

Report of	Meeting	Date
Director of People and Places	Overview and Scrutiny	15 February 2010

FREE SWIMMING PROGRAMME – 6 MONTH ANALYSIS

PURPOSE OF REPORT

- The purpose of this report is to present usage information the first 6 months of the free swimming programme.

RECOMMENDATION(S)

- That the report be noted.

EXECUTIVE SUMMARY OF REPORT

- 6 months into the 2 year free swimming programme:
 - Usage is currently up by 30,251 (50%) overall for swimming.
 - Juniors have increased by 13,012 (56%).
 - Adults have increased by 17,239 (47%).

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

- None.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

- None.

CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Put Chorley at the heart of regional economic development in the Central Lancashire sub-region		Develop local solutions to climate change.	
Improving equality of opportunity and life chances	✓	Develop the Character and feel of Chorley as a good place to live	
Involving people in their communities		Ensure Chorley Borough Council is a performing organization	

BACKGROUND

- Chorley's free swim scheme started on 1 April 2009 and runs until 31 March 2011. The project is funded via the DCMS, Central Lancashire PCT, and Active nation absorbing the cost of additional swims over and above the 2008/09 usage. Free swims are available for 16 and under, and 60+, during public sessions.

8. The DCMS will evaluate the scheme before making any decisions about possible grant support beyond March 2011. When this information is available, the Council will then be in a position to consider the programme beyond 31 March 2011.

FREE SWIMMING ATTENDANCE ANALYSIS – 1 APRIL TO 30 SEPTEMBER 2010

9. The data is taken from the first 6 months of the free swim at All Seasons Leisure Centre and Brinscall Swimming Baths.

10. Demographic

- The profile has revealed that it is the 6 – 15 years age bands whom have been the predominant applicants for the free swim.
- The male and female split is almost equal in the both under 16's and the over 60's.
- The demographic has revealed that the usage matches Chorley's ethnic profile.

11. Adult Swimming Comparisons

- Overall adult swimming (inclusive of free and paid across both centres) has increased by 17,239 compared to the same period of April-September 2008. This is an overall increase of 47%. Of all adult swimmers April-September 2009, 29% are free swimming.
- Overall, across both centres, paying adults have increased by 1,412 (4%) since last year

Month	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	Total
2008/09-adults	5688	5869	5267	6181	7893	6144	37042
2009/10-adults	8579	9204	8548	9656	10466	7828	54281

12. Junior Swimming Comparisons

- Overall junior comparisons for both centres show that junior swimming has increased by 13,012 (56%) compared to the same period of April-September 2008.

Month	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	Total
2008-2009-juniors	4705	3774	2781	3767	5595	2603	23225
2009-2010-juniors	5298	6083	3616	7574	9045	4621	36237

13. Overall Swim Attendances – April-September 2009

- Overall figures show that all Junior free swims April-Sept 09 total 34983. All Adult free swims April-Sept 09 total 15827. Therefore, Juniors account for 69% of the free swims across both centres.

Month - 2009	APR	MAY	JUN	JUL	AUG	SEPT	Total
All Free Adults	2526	2428	3038	2839	2830	2166	15827
All Free Juniors	5298	6083	3616	7574	9045	4621	34983

- As the adult free swims are for the 60+ age band, there is a possibility that these figures may increase during school term times, as those eligible for the adult free swim are more likely to have availability to swim during the day Monday-Friday, and as juniors will be at school then, they may feel more comfortable attending. This potential trend will need to be analysed in the 12 month report.

- Overall figures across both centres show that for the period of April – September 2009, 56% (50810) of all the 90518 swimming attendances were those participating in the free swimming scheme. These do not include school groups & swimming lessons.

Month - 2009	APR	MAY	JUN	JUL	AUG	SEPT	Total
Total Swim	13877	15287	12164	17230	19511	12449	90518
Total Free Swim	7824	8511	6654	10413	10621	6787	50810

14. Overall Swim Attendances – 2008/09-2009/10 Comparison

- The total swim comparisons inclusive of juniors, adults and OAPs across all centres are:
- April-September 2008/09 = 60267.
- April-September 2009/10 = 90518.
- This shows that overall swimming attendances, paid & unpaid, have increased by 50% overall.
- Increase = 30,251

Month	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	Total
2008-2009	10393	9643	8048	9948	13488	8747	60267
2009-2010	13877	15287	12164	17230	19511	12449	90518

- Therefore, the initial findings support the positive impact that free swimming has had on the boroughs swimming activities. Overall attendances have risen, both in paid and free swim sectors. However, paid swims have only marginally increased.

JAMIE CARSON
DIRECTOR PEOPLE AND PLACES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Carol Hewison	5813	03/02/10	