

## Statement by the Portfolio Holder for Customer and Leisure Services

16 September 2014

Another busy period for the team; with a variety of activities and events that make Hambleton so unique.

### Rat Race (coast to coast cycle race)

“The crossing” visited Hambleton Leisure Centre as an overnight base. Over 400 riders took part in the ride which was organised by Rat Race events in July. From the west coast to the East coast bikers passed through the Lake District, Yorkshire Dales and the North Yorkshire Moors. Hambleton Leisure Centre offered the riders a base to rest and recuperate, shower and eat, before heading off bright and early the next morning. This is the second time of visiting and they have already booked again for next year.

The legacy of the Grand Depart in our region has certainly kept cycling to the forefront and we have the resources and enthusiasm to maintain the momentum.

### Leisure Centre User Survey Analysis

The results of April’s User Survey were analysed in July and August. The Leisure Centre Annual User Survey collates customer feedback on service provision – this helps identify the types of people using the centre and to create a typical user profile. Plus it indicates how satisfied users are with specific areas and in general.

Significant actions/objectives identified from the analysis of the user surveys are integrated into the improvement planning process. Centre action plans are currently being prepared to be shared with the customers by September.

The recent user survey results for the five key service areas were analysed in July and are as follows below:-

	<b>Good</b> availability of activities	<b>Good</b> Cleanliness of changing rooms/showers	<b>Good</b> Cleanliness of other areas	<b>Good</b> Value Money for	<b>Good</b> Staff helpfulness
All centres	69%	58%	64%	69%	91%

Our Leisure Centres still seek to provide a comprehensive range of activities at affordable rates, difficult at times against a changing market and sport trends.

### District Council Gyms – Personal Training

Personal training is to be re-launched in July. This will include revamped marketing literature and personal trainers uniform and also include a promotional offer to increase the uptake of personal training by new and existing members.

## **Leisure Centres – Shape Up Campaign for Summer**

Shape Up for Summer ended on 30 June. The membership promotion was a massive success with 164 Zest Freedom 12 month membership sales. Providing every member honours their full 12 months then the 164 memberships equates to over £54.5k net income. 164 Sales is more than a 5% increase on fixed term sales from Shape Up for Summer.

The drive to promote a healthier lifestyle and maintain it is very apparent and is one of our priorities.

## **Talented Young Sportspeople Scheme**

This is now fully subscribed for this financial year, 25 sportspeople who complete from County to International level are now part of this scheme. The athletes receive free access to HDC training facilities (Zest gym and swimming) or the Galtres Centre at Easingwold.

## **Cycle to Work Day**

Cycle to Work Day is a national event, championed by multi gold medal winning Paralympic cyclist, Dame Sara Storey. It aims to encourage everyone to take to two wheels and cycle to work for just one day – Thursday, 4 September.

Plus – anyone cycling to work within Hambleton either Thursday 4 September, or any day of that week, could win £50 of vouchers from Cowley Cycles of Northallerton.

## **Get Hambleton Cycling/TDF Poetry Competition – Applegarth School**

Embracing the visit by the Tour de France to Yorkshire through a poetry competition, the 200 children at the Applegarth School wrote poems describing how they felt when outside riding a bike. 15 Winners all received prizes, some of this work will be incorporated in a display celebrating the visit of the Tour.

## **Tour de France Exhibition**

An exhibition will be taking place on the evening of 24 September at West Tanfield to mark the success of the Tour de France visit. Members of the public from the village will be able to re-live the day through photos and short videos.

The legacy of this Tour and how it touched all ages has helped to give people the idea of cycling for pleasure and it is to be noted that our team of individuals involved in leisure and the community are promoting a healthier lifestyle option.

## **Cash Windfall**

A total of £40,603 has been awarded across 35 other projects in Hambleton. Beneficiaries including Archery into Schools Programme; Hackforth Village Hall; 1<sup>st</sup> Moxby Scout Group; Northallerton Air Training Corps; Hutton Rudby playgroup and the Watson Scout Centre at Carlton in Cleveland, shows the diversity of support and activities offered to our communities.

Thirsk Bowmen were one of the recipients and Mill Hill School was the venue for the photo about the archery equipment that is to be introduced into our schools. It was an ideal opportunity to see the equipment and to have a young person have a “test drive” to get a feel of how user friendly the equipment will be for them.

A total of £37,575 has been awarded to 15 other projects including Northallerton Home Grown Food Festival; Stokesley Cycle-ways Group; Thirsk and District Community Care Association; The Pendragon Community Trust and Easingwold Outdoor Centre. Help reaching right across Hambleton to a wide variety of activity groups.

### **Dementia Awareness Training**

Dementia Awareness Training is being offered to all staff and members. This is not only to raise personal awareness but to help improve Customer Services and public assistance when needed. There are more sessions planned and I suggest that members take advantage of the short sessions available to them if they can.

### **Lights Out Ceremony**

The evening “Lights Out Ceremony” was a very moving occasion held in conjunction with North Yorkshire County Council at County Hall. It included stories, poetry and anecdotes from people who served in the war and their families. These were read out and there was music and singing provided in keeping with the theme of the evening. Out thanks must go to Kate Staines and her team who made this a very appropriate and thought provoking occasion.

### **Wheels to Work**

At a time when budgets are tight and transport has been significantly reduced, Hambleton District Council has stepped up to the plate and given funding to sustain this much needed and valued project. Half the funding will help with the repairs and maintenance of the fleet and the other half will ensure that there is sufficient staff to help train the people who will be using the vehicles.

As a result of the photo and press release, Star Radio were prompted to ask for an interview about this service. I gave a full account of how it benefits our communities, employment and sustainability, keeping our workforce on our doorsteps and easing the isolation and limitation of living in a rural community with no bus service that links to natural working hours, workplaces or colleges.

Councillor Mrs B S Fortune  
Cabinet Portfolio Holder for Customer and Leisure Services