

**Places Leisure Eastleigh**  
**Re - Purposing of existing Creche to**  
**Health & Wellbeing Room**

The purpose of this report is to put forward a recommendation to re-purpose the existing creche facility to a health & wellbeing room. The report seeks to identify the benefits to both the customer and the centre in doing so.

**Background**

The Creche has been an asset to the centre for many years and has assisted many parents with childcare when wanting to attend a class, swim or gym session. In turn this has supported opportunities for people to become more physically active.

Although historically we have seen creche facilities provided, PFP Leisure no longer build Leisure Centres with a Creche provision and in many if not most of our sites we no longer offer a creche facility. This is in keeping with many other Leisure providers. Both Places Leisure Eastleigh & Eastleigh Borough Council were supportive of going against this trend and provision for a Creche in the new Centre was agreed.

**Current Provision**

The Creche opening times were 9.30am – 1.30pm Monday to Friday and 9.00am – 12.00pm Saturday. The Creche has always been a loss maker, and this was accepted as the service enabled many parents the chance to use the Centres facilities. There has been a downturn of attendance leading up to the site closure in March 2020 due to the Covid19 pandemic. The below figures highlight the financial impact that the reduction in attendance has had from 2018/19.

- Financial year ending March 2019 – 13.9K income versus 30.3K expenditure
- Financial year ending March 2020 – 15K income versus 31K expenditure
- Budget financial year ending March 2021 – 15.4K income versus 34K expenditure

Below are some attendance figures from January – March over a 3-year comparison. This would be the busiest timeline for comparison.

- Jan – March 2018 – 1,071
- Jan – March 2019 – 1,054
- Jan – March 2020 – 929 (12% down on previous year)

The above financial and attendance figures demonstrate that the demand for creche facilities at the Centre have reduced over the past 3 years, impacting on both the viability and desired outcome of the creche facility. Prior to closure in March 2020 a

reduction in Creche opening times had been reviewed and we had planned not to offer the Creche on a Saturday due to dwindling numbers.

### **Proposed Health & Wellbeing Room**

Places Leisure Eastleigh propose to convert the existing creche space into a Health & Wellbeing room to provide a wider range of benefits and positive outcomes for the local community. This new facility will enable us to work with a variety of partners and agencies to meet the local health and wellbeing need and to encourage use of the Centre from a wider demographic.

At Places Leisure Eastleigh we have ran a very successful Mum & Baby and Mum & Toddler programme of classes and activities. These sessions have encouraged a significant number of parents to exercise. Because of the success of this programme, we found it had an impact on parents using the Creche. The Parent & Baby programmes have gone from strength to strength and the network of Mum's that we have developed will enable us to continue growing the programme and shape the future of the Wellbeing room.

The aim of the Parent & Baby programme is to provide a hub for Parents to meet other Parents, find activities for their little ones, a chance to be active after having their little one in a safe, relaxed & fun environment. The Health & Wellbeing room with compliment these existing programmes and increase opportunities for new sessions to be delivered in a safe and appropriate environment.

We aim to involve a wide range of businesses and groups from within the community to be a part of the programme and add value. Supporting those around us is extremely important to us as a business.

The benefits of the Parent & Baby programme have spoken volumes over the 7 years we have been running, including making lifelong friends, improving the mental & physical health of Mothers & Parents within the community, and creating a wonderful pathway for the families into swimming, gymnastics and a whole host of amazing activities the centre offers.

During the last 17 months we have had very few comments about the Creche re opening. Many customers have "found a way" to exercise and have found alternative childcare arrangements. More people are working from home now than ever before.

The implementation of the Health & Wellbeing room will enable a wider range of health programmes to be developed. This will include working with such partners as the NHS, library service, local charities, first aid providers, mental health, and food banks to grow the offer and target the local health and wellbeing need to work towards reducing health inequalities.

The room will be upgraded to include a private consultation area, which will enable services such as smoking cessation, debt management, CAB and weight loss programmes to be delivered, along with providing the opportunity to enhance the existing HealthWorks offer.

The opening hours of the Health & Wellbeing room will be from 6am until 10pm weekdays and currently 8am until 4pm at weekends although the Centre opening times will be reviewed and likely to extend soon. The core hours of use will be from 9am until 8pm.

Over the course of the week based upon the activities we will be running we predict over 100 parents per week based upon the activities currently booked from September in the room. These numbers are still affected by COVID restrictions. We are currently working with other user groups to help them access the facilities. The use of the room will be a mixture of room hire @ £20 per hour which is discounted for charitable bookings for example Barnardo's and bookable weigh in clinics with Health Visitors. There is no staff costing to these and all Parent & Baby sessions are Instructor led and will incur staffing costs but are existing costs. Any new sessions that we plan to run will incur Instructor costs but will be offset by the income a programme makes.

Hannah Bryant our Health & Wellbeing Co-ordinator works 24 hours per week and her post has been funded for 2 years by Eastleigh Borough Council, working towards an agreed Health & Wellbeing plan to deliver positive outcomes for the community. Hannah also instructs many of the Parent & Baby sessions as well. The relationship she has built up with the customers is second to none and she is well placed to continue the development of this. Over the 7 years Hannah has held this post she has developed a large network of stake holders and is currently working with them to increase participation and user groups. Hannah is currently in contact with these groups and is working to increase bookings. Currently marketing of the room is being managed internally to offer our stakeholders the opportunity to book, it is planned to extend the marketing via social media platforms.

### **Recommendation**

The recommendation based on the information provided within this report is for the consultative group to formally approve the re-purposing of the creche to a Health & Wellbeing room.

To summarise we feel that by turning the Creche into a Health & Wellbeing room we can offer a wider programme to our community and stakeholders that will provide positive outcomes and a greater benefit than the existing provision. It will give us the opportunity to continue to develop our programmes but also work with other local providers to help reduce health inequalities and improve the wellbeing of our local community.

Our aim is to help our community become healthier, fitter and mentally stronger. This will therefore impact our financial position and participation rates in a positive way.