



YEAR IN REVIEW

LEISURE
& SPORT
SERVICE REPORT

2017 / 2018

HEAD OF SERVICE

The Leisure and Sport Service had an exceptionally successful year in 2017/18. At every level and within every team there were outstanding performances and exciting achievements.

Attendances increased again with a total footfall of 1,734,456 including, including Olympia peaking at 475,989, McTaggart Centre achieving 113,425 and DISC seeing 211,969 visits. These are all highest ever attendances. Notable other attendances were seen at Ancrum, Health and Wellbeing referral services, ParkLives and Dundee Ice Arena. Leisure and Sport Services are catering for more people than ever before who are engaged in some form of physical activity.

High profile events are becoming a regular feature of the Service and 2017/18 was no exception. DISC showcased an international taekwondo event in July followed in February with the European Women's Club Hockey Championships.

The development of the Health and Wellbeing Service has been stunning in 2017/18. It has expanded to support more clients and contributes significantly to prevention and recovery approaches for individuals. The work on the Service has been highlighted nationally at the National Strategic Group for Physical Activity and Sport and by the Minister for Public Health and Sport, Aileen Campbell.

The year was fittingly closed with the annual Sports Awards Ceremony in February. It was a glittering evening showing the best of sport in Dundee.

2018/19 will bring a number of new and old challenges: more competition, tired facilities and less funding. All of these will combine to test staff and their ambition to do the best for the people of Dundee.



POLICY & STRATEGY

HEADLINE FIGURES 2017/18

Numbers increased across Leisure and Sport and this is a remarkable achievement considering the financial climate. The total attendances equates to the entire population of Dundee attending a Leisure and Sport service almost 12 times in the course of just one year.

MCTAGGART INCREASED TO 113,425 WHICH IS ALSO THE HIGHEST ANNUAL ATTENDANCE TO DATE

DISC REACHED OVER 200,000 FOR THE FIRST TIME EVER WITH 211,969 ATTENDANCES

ANCRUM INCREASED ATTENDANCES FOR THE 2ND STRAIGHT SINCE TRANSFERRING TO L&CD

OLYMPIA ATTENDANCES INCREASED TO 475,989, THE HIGHEST ANNUAL ATTENDANCE TO DATE

TOTAL ATTENDANCES FOR LEISURE AND SPORT WERE 1,734,456 – INCREASED BY 26,608 FROM 2016/17



PHYSICAL ACTIVITY STRATEGY

Dundee Partnership approved the new Physical Activity Strategy for Dundee over the past year. Leisure and Culture Dundee was a key partner in the creation of the strategy and continues to be represented across the four implementation framework groups.

Over 100 professionals inputted to the strategy along with a public consultation resulting in a unique document that will influence services across the city for years to come. The strategy is the first in Scotland to be based on and directly contribute to the National Active Scotland Outcomes and is being used by the Leisure and Sport Services to shape the direction of services in conjunction with the business plan and charitable purposes.

REGIONAL PERFORMANCE CENTRE FOR SPORT (RPCS)

The RPCS experienced a few delays over the past year, not least uncertainty arising from the Barclay Review and the potential impact on facilities across the country. The situation was clarified at the end of 2017 and since then work has been undertaken to refine the plans with work on site officially commencing on 8th May 2018. The RPCS is now due to be completed late summer 2019 and plans are currently in development for Leisure and Culture Dundee to manage the facility. The Centre will complement Leisure and Culture Dundee's existing facilities, enabling greater access for local clubs, communities, and individuals as well as for elite athletes across the city. This means there will be increased opportunities for children and adults from all backgrounds to get involved in sport and physical activity.

ACTIVE CITY

The Active City service area is made up of Sports Centres (DISC, Douglas and Lynch), Community School Facilities (Grove, St Paul's and Harris), Golf (Caird 9h & 18h and Camperdown courses) and the Active Schools function.

The Service had an incredible 744,702 customer engagements in 2017/18, an increase of almost 41,000 engagements on the previous year. Given the challenges faced by the team this year including unplanned facility closures, securing sufficient specialised staff and the reduction in schools across the city, the achievement in visitor engagements is commendable.

HIGHLIGHTS

2017/18 HIGHLIGHTS FOR EACH TEAM ARE LISTED BELOW:

Sports Centres – The Centres hosted 61 tournament this year. The two most notable were the International Taekwondo event in July 2017 and the European Women's Hockey event in February 2018. Both tournaments were held at DISC, bringing participants from 10 countries, including America, Germany, Spain and Ukraine. Futsal is a growing sport, and in Dundee the Leisure & Sport facilities are being used more and more as a base by the various teams across the city. All three Sports Centres outturned a net surplus per customer this year collectively contributing £4.07 per customer engagement. DISC was used for the local election count for two elections during the year. A huge effort by the staff who pulled together working through the night to ensure these were delivered seamlessly.

Community Facilities – Despite a challenging year for the lesson programmes, with recruitment difficulties, the community facilities still performed very well, with 123,459 customer engagements across Grove, St Paul's and Harris. The community facilities are evenings and weekend only operations and the attendance levels equate to a good average of 31 users per opening hour.

42,509 attendances were recorded through the Leisure & Sport Learn to Swim programme at Grove & St. Paul's in 2017/18. The first full year of operating the facilities at Harris Academy saw 36,708 attendances with users enjoying the pool, fitness suite, activity classes and Sports Halls. An open day was held in October run in partnership with the Community Sports Hub and proved to be very popular.

Harris, St. Paul's and Grove achieved a Silver Award from Visit Scotland.

Golf Service – 2017/18 saw the Greenkeeping function transferred to id Verde, an external service provider. This has resulted in improved ground maintenance, and in turn the return of golfers playing more regularly on the courses. Unfortunately the weather was not conducive to golf during 2017, with a very wet summer and a wet and snowy winter affecting attendance numbers, Caird and Camperdown courses were closed for an average of 33 days as a direct result of the weather conditions. Despite these challenges, golf in Dundee fared better than the national trends recording a decline in participation of 8.4% against a national reduction of 15.7%. There were a total of 47,093 rounds played across all three courses last year.

Golf Development continues to go from strength to strength. The Ladies section started by Golf Dundee has now become a constituted club using Caird Park as their home course, and the junior lesson programme is flourishing. Partnership work with Active Schools to deliver golf lessons within the schools has been developed this year, with a view to embedding the programme in to the Active Schools delivery during 2018/19.

Active Schools – The Active Schools team recorded an astonishing 218,309 attendances at extra-curricular activities, despite resources being reduced with the merger of a primary school (Hillside and Gowriehill became Tayview PS). This had the effect of reducing the number of facilities (sports halls) that Active Schools had at their disposal to deliver programmes. The team were supported during the year by 552 volunteers and 119 Secondary pupil Sport Leaders enabling them to deliver over 500 sessions in schools every week.

There has been a greater focus this year on getting teenage girls physically active. Having identified some of the barriers to participation, the Active Schools Coordinators have established two very successful projects at St. Paul's and Craigie High School this year. This learning will be used to roll out the projects across the city in the coming year. The 10,000 hours volunteering campaign was launched in February 2018. This 12 month campaign aims to encourage more young people to volunteer in local sport and develop new skills for life and work.

ACTIVE LIVING

Facilities

The Active Living Service operates Dundee Ice Arena, Ancrum Outdoor Learning Centre, Camperdown Wildlife Centre and McTaggart Gymnastic Centre and provides the Health and Wellbeing and Sports Development Services.

The Active Living service has completed another extremely busy and productive year with increased attendances and participation in most areas.

There were 434,735 attendances in the year throughout the service.

HEALTH & WELLBEING TEAM

Activate – A new membership scheme has been launched which supports children and young people (aged 8-15) to be able to access physical activity opportunities in L&CD sport centres. Referrals are being received from DCC teams supporting care experienced children, Young Carers, Barnardo's, NHS Tayside Overweight and Diabetes services. Extremely positive feedback has been received from the Kinship team in particular, and this new approach has been positively recognised by the Minister for Public Health & Sport, Aileen Campbell MSP who sent her congratulations to everyone involved in the project, adding *"The Scottish Government firmly believes that sport and physical activity should be accessible to everyone in Scotland no matter of age or background. As you will be aware, physical activity is one of the best things we can do to improve our physical and mental health as well as bringing communities together. It has been shown that having an active lifestyle from an early age can have many positive benefits including building selfconfidence and learning important life skills for people to enjoy a healthy life."*

Active for Life – There were 17,192 attendances in the Active for Life programme. There are many examples of the significant benefit on people's lives; an increase of physical activity levels and general well-being. Fitness Instructors continue to work hard with participants to support mobility development and ultimately a better quality of life.

Early Years Physical Activity – Ensuring that Dundee's youngest children (aged 4 months to 5 years) are provided with a quality, structured and fun opportunity to get physically active and develop basic fundamental skills has been achieved and a 16% increase in attendance within sports centres totalling 8,421 is noted. Over 300, 18 month to 5 year olds attended the popular Christmas parties. Developments within the programme include an already successful early evening pyjama club designed following feedback that working parents cannot access the daytime programme. The team have also undergone training in baby massage and plans are in place to add this programme to the menu of options for members and users in the near future.

Family Active – The programme has proved to be important for over 100 families in Dundee, particularly during school holidays, as families can attend sessions at a significantly reduced cost. Members are now moving through the stages of the programme and receiving the support required to increase their physical activity.

Group Exercise Programme – A significant growth in Leisure Active Platinum members has been recorded. Exercise programme attendances hit an all-time high of 64,462.

Move More Dundee – Over 300 referrals have been made into the programme leading to a 60% uptake. Move More Dundee has received the second highest number of referrals as a percentage of cancer diagnoses nationally. Participants are also now using mainstream exercise classes outside the comfort of long-term conditions classes.



PARKLIVES

With an amazing 10,035 attendances across the city and nearly 4,000 followers on Facebook, the programme has been extremely successful in its 2nd year with positive media attention and excellent feedback from participants throughout the year. A key event was the multi partnership 'national one big walk in the park' event including both mindful walking, fitness walking and Nordic walking.

In July, ParkLives in Dundee led the way nationally by participating in world emoji day and the programme has also supported multiple community gala days throughout the summer.

The community engagement approach is absolutely key to success. Delivering local activity for local people based on consultation is one of our best examples of the commitment to a co-production model.

Steps to Health – A grant funding bid was successful and a new partnership was formed with the Forestry Commission / NHS Tayside & Paths for all to deliver an exciting project targeting adults with long term health conditions and supporting them to be able to walk more.

Street Soccer – Participants of the programme who have faced homelessness, mental health, unemployment, addiction or justice system issues are all being supported. Two placements from the Criminal Justice Service has supported community payback orders. A team of volunteers with lived experience have supported delivery and, importantly, actively recruited new participants through engagement with many services including hostels in Dundee. A partnership was secured with Shelter Scotland to improve support around homelessness. Six teams and 38 players from Dundee were supported to take part in the national Street Soccer Scotland (SSS) Birthday cup.

Urban Moves – The programme also hit an all-time high with attendance of 17,006 across all ages. The Urban Moves Dance Company were invited to be the face of the launch campaign for The Maggie Centre's Penguin Parade (the dancing penguins) and has now completed shooting a promo video with STV news team at The Maggie Centre, which has been launched to the media. The Urban Moves Dance Company (UMDC) attended Move it in London as part of their ongoing CPD.

DICK MCTAGGART REGIONAL GYMNASTICS CENTRE

The refurbished Centre has now been open for 5 years and ended the year with record breaking attendances totalling 113,425. The 5% increase, compared to the previous year, is primarily due to the growth within the Leisure and Culture Dundee programmes, including 24 gymnastics and trampoline coaching sessions per week, 32 week long holiday camps, 16 primary school visits, 164 birthday parties and over 5,000 attendances at the family fun sessions.

In addition to the high attendance figures, the centre has successfully balanced the needs of performance gymnasts by facilitating access to enable the top Dundee gymnasts to meet their requirement for 20+ training hours, coordinating rotations and programming for the clubs who access the facility on a regular basis, providing access to Scottish Gymnastics to host National training squad sessions and coach education courses and through hosting a week-long training camp for a Swedish Gymnastics Club. And, for the first time ever, a Dundee gymnast, who trains at McTaggart, was selected for the 2018 Commonwealth Games team.



SPORTS DEVELOPMENT TEAM

The Sports Development Team continued to offer a wide range of sporting opportunities designed to engage, support and inspire individuals to take part and achieve success at their chosen level of sport.

The team delivered over 140 weekly term-time classes, an extensive holiday programme and a wide range of events and festivals within priority sports. The highly successful and high profile Dundee Sports Awards took place in the Caird Hall on 21st February. The pathways have been successful this year with a number of Dundee athletes being selected for various regional and national squads, including the SFA Performance School, North of Scotland Netball squad, Midlands Hockey Squad and to participate at athletics, hockey and football events.

Over £50,000 of funding was received from the Dundee Partnership to allow a range of free / low cost classes to be delivered to help tackle inequalities, and a collection for the Dundee Foodbank took place at the Fun 4's programme where 169kg of supplies were donated. New developments also included para football classes, an adult trampoline class, new weekly tennis and netball classes and a new city-wide under 15's netball development squad.

Throughout the year, over 30 coach education support and development opportunities were offered by the team. Workshops included autism awareness training, Positive Coaching Scotland and Safeguarding and Protecting Children courses. The team also delivered yearlong football coaching projects with Grove Academy senior pupils and Dundee and Angus College students to allow them to gain Scottish FA qualifications and practical experience required to lead classes. Five coaches from the previous year's courses are now employed by Leisure and Culture Dundee within coaching posts.

New partnership agreements were established with Tennis Scotland and Dundee City Council to support the growth of tennis in Dundee with sportscotland to extend the Community Sports Hub post by one year and with Scottish Athletics and Dundee Hawkhill Harriers to create an exciting new post to focus on the development of athletics in the city.

DUNDEE ICE ARENA

The arena operated at near full capacity throughout the winter season with the main peak time slots being filled.

Curling has continued to stabilise with 5,334 participants and the evening sessions running at 92% capacity. However there were daytime slots available but, aligned with the national trends, they proved difficult to fill. It was encouraging to see the junior curling club running at maximum capacity all season with 1,042 participants.

Ice Hockey was buoyant with a 30% increase in attendances at both the Stars and Comets games. DIA is now also at the forefront of Junior ice hockey in Scotland, the monthly "National Junior" programme is based at the arena where the elite players from around the country come together for training and selection to the Scottish national teams. These activities had attendances of 52,804 for participants and patrons at all age levels.

Figure Skating at the arena has grown year on year with attendance by participants of 11 006. The quality of athletes based in the arena is the highest in the UK. In the Great Britain rankings Dundee has 5 of the top 8 skaters, including the current champion Natasha McKay who also represented GB at the European championships.

All of these activities encourage the participation in General Skating where there were 58,221 attendances last year.

Over the year there has been considerable effort gone into the maintenance of the facility with works carried out on the cooling tower, refrigeration plant, the replacement of all fire doors and the fitting of energy efficient lighting. The facility is highly regarded throughout the UK as one of the best mid-size arenas.

Consultants IPW, who examined the programme, reported that "DIA was probably the best optimised rink in the UK with 100% effective use of ice."

ANCRUM OUTDOOR LEARNING CENTRE

The service worked with a broad selection of people across Dundee and linked in with schools, community groups, 3rd sector organisations, BME groups, and other partners to remove barriers of inequality and demonstrate that outdoor learning is for everyone. Ancrum's attendances increased by over 25%, recording some 15,600 visits during the year. The Ancrum team has continued to support alcohol and drug recovery groups through cycle programmes and walking groups.

The Centre continued to work with foster care and social work teams to provide work experience to a number of vulnerable young people. These placements have resulted in very positive outcomes for social and personal development.

CAMPERDOWN WILDLIFE CENTRE

During the past year a troupe of Lion Tail Macaques were introduced to the centre. The introduction of a pair of Gibbons has greatly enhanced the visitor experience; the pair are very active and enjoy "performing" for the public.

There are now 9 wolves at the centre and the dimensions of their compound has been increased to accommodate a pack of this size.

Unfortunately, Star, the center's 30 year old brown bear passed away in April 2018, the loss being acutely felt by centre staff. However the remaining three young bears continue to be a great attraction for visitors

AQUATIC SERVICES

AQUATIC DEVELOPMENT

The Learn to Swim Programme across the city recorded 74,692 attendances: 10,641 0-5yrs attendances; 60,943 school age attendances; 3,108 adult attendances. The seamless pathway from adult & child classes to Pre-School swimming lessons provides an excellent lead into the school age lesson programme, challenging children to improve their aquatics skills to ensure they are safer in and around water. It was recognised there is a need to offer targeted programmes to support children referred through 'Activate' to help overcome obesity by being more active. New and exciting additions to the programme have been 'Young Adults', which offer older children the opportunity to learn to swim amongst those of a similar age as well as 'Total Beginners', which is a bespoke programme for children, who have a fear of water, deal with anxiety before and during their lesson. This has been a popular referral programme for swimming teachers, providing a small group environment to work on water the confidence before returning to mainstream lessons. The adult swimming lessons have increased due to demand and also the retention and progression of participants. To ensure lifelong participation in sport, this programme will be developed further. Swimming teachers have enjoyed working with participants who are finding the sessions fun and challenging and feel a great sense of achievement.

Great partnership working between L&CD, Dundee International Women's Centre, Dundee Carers Centre and Volunteer Dundee has provided many women the opportunity to take part in sessions which offer access to the swimming pool, gym and sauna/steam room at Lochee Swim & Leisure Centre. A targeted approach has brought many first time users to this facility and, for many, first time attendance at a gym/pool. This very social programme has given many ladies who are socially isolated the opportunity to improve their health and wellbeing. Attendances are averaging 26 per session.

The coordination of the Primary 6 Curriculum Swimming Lesson programme has been successful with Dundee Primary Schools receiving their entitlement of 10 swimming lessons per school: 34 primary schools have been involved with a total of 1,485 children learning to swim. Many schools have a high percentage of non-swimmers attending, for example Rosebank PS currently has approximately 90% of pupils never previously having been in a swimming pool. Some schools have a number of children with additional support needs who required additional in-water support, which was accommodated and reported as being very successful. Swim teachers have also identified there are social benefits to swim lessons as well as learning a life skill, e.g. some children had never been in a pool before and had never had to get changed without support.

LOCHEE SWIM & LEISURE CENTRE

The Centre performed very well with 78,037 customer attendances across the year, despite experiencing some challenging times due to staffing shortages. Through the hard work of staff and colleagues across the Leisure & Sport Service there has been an increase in attendances seen in the Health Suite, Fitness Suite, Group Exercise and Learn to Swim provision at the Centre 2017 saw the development of partnership working with our colleagues in Lochee Library to provide an alternative and fun activity for the community through the introduction of themed party events. Participants were welcomed to enjoy themed arts & crafts activities, a pool party and some party snacks/ juice during the 2hour events. The enthusiasm of the Centre team and the Library team has ensured the events' success. With over 160 participants engaging in the recent event the team is excited to see where the development of this partnership will lead in the coming year.

There has been a focus on the development of the targeted Active Women session at Lochee Swimming and Leisure Centre this year. Attendance levels at these two hour sessions have doubled, with the participants attending thoroughly enjoying the opportunity to access facilities which they would not normally access due to their personal or religious beliefs. It has become an important social outlet for many of the women which they truly value.

Customer engagement was a primary focus towards the end of the year with both informal and more formal feedback clinics being arranged to gather the opinions and wishes of the community around the programming and provision at Lochee Swimming & Leisure Centre. A huge thank you to all our staff who made these sessions possible. Work is now ongoing to make the changes and amendments suggested by the community to improve access and their experience at the Centre.

Following recent audits, the Centre has been awarded a Silver Award from Keeping Scotland Beautiful and retained the 4-star rating from Visit Scotland.



ATTENDANCE

The Olympia had a good year for record breaking attendances, the highest recorded since opening in June 2013 by approximately 5,000. The total for 2017/18 was 475,989 which is an increase on the previous year by 3.52% (16,180).

MARKETING

The marketing approach has improved Facebook communications with customers, linked with TV, poster and leaflet channels being used in a more targeted manner. An example is the new G2 swim ticket aimed at Grandparents who are involved in informal child care to participate in off peak swimming from Monday to Friday.

CHARITABLE PURPOSES

The Olympia is involved in various charitable purposes however the initiatives that stand out are those working with young people; Dundee Carers and Community Learning and Development to provide subsidised leisure time for their clients. Olympia also distributed 65 Free Family Swim passes to various charities.

For the third year running Olympia also hosted the Dundee Rotary Swimathon, which raises thousands for Rotary good causes.

STAFF DEVELOPMENT

This year four Olympia staff successfully took part in the Fitness Training Scotland Modern Apprenticeship programme leading to industry recognised qualifications.

EVENT PROGRAMMING

Over the year Olympia hosted 36 sporting events from Regional 50 metre swim meet to local league competitions.

ACHIEVEMENTS

The Olympia continues to provide 4-star status and has now achieved the silver award for Keep Scotland Beautiful which will spur us on to achieve gold next time around.





PERFORMANCE AND BUSINESS SUPPORT

TRAINING TEAM

The training team has finished the year in 3rd position in the UK and 1st position in Scotland for the number of learners qualified in First Aid out of 2,896 active approved Quasafe training centres. This is a huge achievement for an organisation delivering from one venue in one city, when the two providers placed above L&CD deliver across the whole of the UK. At the same time, the team has been able to maintain their 100% record for External Quality Assurance from the First Aid and National Pool Lifeguard Qualification providers. Feedback from the assessor is that it is extremely rare for a training centre to get 100% with no improvement recommendations, therefore showing the quality of delivery and documentation is also amongst the best in the country.

EVENTS & BUSINESS DEVELOPMENT

Pedal to the Pool – Leisure and Culture Dundee and Dundee City Council's, Sustainable Transport Unit delivered a joint promotion throughout 2017 to encourage cycling. Adults and children are entitled to a free swim when showing a selfie with their bike outside the facility.

Dundee Santa Dash – Over 700 "Santas" took part in our first ever Santa Dash organised by L&CD with £5,500 being donated to The ARCHIE Foundation. Over 20 local organisations and businesses were involved either supporting on the day or by providing offers or prizes. The day ran really smoothly with great coverage across various media platforms and excellent feedback afterwards.

Come and Try Day - Leisure & Sport organised our annual Come & Try Day on Saturday 10th June 2017, moving to a new venue at Slessor Gardens. Unfortunately the weather didn't want to join in the fun and the event was relocated at short notice to DISC. Despite this setback, the event still proved to be highly successful, even without the passing custom normally generated with a city centre venue.

Over 1,100 people attended throughout the day, many staying the full 5 hours, with the Ninja Assault Course proving to be a big hit with young and old alike. The day showcased a range of activities we have available throughout the Leisure and Sport Service including archery, basketball, hockey, golf, early years, ice hockey, first aid demos and the very popular rowing challenge. More activities were planned but, due to the limited space available, football, tennis, rugby, ParkLives and the climbing wall all had to be cancelled. Fortunately this didn't dampen the spirits, with customers making the most of the great activities we had to offer.

Facebook – Leisure and Sport Services have a total of 42,830 'likes' across the service with Camperdown Wildlife Centre alone now at over 13,000. This year, there has been a growth in Facebook resulting in more people becoming engaged with Leisure and Sport Services. Camperdown Wildlife Centre had a growth rate of 14% since October 2017, with ParkLives being relatively new to Facebook, growing at a rate of 16%.

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The development of Facebook has had a positive impact on our services. It has afforded managers and staff the opportunity to utilise additional resources by requesting last minute posts to be put out to the public to promote spaces at facilities or on programmes. This has led to filling some programmes and events to capacity, and increasing awareness of what's on offer.

MEMBERSHIPS

Leisureactive 7 year history

(Average Monthly Members) 2011-12 - 3,284

2012-13 - 3,442
2013-14 - 4,072
2014-15 - 4,584
2015-16 - 4,734
2016-17 - 4,904
2017-18 - 5,029

Increase in **1,745** members over the 7 year period

Leisureactive memberships have increased by an average of 125 per month on last year's figures. The end of year monthly figures are extremely positive with a record total of 5,373 members and new highest levels in 4 out of the 8 membership categories.

GolfDundee 7 year history

(Average Monthly Members)

2011-12 - 1,618
2012-13 - 1,553
2013-14 - 1,541
2014-15 - 1,489
2015-16 - 1,445
2016-17 - 1,377
2017-18 - 1,285

Reduction in **333** members over the 7 year period.

Junior / Teen Membership – With the introduction of a new Teen membership offering access to fitness studios and racket sports, this has generated 57 new memberships to an age group for which there was previously little provision. The addition of a standalone Junior membership has also given members more flexibility with how they pay for their membership. This membership allows members under the age of 16 to join without being attached to an adult, this has also become very popular with a number of current members changing to the new model.



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