

Overview and Scrutiny Board

2026

21st July

Overview and Scrutiny Update – Bromsgrove Sport & Leisure Centre

Relevant Portfolio Holder		Councillor Shirley Webb
Portfolio Holder Consulted		Yes
Relevant Assistant Director		Rachel Egan – Assistant Director Regeneration & Property Services
Report Author	Job Title: Chris Wells Contact Christopher.wells@bromsgroveandredditch.gov.uk email: Contact Tel: 01527 534008	
Wards Affected		All
Ward Councillor(s) consulted		
Relevant Council Priority		
Non-Key Decision		
If you have any questions about this report, please contact the report author in advance of the meeting.		
This report contains exempt information as defined in Paragraph(s) of Part I of Schedule 12A to the Local Government Act 1972, as amended.		

1. **RECOMMENDATIONS**

Overview and Scrutiny Board is asked to note the work ongoing detailed in this report and to RESOLVE that:

The update on the performance and contract management of Bromsgrove Sport and Leisure Centre be noted.

2. **BACKGROUND**

- 2.1 Everyone Active was awarded the contract to operate Bromsgrove Sport & Leisure Centre following a competitive tender process. The contract commenced in 2017 and runs for a period of 21 years. The Council retains responsibility for contract management, performance monitoring, and ensuring that the service aligns with the Council's leisure, culture, and community strategies.

3. **Contract Management and Performance Monitoring**

- 3.1 The Council undertakes formal contract management meetings on a quarterly basis with Everyone Active's Regional Manager and Centre Manager and action notes are taken. These meetings provide a structured forum to review performance, address operational issues, and agree actions where required. Everyone Active produces Quarterly Performance Reports, which cover the following areas:

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- a) Colleague changes and training
 - b) Customer feedback, social media, and marketing activity
 - c) Accidents and incidents
 - d) Cleaning standards and operational performance
 - e) Membership levels and facility utilisation
 - f) Planned and reactive maintenance
 - g) Activity and wellbeing delivery
 - h) Environmental and energy performance

3.2 Performance is monitored against contractual requirements these are:

- **Number of gym members** – This is the total number of fitness members registered during that quarter.
- **Swim Lesson Occupancy** – This is percentage capacity of all swimming lessons offered.
- **Number enrolled on swimming lessons** – This is the total number of children enrolled in swimming lessons during the quarter.
- **Total number of visits** – This is all visits from both members and non-members during the quarter.
- **RIDDOR reportable events** – Any accidents that required being RIDDOR reporting. These are for deaths, serious injuries and injuries that create over 7 days of absence.

Support to deliver relevant Council strategies is also discussed, with follow-up actions agreed and tracked including where improvements are required.

3.3 The tender submission by Everyone Active was done in 2017 during a different leisure industry climate, pre-Covid and with a reduced local competition market, this was matched by ambitious targets around the number of members and overall users of the centre as well as financial performance at a level far greater than were achieved by the Dolphin Centre. These targets have not been met and while there have been mitigating circumstances in relation to COVID and also an 11 week pool closure in early 2023, these issues are both now historic and we are working hard with Everyone Active to achieve these levels and generate the management fee payable to the Council at the level of the contract. Everyone Active has employed a further full time sales member taking the team to 2 full time members to drive memberships,

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they are pushing their reach for new members through events and marketing and are having a real focus on gaining customer feedback.

Engagement and Two-Way Communication

- 3.4 There is an established two-way communication process between the Council and Everyone Active, enabling both parties to raise issues, share ideas, and respond to customer feedback. Operational matters raised by Members or residents are fed into the quarterly review process where appropriate.

Specific Issues Raised

Parking Permits

- 3.5 Car Parking costs have been raised by members and potential members of the Leisure Centre in the past, although the Centre Manager confirmed that the concerns have declined since the introduction parking becoming free after 6pm and the offer of a free 30-minutes of parking.

Cleanliness

- 3.6 Cleanliness and overall operational performance are standing agenda items within quarterly reviews. The Council has worked proactively with Everyone Active to address specific areas identified through inspections and customer feedback. Feedback indicates continued improvement over the past 12 months, and performance in this area will remain subject to close monitoring to ensure high standards are maintained.

Locker Costs

- 3.7 Current locker charges are as follows:
- a) Wet side: £0.25 single-use token
 - b) Dry side: £1 coin (returnable)
- 3.8 These charges are in line with industry standards for comparable leisure facilities.
- 3.9 There is a move in some centres towards padlock style lockers, and this change could be made for all or a percentage of the lockers. A full cost would need to be confirmed, but a recent change at another site of a similar size was £6000.

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4. FINANCIAL IMPLICATIONS

4.1 Financial Performance and Risk

The Council operates open-book accounting with Everyone Active and closely monitors financial performance against agreed projections. Key points include:

- a) The management fee schedule was agreed as part of the original tender.
- b) The Council works closely with Everyone Active to support recovery towards contracted financial levels where required.
- c) Ongoing collaboration focuses on achieving income targets and enabling continued growth to ensure the facility can sustain the agreed management fee arrangements.

The Council recognises the importance of monitoring financial performance to manage risk, both at a local facility level and across the wider operator group. Detailed information on budget and out turn can be found in Appendix 2.

The contract is a full repair and maintenance lease with no costs to the Council and whilst there has been a Deed of Variation in place since 2022 to the Management Fee detailed in Appendix 3, it is important to note that the council has not incurred any additional expenditure to support the building or the operator since Year 2 of the contract (2018/19).

5.0 LEGAL IMPLICATIONS

- 5.1 The contract with SLM Everyone Active runs until March 2038

6. APPENDICES and BACKGROUND PAPERS

- a) Appendix 1: Last four Quarterly Performance Reports
- b) Appendix 2: Accounts 2024/25 compared with the five-year budget projection (*Restricted*)
- c) Appendix 3: Contractual and Financial Information (*Restricted*)

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7. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Cllr Shirley Webb	13/07/26
Lead Director / Assistant Director	Rachel Egan AD Regeneration and Property	8/07/2026
Financial Services	James Walton	8/07/2026
Legal Services	Claire Green	01/07/2026
Policy Team (if equalities implications apply)	N/A	
Climate Change Team (if climate change implications apply)	N/A	