

REPORT OF THE EXECUTIVE MEMBER FOR LEISURE & CULTURE

1. Facility Improvements

Darwen Leisure Centre

The official opening is on Friday 29th January with public access over the weekend.

Over the last few weeks, staff have been working hard in the centre, receiving new equipment, sorting out operating procedures and getting the building set up. There has been a wide ranging programme of training from how to run the pool plant and the alarms to how to evacuate the building. There are over 30 staff appointed to the centre, over half have come from other leisure centres. The programme includes casual activities, where there is no need to book ahead, courses and sessions that do need booking due to demand and club and group use. Several of the previous clubs who used to use the old centre will be back in the new building – such as Darwen Amateur Swimming Club. A summary of the available activities is available on the web site and printed copies will be distributed. The programme will develop over the next few weeks, listening to customers about the centre, what's working and what needs fine tuning. The Darwen Vale re:refresh free leisure programme has been transferred to the new building and expanded, with pricing for other activities is in line with other centres in the Borough.

The bad weather has delayed the external works, so unfortunately the car park is not finished yet and there will be final snagging work over the next few weeks. Although final accounts will not be produced for several more months, this major project is expected to come in on budget.

2. Healthy Living

Health Trainers

There are now 5 Health Trainers in post; one in each of the neighbourhood areas. Health trainers are working with the PCT's Vascular Screening Programme to undertake community health checks supporting the identification of CVD risk factors.

re:refresh – free leisure

The impact of re:refresh continues to grow with applications for beez cards, slowing but remaining high and further increases in the number of adults that have been active since the start of April 2009.

Awareness and momentum of re:refresh is being maintained through community road shows across the borough.

Local Performance Data

- ❖ New beez cards issued Q3 09/10 = **2,779**
- ❖ re:refresh attendances Q3 09/10 = **209,503** (please note this figure is cumulative (qtr1 to 3) and includes family and junior attendances.)

- ❖ Active adults Q3 09/10 = **22,591** (please note this is adult beeZ card holders who have participated in one or more activities between 01.04.09 and 31.12.09)
- ❖ Additional number of new adult members monitored through the beeZ card participating in exercise since 1.4.09 = **6,554**

re:fresh- enabling and engaging

The Healthy Communities Partnership held their orientation event in early December where the theme for the next 12 months is "Keep Moving". This builds on the successes of the awareness raising and engagement work of the previous 12 months and maintains momentum of re:refresh going forward. The work of the 5 HCP teams will be more focussed on key target groups in each area, identified and informed from beeZ card participation data broken down into each neighbourhood area (see example below). This information helps the volunteer teams to target key messages in their different areas, and supports the social marketing work being undertaken.

Neighbourhood Area Beez Summary Quarter 3 – 2009/2010

	North East	North West	South East	South West	Darwen & Rural
Residents	24,647	21,767	25,437	32,027	33,597
Total beeZ Cardholders (up to 11.1.10)	13,959	12,809	19,240	19,741	18,427
% of residents with a beeZ Card	57%	59%	76%	62%	55%
Active cardholders (1.4.09-31.12.09)	4,509	4,028	7,254	6,788	4,926
Total Attendances (1.4.09-31.12.09)	41,891	39,743	77,156	66,100	52,242