

Epsom and Ewell will judge change at their leisure

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When Epsom & Ewell Borough Council announced that **Better** will hand over management of the Rainbow Leisure Centre to **Places Leisure** in October 2025, many locals who have experienced booking glitches, understaffed gyms, and declining poolside conditions breathed a silent sigh of relief. The question now: how quickly will the promised improvements materialize?

Why the Council Doesn't Run Itself

The council does not manage leisure centres directly—instead, it contracts out operations. That's why swathes of public facilities across the borough, including the Rainbow Centre, are run by third-party providers. The rationale? Private operators like Better specialise in facility management, class programming, and membership administration. But that also means the council steps back, paying providers rent and oversight rights in exchange for promised upkeep and performance.

Transparency and Value for Money—Still in Question

Although the council has described Places Leisure as a “social enterprise,” it has offered no specifics about terms: contract length, rent paid, baseline investment, or expected improvements remain undisclosed. Without that data, taxpayers and users have no firm guarantee of value—simply a brand change.

Councillors have stressed that this switch aims to bring greater “community focus” and better reinvestment of any surplus—hallmarks of the social enterprise model. Yet sceptics point out that social enterprises aren't automatically transparent: some still report hefty executive pay packets. In particular, the CEO of **Places for People** the ultimate owners of Places Leisure reportedly earned £565,426 in 2023-2024, raising eyebrows among voters who wonder.

A Closer Look at Places Leisure's Reputation

The local press release paints Places Leisure as a community-minded organisation, but reviews from employees and users tell a different story. Feedback on sites like Indeed and Breakroom varies significantly. Some praise friendly culture and flexible working, while others warn of poor management:

“Management loved to bully young lifeguards... poor pay”

“Awful communication, awful leadership... spend too much time fixing their mistakes”

On Trustpilot, users have lodged complaints about broken equipment, overcrowded classes, and appalling changing-room hygiene—low-grade experiences raising legitimate concerns over upkeep standards as they transfer from Better to Places Leisure.

The Case of the 'Midnight Lane-Booking' Mystery

Among the most frequent user frustrations at Rainbow Centre is the so-called **midnight lane-booking blackout**—where lane reservations vanish at midnight, impairing swimmers' schedules. While formal documentation is scarce, social media posts and member forums share similar experiences, consistent with online complaints directed at Better about buggy booking systems. Whether this was down to software limitations or internal policy remains unclear—but users will expect Places Leisure to fix this fundamental flaw.

A Moment for Accountability

This handover is more than a change of logo: it's a test of the council's commitment to local services. Users are invited to watch the roll-out carefully, demanding updates, realistic targets, and transparent accounting. Social enterprise status sounds progressive—but without openness, it can be nothing more than a sticker on the door.

The Bottom Line

Epsom & Ewell's move away from Better reflects mounting pressure from dissatisfied users. But who wins—the community or the balance sheet—depends on what happens once the ink is dry. Will we get a truly improved Rainbow Centre, or just a rebranded disappointment?

Time—and transparency—will tell.

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