

Ref number:
087



Performance Reward Grant Scheme APPLICATION FORM

To be returned to:

wiltshirelaa@wiltshire.gov.uk

Area Board	Wootton Bassett & Cricklade	
Form submitted by (contact for all queries)	Gary Walker Cricklade Leisure Centre Stones Lane Cricklade Wiltshire SN6 6JW 01793 750808 Gary_walker_uk@yahoo.com	
Name of initiative	Gym Extension and Improvement	
Brief Description of Initiative	<p>To extend and rejuvenate the Gym and equipment. Including a dedicated youth & Mobility (Circuit Session) area that would be manned at appropriate times. This would encourage increased use by the youth instead of the fixed 2 hours a week, currently attended by 15-20 each session. . It would also enable us to introduce new sessions for the less able adults as the machine are designed to be more suitable.</p> <p><i>NB. "Circuit Session" is a trade name, and is being used for ease of reference.</i></p>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	X
	Safer communities	X
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£75,000	
What will this money be spent on? (please show split between capital and revenue. For capital	<u>Capital</u> £15,000 interior work including re-decorating of the area <u>Capital</u> £30,000 for the purchase of new Circuit Session Kit.	

<p>expenditure guidance – see Appendix 1 in the Bid Pack)</p>	<p>£30,000 For new equipment for the gym in order to retain and attract new customers.</p>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>The current gym equipment is over 10 years old and needs replacing as a matter of some urgency, The current gym equipment is unsuitable for under 16's except with strict controls and supervision and too difficult for the less able. The current equipment is totally unsuitable for the infirm and those recovering from serious illness and operations, The new Circuit Session equipment would allow us to put on new classes that would aid those that are infirm and put together medium to long term programmes for those who are recovering from illness/operation and encourage more rapid return to full fitness.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>Increased use by the 2 extremes in the community with fit for purpose machinery. We have managed to encourage over 35 youth's to our "kids Gym" session each week and to continue this involvement the new machinery would allow the youths to use the gym more often and at more suitable times for themselves, the introduction of the Circuits Session allows more access for the older members to fitness equipment that is designed to help them maintain appropriate fitness levels without any increase risk to injury. This equipment will also allow the centre to put on more beneficial classes for our elderly visitors.</p> <p>It should be noted that Cricklade Leisure Centre took over the centre from an ailing group employed by NWDC to deliver the service we now deliver at less than 25% of the subsidy. Whilst we meet all our day to day expenditure with our revenue it needs to be said that major capital investment will always be needed from external sources.</p> <p>Whilst we do monitor our pricing policy, it would be wrong to increase prices as this is more likely to be counter productive and would not increase the net income of the organisation. (please find attached a price comparison on reflective selected activities between Cricklade Leisure Centre, Lime Kiln and Highworth Rec)</p> <p>Cricklade Leisure Centre has continually increased the usage of the centre since it took over in April 2007. The pool is now at 85% capacity and hall utilisation is at an all time high, both evenings and daytime. We have built new climbing wall, renovated all halls and added an outdoor all weather football pitch, we are currently looking to do work on the de-humidifier to</p>

	<p>improve the swimming experience of our customers.</p> <p>Supporting economic growth – by being one of Cricklade’s larger employers we work in conjunction with the local Business association, and we intend to employ more staff in our expansion plans.</p> <p>Lives not Services – The position of the centre allows many people the opportunity of fitness (some put on free for some groups and individuals) that would not otherwise get the opportunity, and working alongside agencies such as extended schools, GP referral, and the likes of social services it allows us to help target health and obesity issues as well as address social inclusion issues across all ages.</p> <p>Working with the local youth service helps us establish a relationship that encourages inclusions so that they have things to do and places to go, this has a knock on effect of reducing anti-social behaviour as most of the youth buy into the centre on a number of levels. We approach this through organised activities with the youth services and a for less formal approach by easy access through holiday periods in reduced or free admission.</p> <p>Resilient communities – the centre was taken over by the community with a sustained effort by many hundreds of local people. As it became more of a “business take over” the numbers directly involved were around 20 – 30 but with a large part of the community coming forward when required. The organisation is now run by 12 – 15 volunteers, who role is to establish the forward needs of the centre and ensure that they are met.</p>
<p>How will you know you have been successful?</p>	<p>Increased Memberships New youth and older members of our community, We currently have approximately 2000 visits pa, by younger and less able users, with the introduction of the new equipment we would expect this to rise considerable to between 4000 and 5000 visits per annum, this estimate is based on the number under 16</p>
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p>Memberships increased by 15% or more from the current 380 up to approximately 450 10% new youth and older members. Due to limited access most junior membership is limited to swimming so our low base of about 25 silver membership, we would expected to rise to over 60 in a short time</p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you expect to achieve this/these? 	<p>The improvement targets are listed above and will be reported after the initial 6 months and first year of use,</p>

<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<p>The new facilities will be maintained to a high standard that ensures the safety and satisfaction of our customers at all times.</p> <p>To ensure improvement in the gym, we will offer youth sessions and further access to instructors in the larger gym. This will require another 25 hours of employment, 50% of which will be met by the current staffing and the remainder will be made up of casual staff. This extra cost will be met by the increase in membership.</p>
<p>Who will benefit from this initiative?</p>	<p>The initiative will benefit a large number in the community by offering a larger facility to all. The facility as a whole has over 70,000 visits per year, so the initiative would benefit a high proportion.</p> <p>The inclusion of a Circuit Session offers access to the youth of Cricklade and surrounding areas, as well as our older users. The youth gym would be one of the few facilities in Wiltshire that provides gym access to 13 – 18 years olds. We will provide opportunities for youth organisations to utilise use of this gym, we would work with day centres and sheltered housing to encourage more use. If successful it would be our intention to work alongside “link” (local Charity Transport) to help encourage more use with those less able and with limited access to transport.</p>
<p>Confirm no unfunded commitments from this initiative</p>	<p>1. I confirm that there will be no unfunded financial commitments arising from this initiative</p>
<p>What are the key risks to success and how will these be managed?</p>	<p>Risk for the initiative are</p> <ul style="list-style-type: none"> that the costs for works could increase or overrun, causing increased shutdown and delayed opening Down turn in the economy may mean less available income for parents to spend on children activities and fitness Memberships do not increase leading to no increase in revenue to fund additional instructors or maintain the facility to a high standard
<p>Who will manage the initiative</p>	<p>Gary Walker General Manager Cricklade Leisure Centre Stones Lane Cricklade Wiltshire SN6 6JW 01793 750808</p>

Signed:

Chairman of Area Board

Dated: