

## APPENDIX 1

### Operational Development, Performance and Scrutiny Committee

Wednesday 24th April 2019

#### Supplemental – Free Swims

##### Introduction:

The following report provides data on free swim usage across the targeted holiday periods namely summer 2018, October 2018 and Easter 2019.

The report also provides a snapshot of the number of adults 60 plus and concession customers that converted from PAYG to PAYM following the introduction of the new membership; including their usage patterns.

The membership data snapshot is provided as 60 plus PAYG customers would have been previously captured in the free swim data but since converting would now be captured under Glasgow Club membership usage.

##### School Summer Holidays 2018

###### Free Family Swims 2018

###### Free Swims Per Hour

Venue	Swims to Date	2016	2018	SIMD	2016	2018
Gorbals	407	5.5	17.8	1	40%	40%
Easterhouse Pool	354	3.2	19.4	2	17%	15%
Maryhill	295	1.4	16.1	3	9%	9%
Bellahouston	264	6.3	14.4	4	9%	6%
Whitehill Pool	186	1.4	13.6	5	5%	6%
Tollcross	182	2.6	13.3	6	4%	6%
Pollok	120	3.5	8.8	7	4%	5%
Scotstoun	116	2.8	8.5	8	5%	4%
Drumchapel Pool	98	1.4	4.3	9	4%	4%
North Woodside	97	0.8	7.1	10	3%	5%
Springburn	80	2.6	5.8			
Castlemilk Pool	57	2.1	4.2			
<b>Grand Total</b>	<b>2256</b>	<b>2.9</b>	<b>11.5</b>			

## School October Week

### Free Family Swims October 2018

Venue	Swims to Date
Gorbals	88
Easterhouse Pool	74
Maryhill	46
Bellahouston	183
Whitehill Pool	70
Tollcross	95
Pollok	51
Scotstoun	16
Drumchapel Pool	101
North Woodside	33
Springburn	54
Castlemilk Pool	34
<b>Grand Total</b>	<b>845</b>

### Free Swims Per Hour

2016	2018
2.6	3.7
1.2	0.9
0.7	1.6
1.2	1.5
2.3	1.4
0.5	0.9
0.6	0.9
1.0	1.4
1.6	0.4
0.9	1.5
2.1	2.6
0.4	1.9
<b>1.3</b>	<b>1.6</b>

SIMD	2016	2018
1	28%	35%
2	14%	12%
3	8%	6%
4	9%	9%
5	7%	7%
6	7%	5%
7	5%	5%
8	8%	5%
9	7%	8%
10	7%	8%

## Easter Week

### Free Family Easter 2019

Venue	Swims to Date
Bellahouston	347
Gorbals	52
Easterhouse Pool	214
Springburn	164
Whitehill Pool	288
Maryhill	0
Pollok	125
Drumchapel Pool	103
North Woodside	87
Tollcross	235
Castlemilk Pool	117
Scotstoun	137
<b>Grand Total</b>	<b>1,869</b>

### Free Swims Per Hour

2016	2018
5.0	7.1
3.9	4.7
2.1	3.3
2.0	6.4
0.8	3.7
1.2	0.0
2.1	2.8
2.0	3.5
1.2	3.4
2.0	3.2
2.1	1.4
0.2	2.4
<b>2.1</b>	<b>3.5</b>

Report Date: 30/04/2019

SIMD	2016	2018
1	32%	35%
2	12%	18%
3	9%	11%
4	8%	9%
5	7%	8%
6	8%	4%
7	6%	4%
8	7%	4%
9	6%	4%
10	5%	2%

NOTE: direct year-on-year comparison is not possible. Firstly in 2017 two major pools were closed throughout the summer holiday where they're only partially affected by 2018 European Championships. 2016 figures are a fairer comparison. Secondly free swimming was available every hour pools were open in preceding years, where this year it's available for a two-hour slot, 3 to 5 days a week at each venue. To enable comparison "Free Swims Per Hour" has been calculated for 2016 vs 2018.

Uptake by those in the lowest deciles of deprivation remains high (and higher than the population profile). Concentrating free swimming in two-hour sessions has also enabled partnership at one venue with a charity supporting families facing food poverty who've attended in the same time slot and assist a common audience with targeted help.

## Older People

The information below is a snapshot of older people that converted from PAYG to PAYM and their activity levels.

### PAYG 60+ converted to PAYM

Membership Type	Count
Activ Club 14+ Annual	335
Activ Club 14+ Mthly Dd	434
Activ Club Conc. Annual	79
Activ Club Conc. Mthly Dd	168
Fit Club 14-21 Annual	1
Fit Club 14-21 Monthly Dd	3
Fit Club 22+ 12mth Dd	40
Fit Club 22+ Annual	4
Fit Club 22+ Con Mthly Dd	50
Fit Club 22+ Conc. Annual	4
Fit Club 22+ Monthly Dd	4
<b>Grand Total</b>	<b>1,122</b>

### Activity Levels

Activity Type	Feb 19.	Feb 18.
Bowling	421	
Classes	1,474	722
Golf	32	
Gym	717	91
Health Suite	310	-
Indoor Courts & Hall	118	-
Miscellaneous	9	
Swimming Casual	4,258	3,772
Tennis	14	
Walking	3	
Other (2018 category)		551
<b>Grand Total</b>	<b>7,356</b>	<b>5,136</b>

SIMD16_Decile	GC %	City
1	24%	33%
2	12%	15%
3	8%	9%
4	8%	8%
5	10%	8%
6	7%	6%
7	7%	5%
8	7%	7%
9	8%	5%
10	9%	4%

One in four people on a pay as you go 60+ membership converted to pay as you go monthly (Direct Debit) following the introduction of the new membership / pricing changes.

There is an increase in activity levels of those members that converted from PAYG to PAYM.

Activity types showing growth include gym sessions, swimming, and classes demonstrating the new membership is proving successful at encouraging more frequent activity among older adults.

\*the reporting software has improved to allow us to report at a more granular level.

## Concessions

PAYG Concessions converted to PAYM    Activity Levels

Membership Type	Count	Row Labels	Feb 19.	Feb 18.
Activ Club 14+ Annual	6	Activity Session	9	
Activ Club 14+ Mthly Dd	15	Bowling	28	
Activ Club Conc. Annual	7	Classes	575	63
Activ Club Conc. Mthly Dd	79	Golf	7	
Fit Club 14-21 Annual	1	Gym	673	95
Fit Club 14-21 Monthly Dd	24	Headcounts	2	
Fit Club 22+ 12mth Dd	39	Health Suite	180	-
Fit Club 22+ Con Mthly Dd	194	Indoor Courts & Hall	71	-
Fit Club 22+ Conc. Annual	13	Miscellaneous	8	
Fit Club 22+ Monthly Dd	4	Swimming Casual	355	120
<b>Grand Total</b>	<b>382</b>	Tennis	4	
		Spa Treatments	1	
		Spa Usage	4	
		Swimming Lessons		
		Other (2018 category)		65
		<b>Grand Total</b>	<b>1,917</b>	<b>343</b>

SIMD16_Decile	GC %	City
1	42%	33%
2	18%	15%
3	7%	9%
4	8%	8%
5	7%	8%
6	3%	6%
7	2%	5%
8	6%	7%
9	3%	5%
10	3%	4%

One in 16 people on a pay as you go concession membership converted to pay as you go monthly (Direct Debit) following the introduction of the new membership / pricing changes. Uptake by those in the lowest deciles of deprivation is higher than the population profile.

Of those people that converted the activity levels and the range of activities have both significantly increased. Overall there is an almost a six fold increase in usage.

Activity types showing growth include gym sessions, swimming, and classes demonstrating the new membership is proving successful at encouraging more frequent activity.

\*the reporting software has improved to allow us to report at a more granular level.