



Local Authority Leisure State of the Market

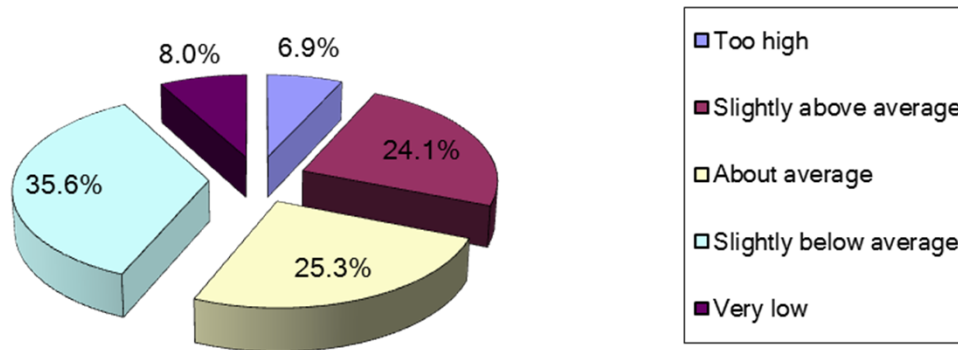
April 2012

Rob Bailey, Principal Advisor, APSE

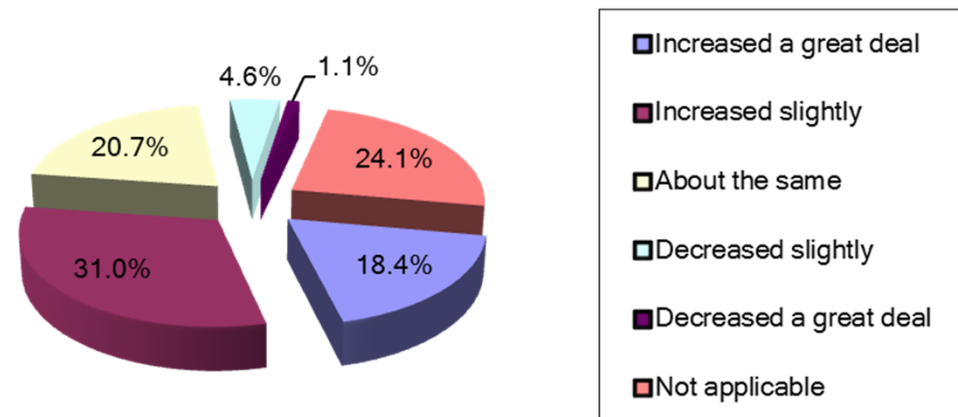
Employee expectations



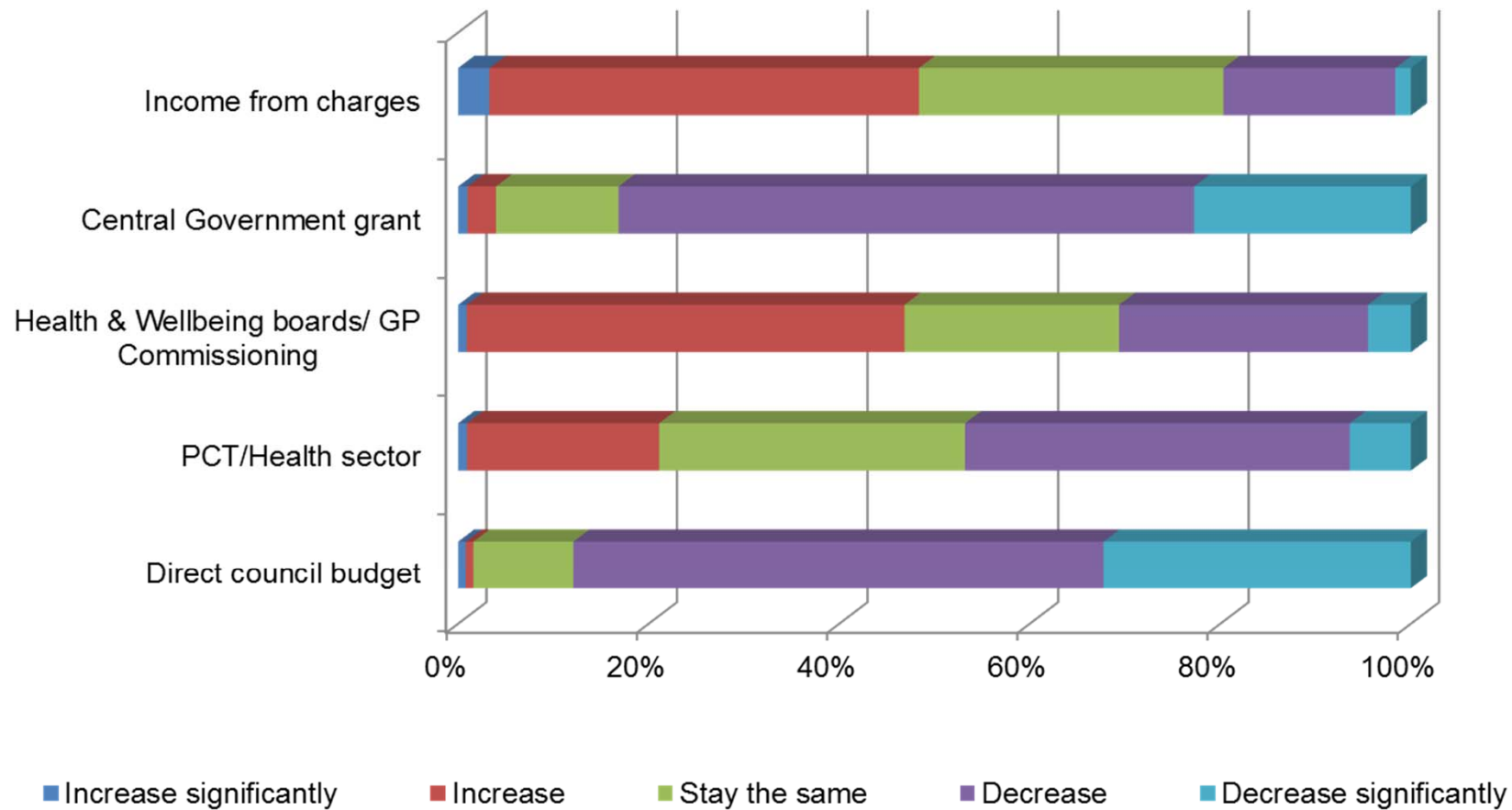
Attitude to absence



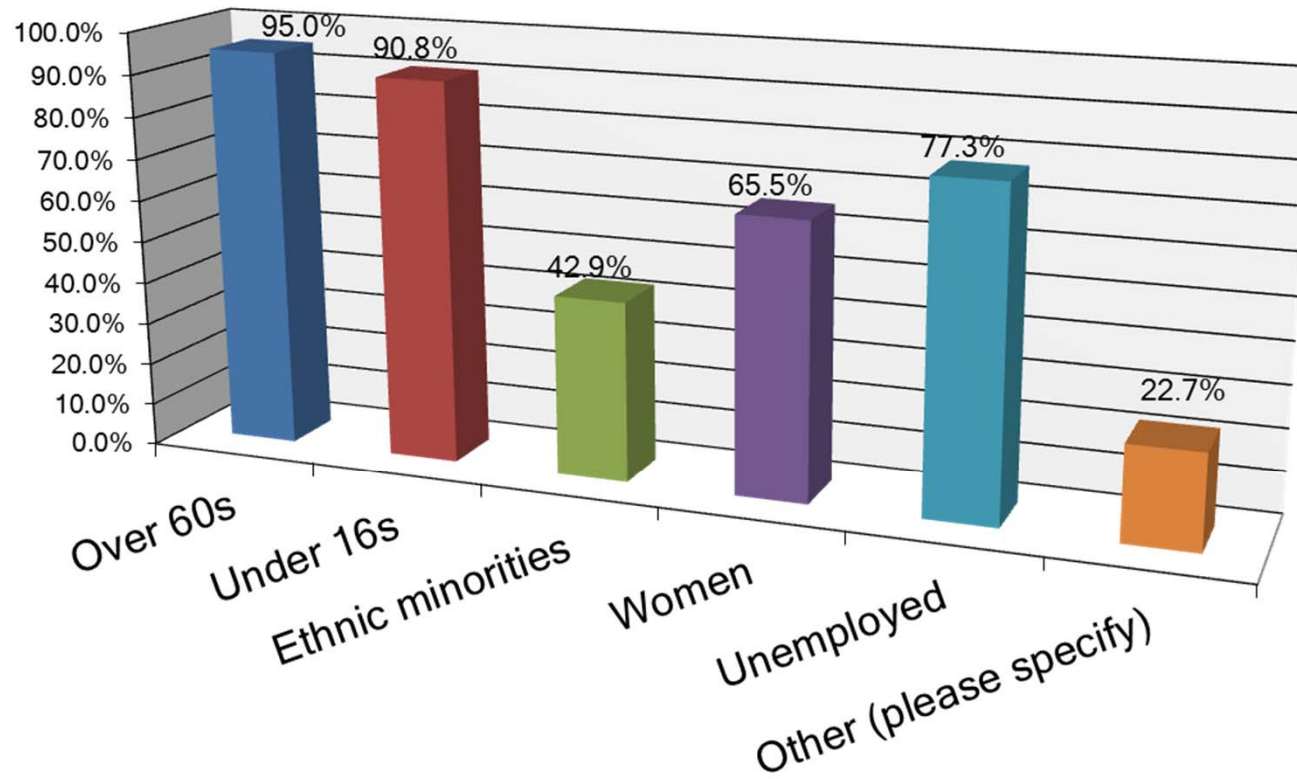
JE costs



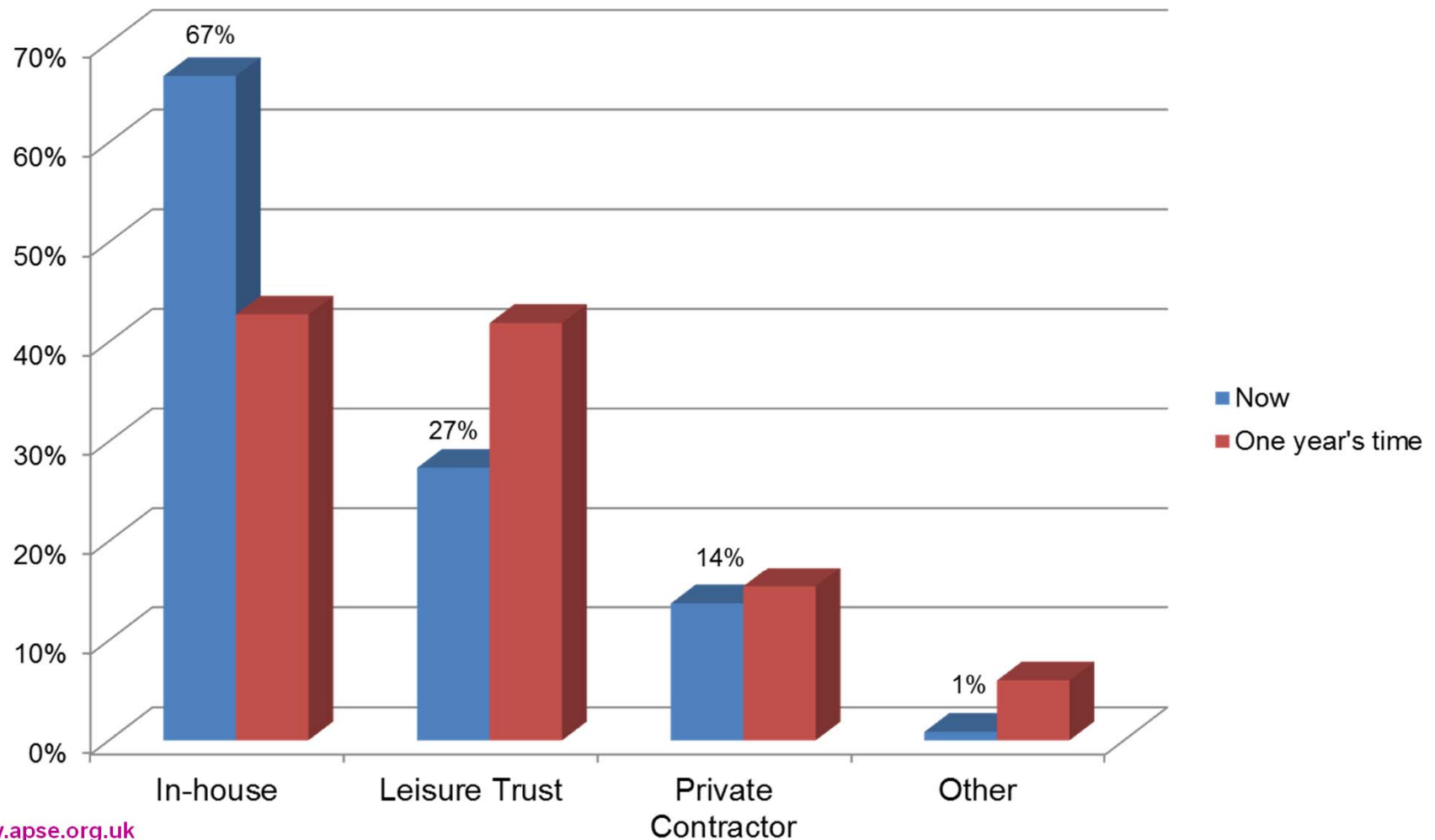
Future Funding Sources



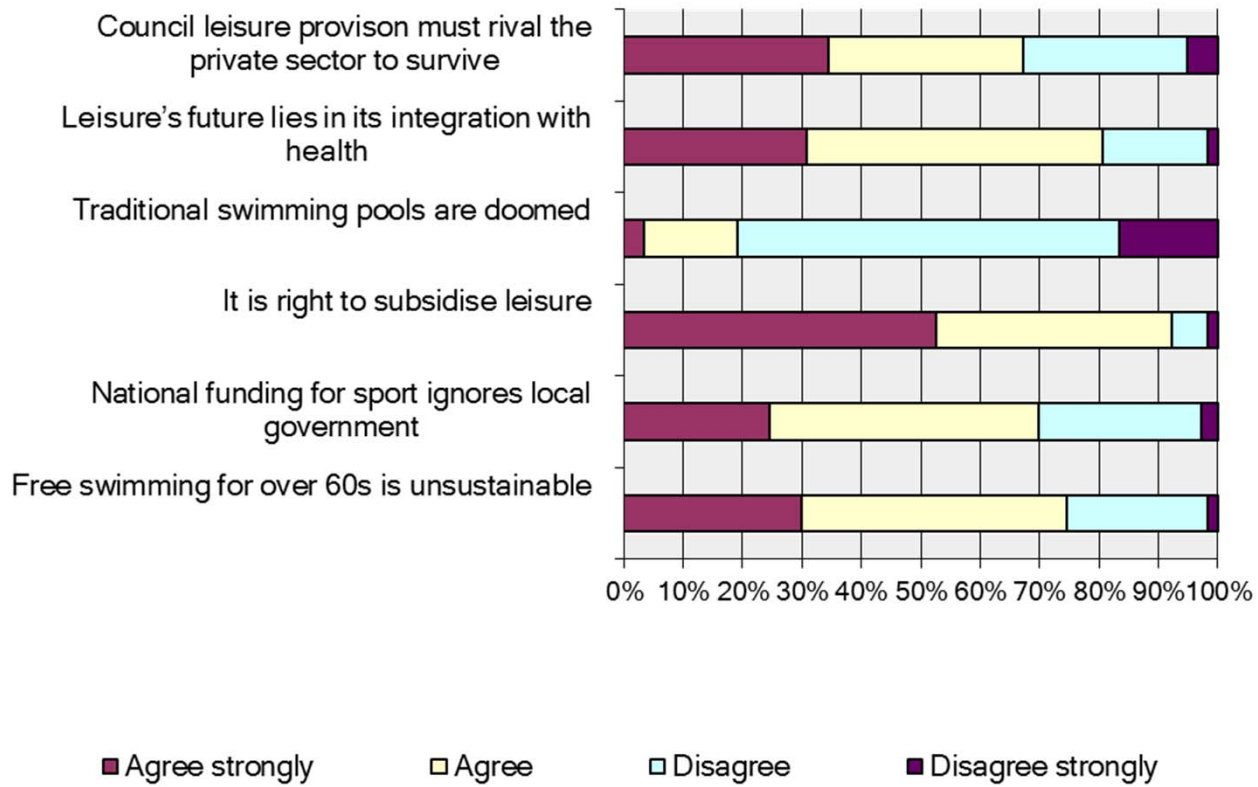
Increasing participation



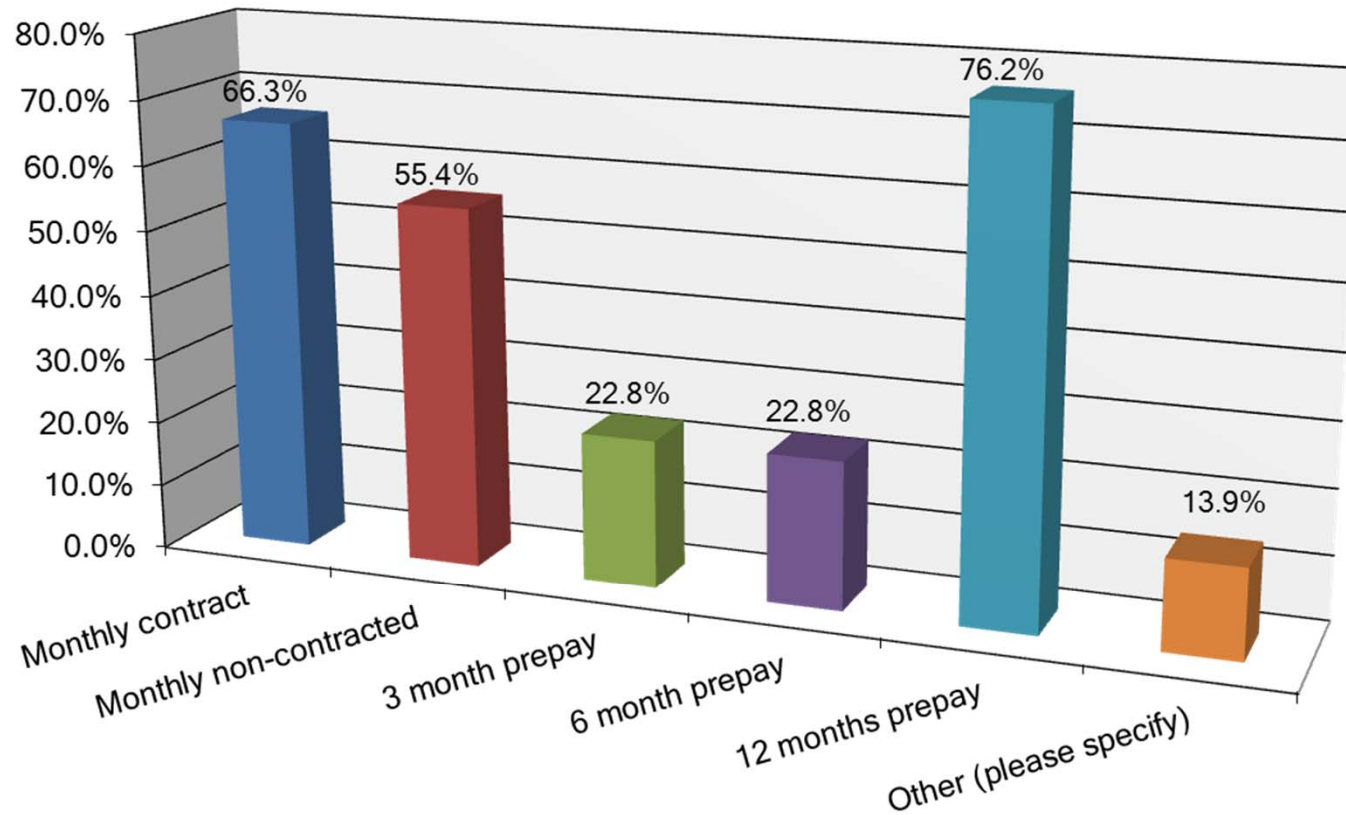
Organisation of leisure management



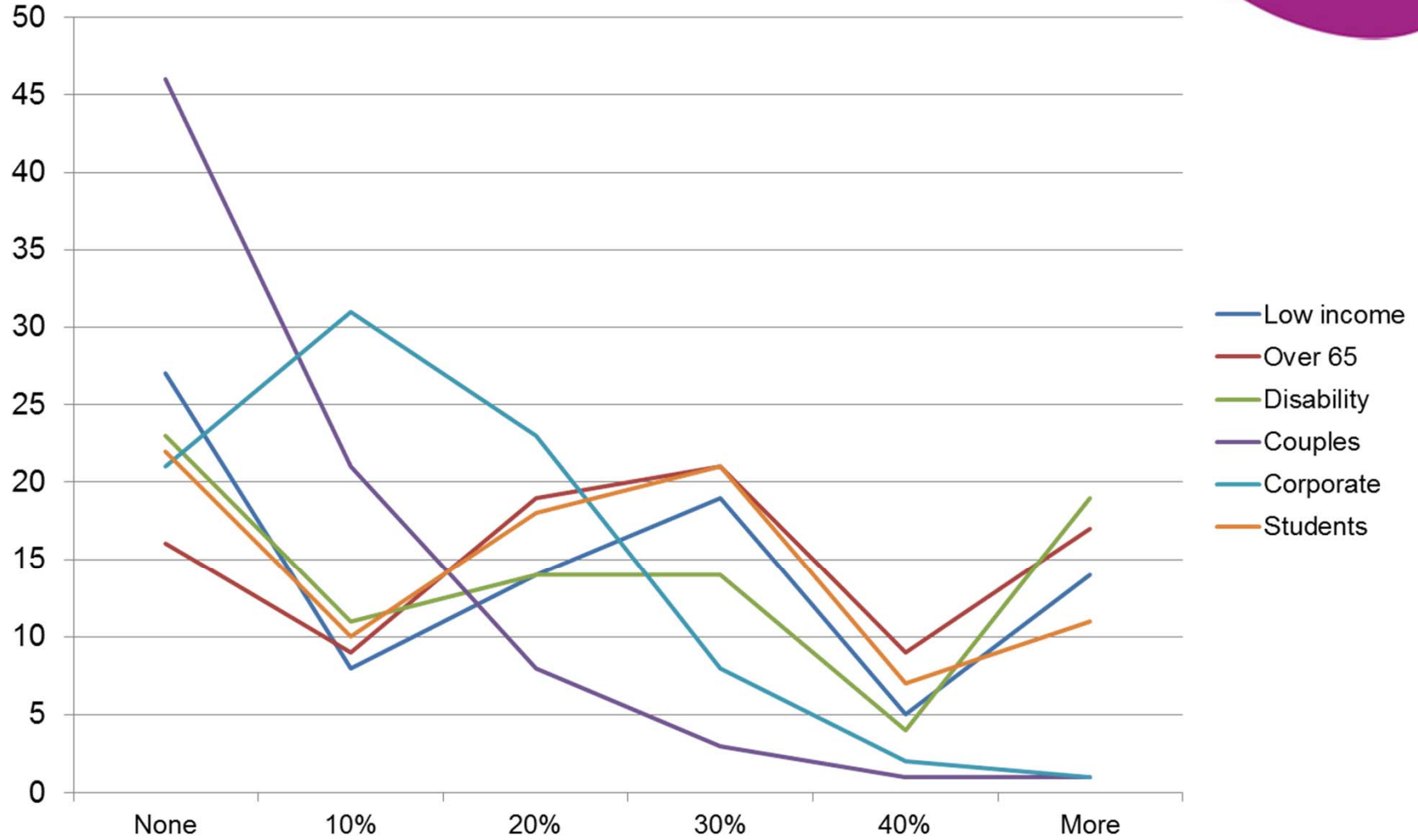
Opinion



Types of membership contract



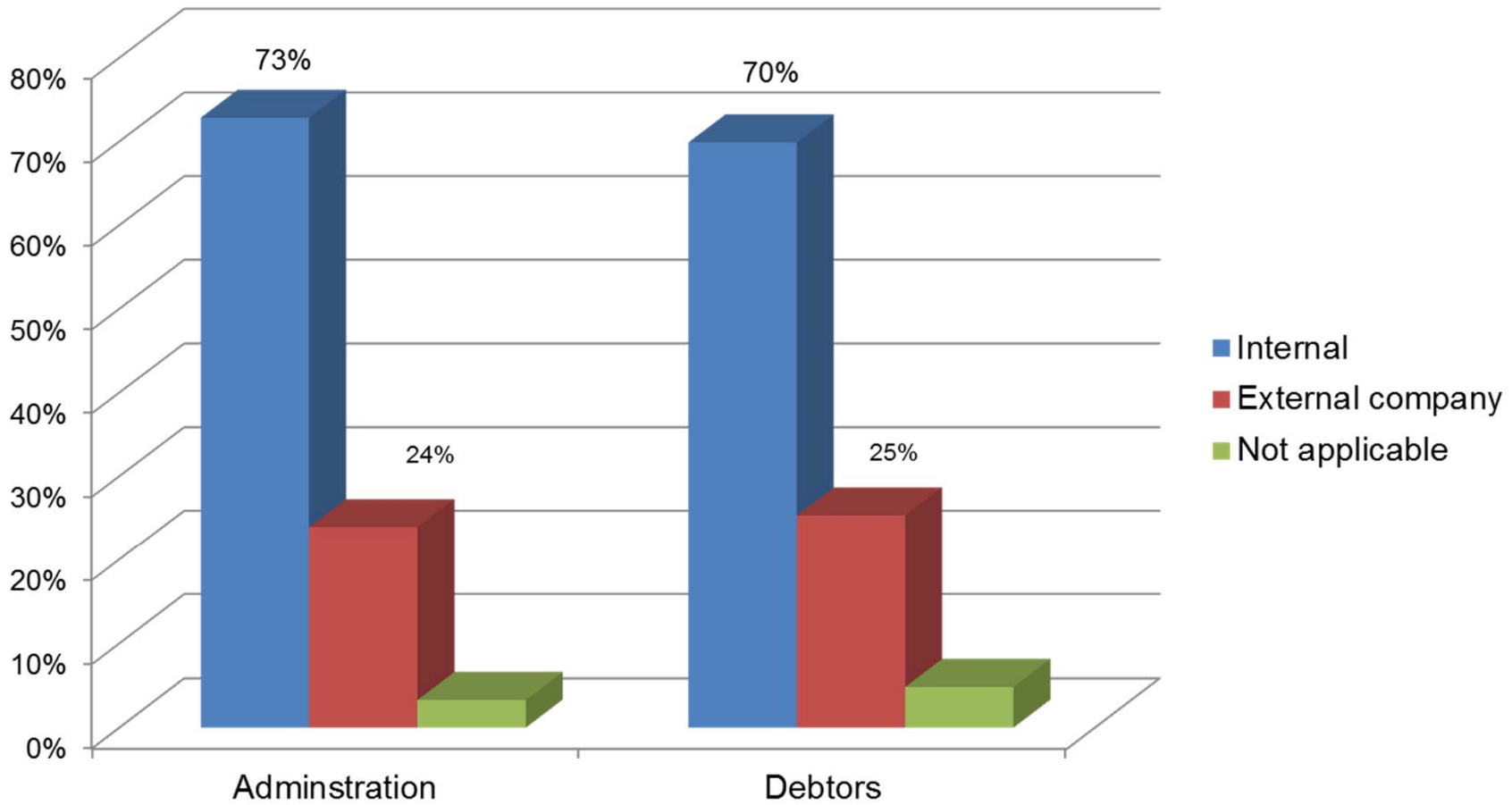
Discounts



Monthly membership charges



Who manages the direct debit administration and chases debtors?



Leisure Growth?

- Health and fitness related activities
- Over 50's club membership
- Commissioning / Health

Decline?

- Casual Swimming
- Sports Development
- Pitch subsidies
- Support services and infrastructure



Future APSE advisory focus



- Community asset transfer
- Social marketing and promotion
- Alternative management options
- Integration of sport within health policy
- Commissioning and Health & Wellbeing
- Income generation

LOCAL SERVICES

LOCAL SOLUTIONS



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