
- West Midlands: 29
- Yorkshire and the Humber: 25

At the same time, new facilities were constructed at 242 comparable sites.



A	Arms length Co
C	Contract
I	In-house
T	Trust
E	Employee Co-op

A	Arms length Co
C	Contract
I	In-house
T	Trust
E	Employee Co-op

North East		
C	5	42%
I	6	50%
T	1	8%
		12

Scotland		
I	7	22%
T	25	78%
		32

Yorkshire & Humber		
A	1	7%
C	3	20%
I	6	40%
I/C/T	1	7%
T	4	27%
		15

Northern Ireland		
C	1	8%
I	9	75%
I/C	1	8%
		11

East Midlands		
A	4	11%
C	21	58%
I	6	17%
I/C	1	3%
T	3	8%
T/C	1	3%
		36

North West		
A	3	9%
A/T	1	3%
C	2	6%
I	15	43%
T	13	37%
T/C	1	3%
		35

Eastern		
A	1	2%
C	28	62%
I	9	20%
T	7	16%
		45

Wales		
A	2	9%
C	6	27%
E	1	5%
I	9	41%
T	4	18%
		22

London Boroughs		
C	25	78%
C/T	1	3%
I	4	13%
T	2	6%
		32

West Midlands		
A	2	7%
C	14	48%
I	7	24%
IC	1	3%
T	4	14%
T/C	1	3%
		29

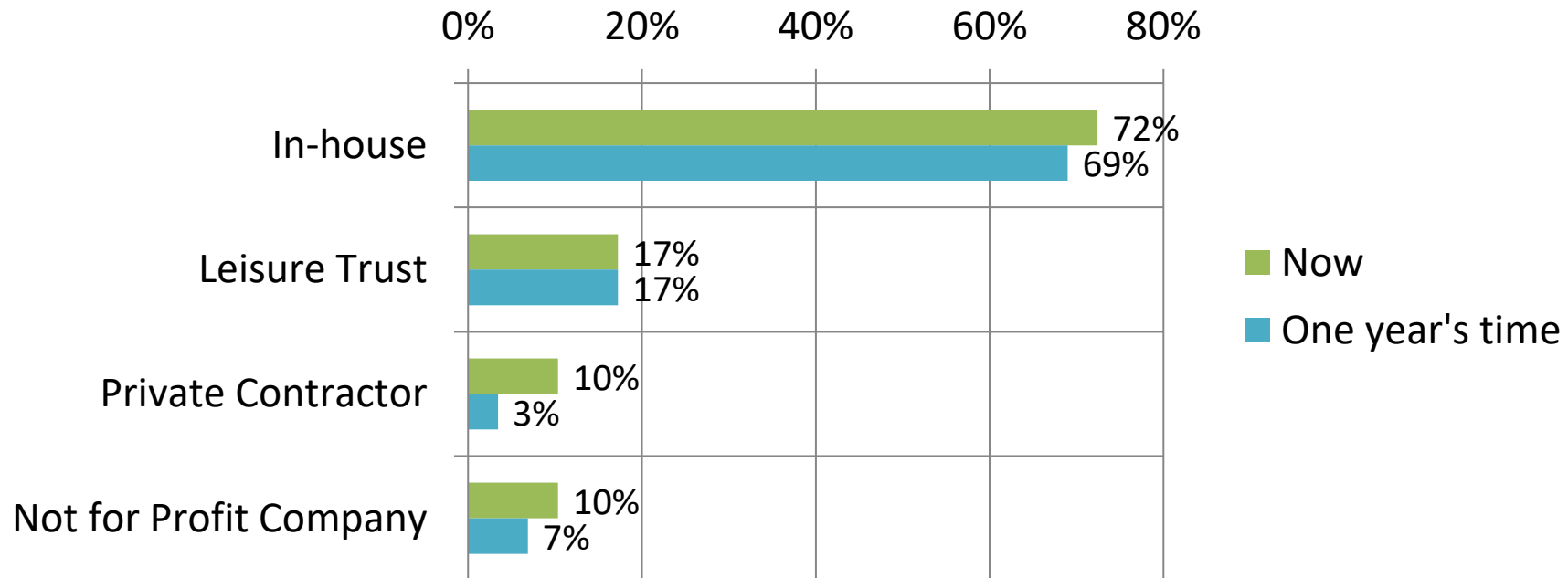


South West		
A	2	7%
C	16	59%
I	6	22%
T	2	7%
T/C	1	4%
		27

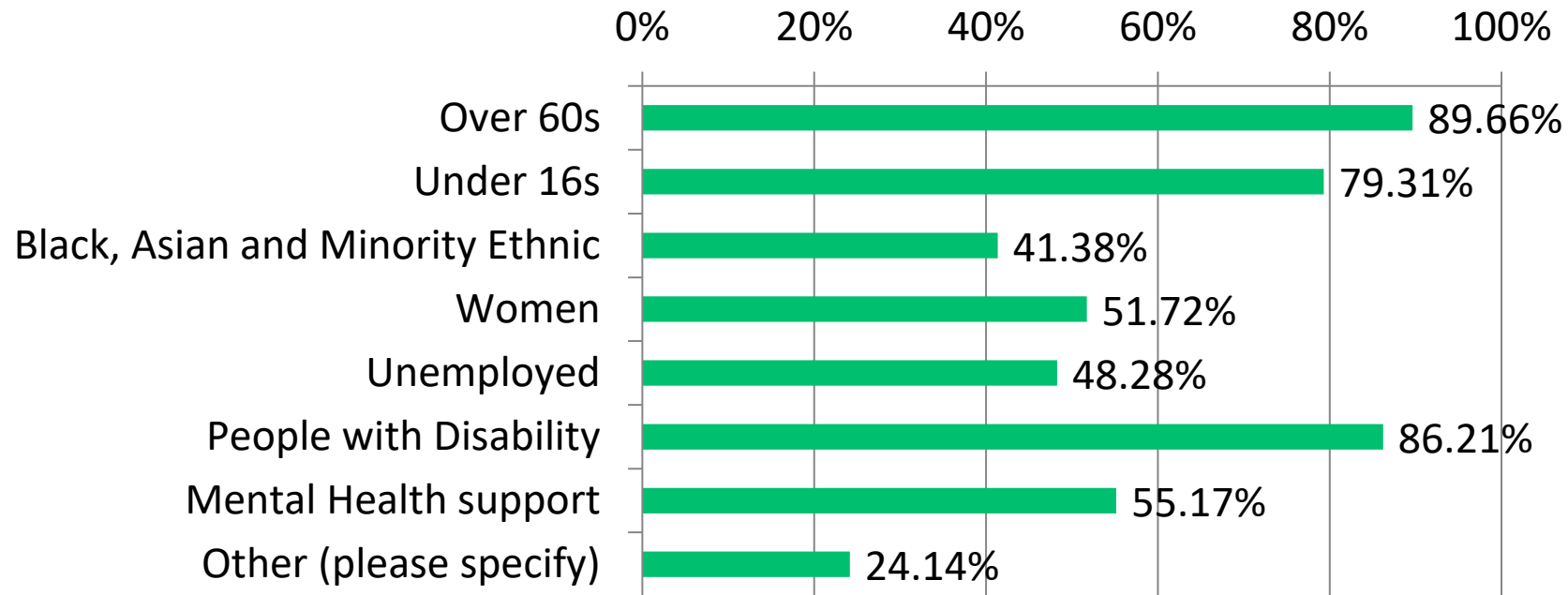
South East		
C	47	73%
E	1	2%
I	2	3%
T	14	22%
		64

In-house	86	24%
Trust	79	22%
Contract	168	47%
Arms-length Co	15	4%
Employee co-op	2	1%
Mix	10	3%

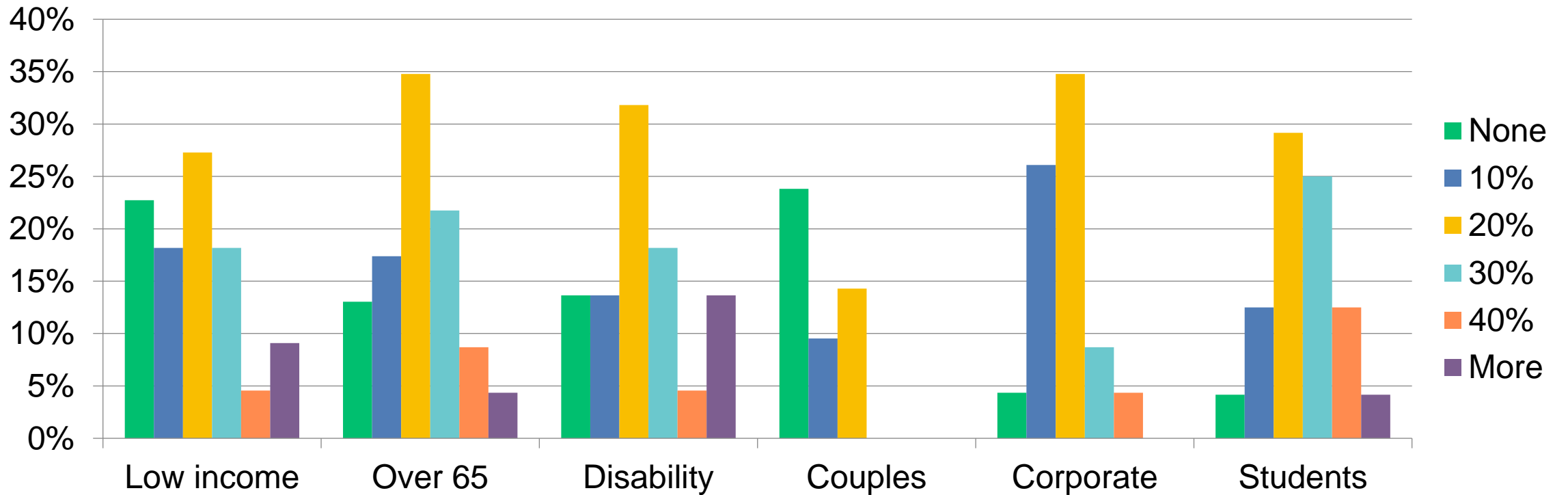
Who manages leisure now and who do you expect to manage it in 12 months' time?



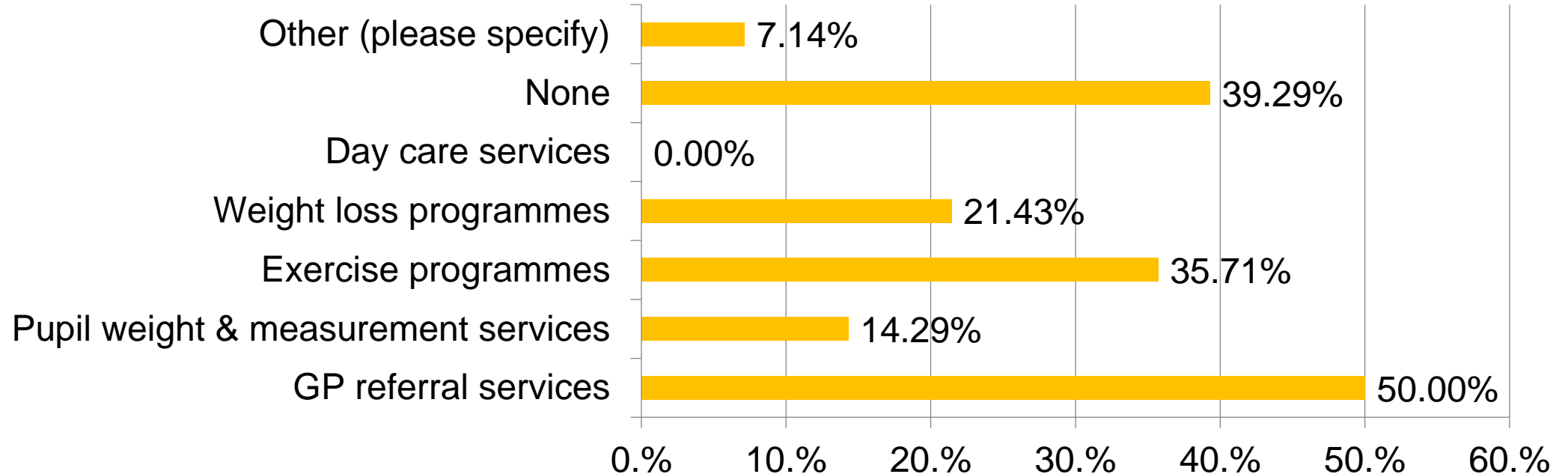
Do you actively encourage participation from particular groups within the community? e.g. promotions, reduced charges, specific closed sessions?



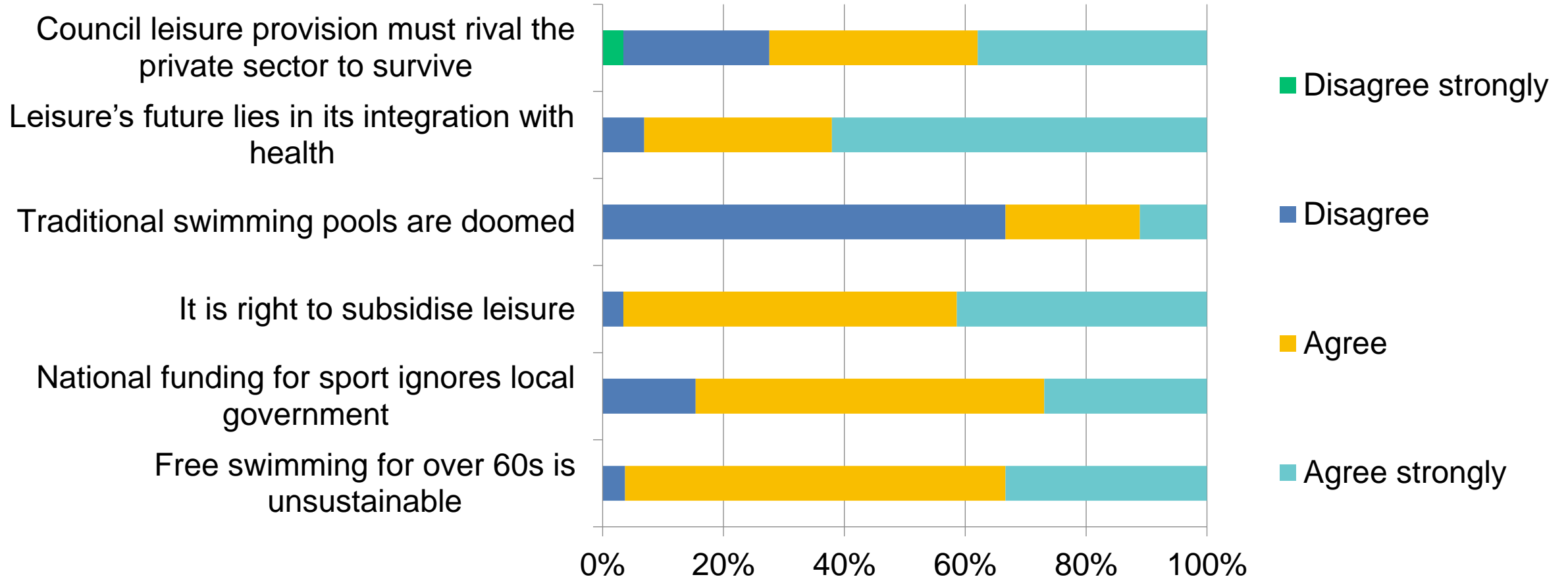
Membership package discounts offered



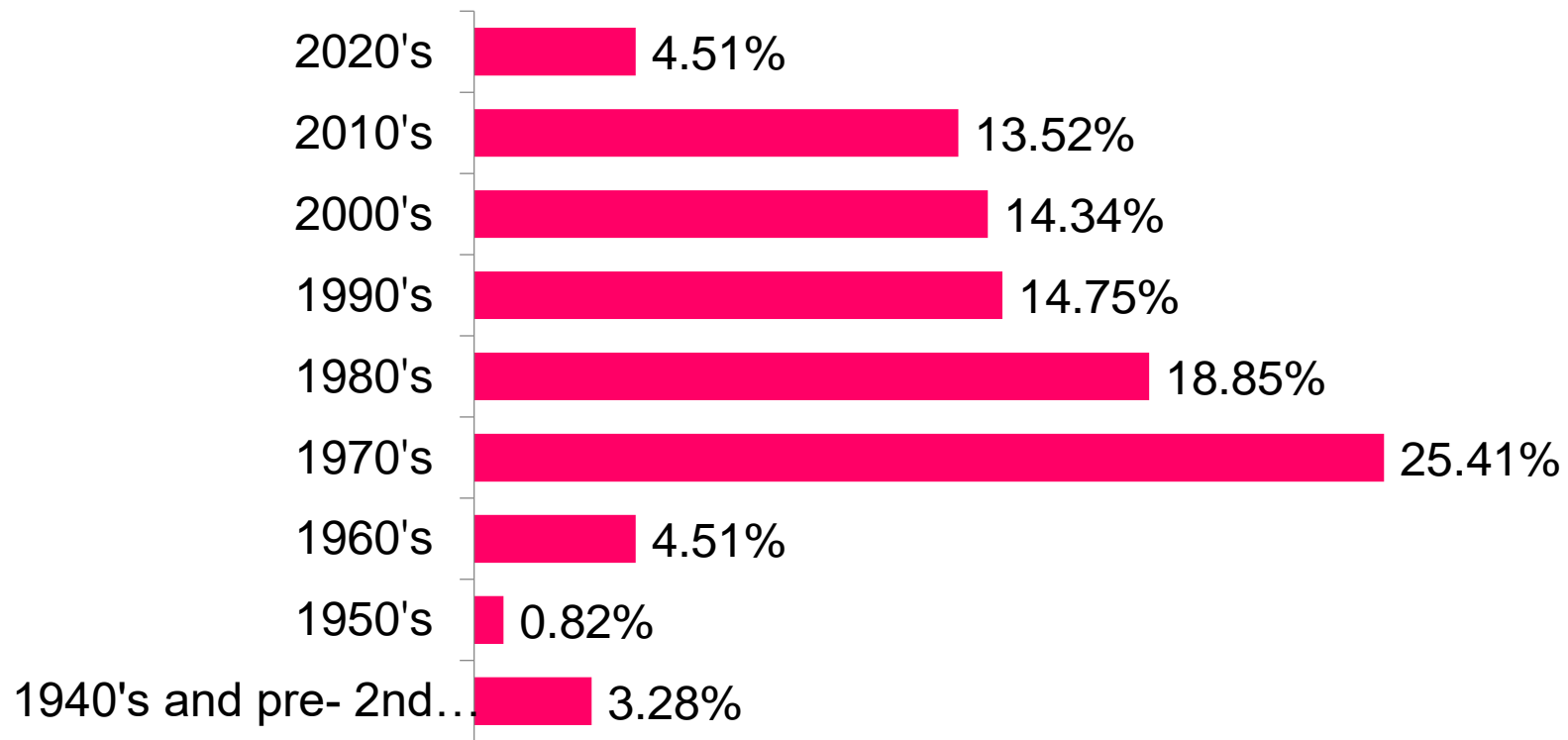
Have you been commissioned by your local Health Board (CCG or Health & Wellbeing Board etc) to provide any of the following?



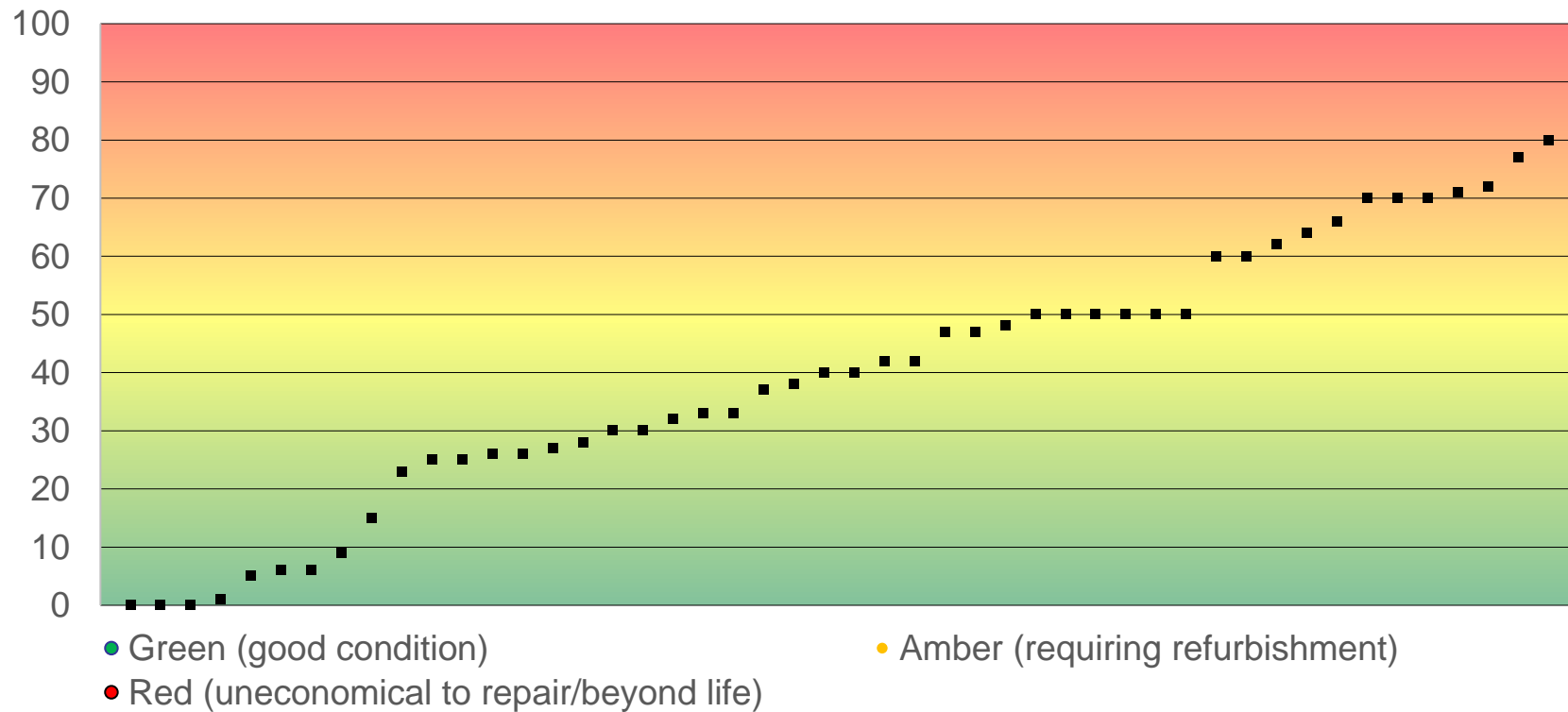
Please give your opinion on the following statements



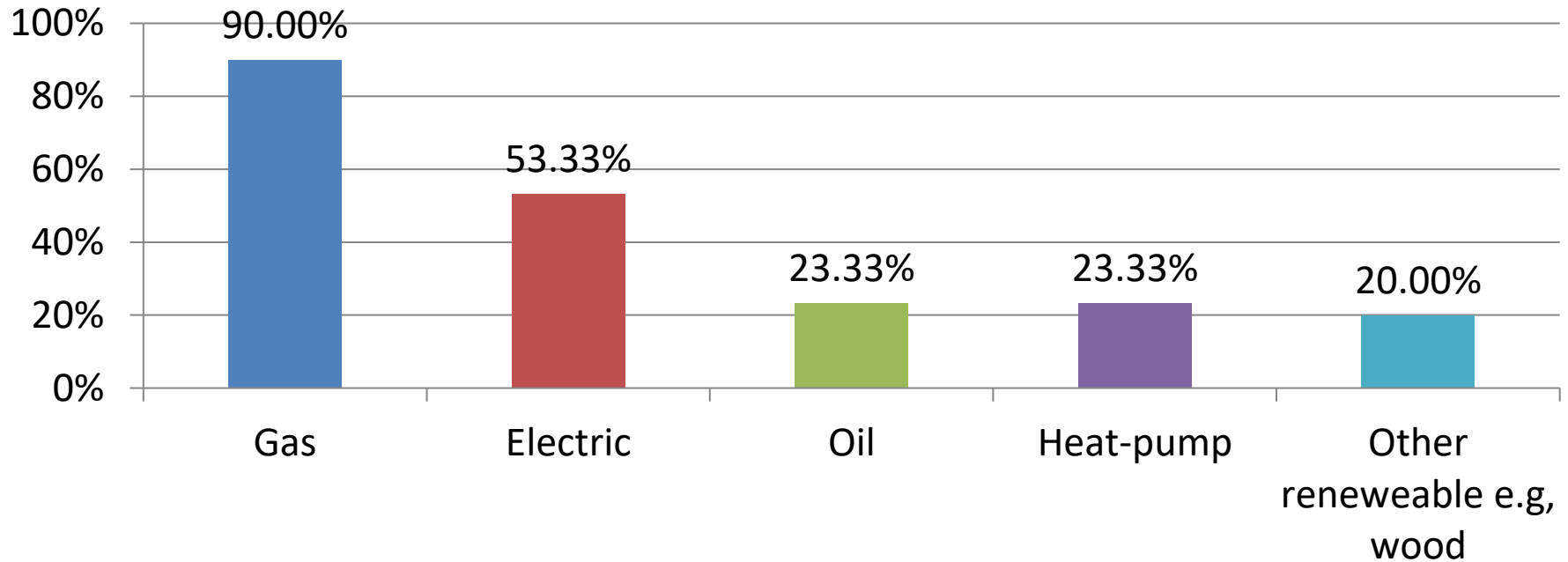
When were your leisure facilities first built?



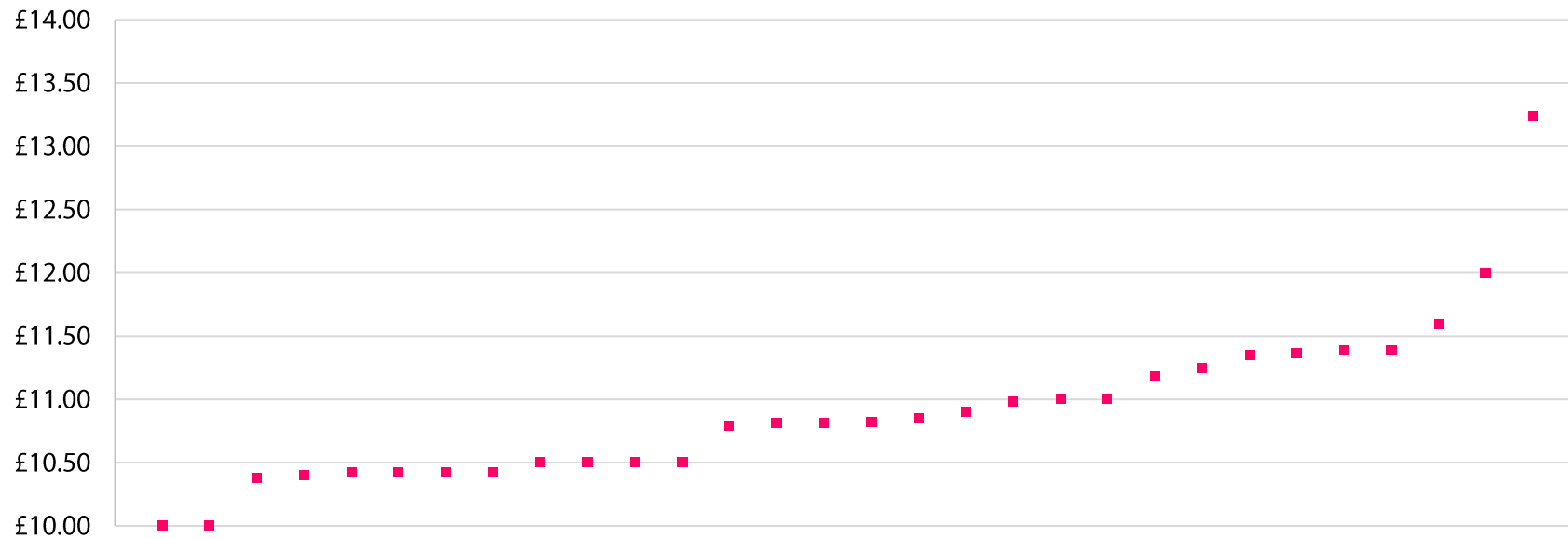
Overall, how would you rate your average facility?



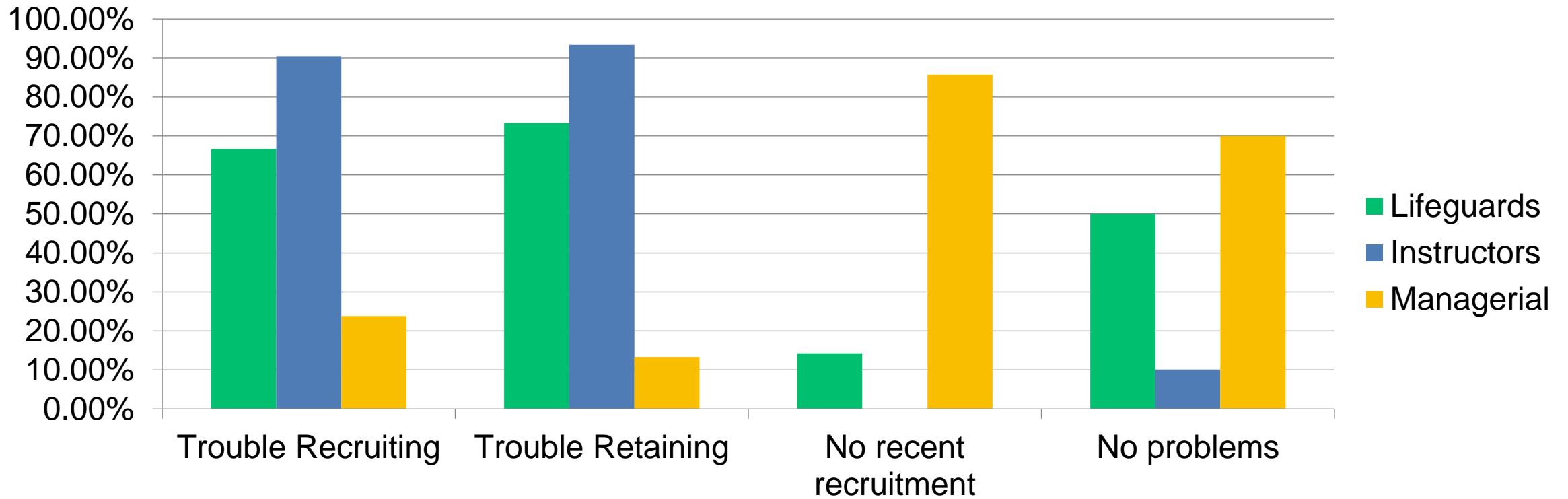
How are your facilities heated?



What is the basic current hourly rate for leisure staff (before tax) in £?



Where have you had difficulty recruiting or retaining staff (over the last 12 months)



Growth Areas

- **Gym memberships**
- **Community health and wellbeing – e.g. health referrals**
- **Working with primary and secondary care**
- **Swimming lessons**
- **Commercial activity – events/sponsorship**
- **Youth services**
- **Green Energy Systems**
- **Building packages and adding value**

NEW MUNICIPALISM

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