

## Leisure Centre Summer Schemes 2013 Review Summary

### Attendance

Centre	Max Number per day	Duration of scheme	Participant Opportunities realised
Avoniel	60	6 weeks	1880
Andersonstown (Play)	60	2 weeks	570
Andersonstown(coach)	n/a	4 weeks	1775
Ballysillan	90	6 weeks	3,957*
Falls	n/a	5 weeks	2,755
Grove	72	5 weeks	1,479
Loughside	48	5 weeks	1,168
Olympia	60	5 weeks	1,381
Shankill	60	5 weeks	716
Indoor Tennis Centre	48	8 weeks	1,300
Whiterock	110	5 weeks	2,048
		<b>Total</b>	<b>19,029</b>

\*oversubscribed

### Sunrise Club Attendance

Centre	Participant Opportunities realised
Avoniel	280
Andersonstown	45 (new scheme)
Shankill	2 (scheme cancelled)
Olympia	290
<b>Total</b>	<b>617</b>

### Feedback from Parents/Participants

#### **Registration**

In general the feedback from parents was positive with the new registration process in Grove Wellbeing Centre in particular being highlighted.

This was not the case with all the centres with concerns around the enrolment process being expressed at Avoniel, Olympia, Ballysillan and Whiterock. All these schemes cater for 5-8 year olds and all were completely full. Comments included the length of time to queue and poor processes for registration.

#### **Staffing**

The feedback regarding the staff was generally excellent.

## **Marketing and promotion**

Information on the Summer Scheme was uploaded onto the Belfast City Council Website from March 2013 to provide information for the scheme and to encourage registration for Grove Well Being Centre.

A feature block was placed onto the Belfast City Council website from 5 April to 15 April to promote the schemes. Advertisements were also placed in the local Community press as well as City Matters.

General feedback on marketing and communication was favourable however not all Grove users said they were aware of the new enrolment process.. The issue of communication between the centres and parents was also listed as an area which could be improved.

## **Activities on offer**

As well as the day to day activities at the centres a wide range of both sports coaching and trips out were provided. Coaching in Tag Rugby was provided at all sites in partnership with Ulster Rugby and proved to be very popular. A number of inter centre competitions also took place including Dance, Soccer and Waterpolo as well as a Table Quiz.

A Sports Taster Day, to mark the start of the World Police and Fire Games in Belfast , took place at Ormeau Park and this was attended by over 700 children and young people from the schemes.

## **Key recommendations**

1. Review of registration and enrolment. A new registration similar to the one piloted at Grove Wellbeing should be considered for the other schemes. Also consider On line registration
2. Ensure that sites do not oversubscribe at enrolment
3. The scheme in Andersonstown should become a general play scheme for the full 5 weeks
4. The pricing of the schemes should be reviewed
5. A marketing plan to be put in place to raise awareness of the new registration process
6. Develop a parents information pack and newsletter
7. Ballysillan to offer a sunrise club instead of Shankill