

Fenland District Council

leisure operating contract report

April 22 – March 2023

“ improving lives
through leisure ”



www.freedom-leisure.co.uk



an introduction to the uk's second largest genuine charitable leisure trust:

It has been an extremely challenging time for the sport and leisure sector as a whole, but Freedom Leisure has worked closely with their local authority partners to provide the best service possible during this unprecedented time. Nationally Freedom Leisure were selected as the preferred operator of 2 new leisure contracts, increasing their portfolio to 110 leisure centres, 24 individual clients and over 3,500 employees.



110

leisure centres, including 2 theatres, on behalf of 24 individual clients across England and Wales.



not for profit

freedom leisure is a not-for-profit leisure trust which manages leisure and cultural facilities on behalf of partners across the UK to realise our vision of “improving lives through leisure”



focus

committed to providing and developing inclusive leisure facilities for everyone. Delivering a service to exceed our customers' expectations

freedomleisure ethos

- Provide affordable and accessible health, leisure and sport facilities for everyone, therefore having a positive impact on the local communities in which we operate and serve – we aim to inspire people to be more active more often
- Reinvest surplus into quality services
- Exceed our partners' desired outcomes for local communities
- Enhance our reputation and status
- Grow and develop as a company in a sustainable way
- Develop our people
- Renew existing contracts and win new ones

freedomleisure corporate vision



3179

**Learn To Swim
members**

(176% of pre-covid numbers)



3,998

fitness members

(103% of 21/22)
(121% of pre-covid numbers)



106%

turnover

(income vs budget)



#3

**for growth of LTS
memberships**

(England)



#3

**for children's
activities**

(Freedom)



**staffing, supplier and energy
costs are significantly
higher in the last 6 months
and remaining high into the
current year**
**recruitment - incredibly
challenging**



Memberships

Site	1.4.22	31.3.23	Variance %	25.10.2020	Variance % (to 25.10.20)
Chatteris	610	653	+7%	571	+14%
George Campbell	1170	1304	+11%	1137	+14%
Hudson	1052	1115	+6%	1040	+7%
Manor	1049	949	-10%	1044	-9%
TOTAL	3881	4021	+3.6%	3792	+6%

The above numbers include fitness, and swimming only and for Direct Debits and Annual memberships.

Site	1.4.22	31.3.23	Variance %	25.10.2020	Variance % (to 25.10.20)
George Campbell	799	793	-0.7%	465	+70%
Hudson	1141	1111	-2%	614	+80%
Manor	1017	1217	+20%	562	+116%
TOTAL	2957	3121	+5%	1641	+90%

The above numbers include Learn To Swim members only and while 2 sites have seen a small drop compare to the start of the year the contract as a whole is on the increase and marketing push is in place for all 3 sites to ensure we help as many people wo swim as we can.

increased marketing



George Campbell Leisure Centre

31 January · 🌐

DON'T MISS OUT! Our January offers end TODAY

This your last chance to take advantage of our 3 MONTHS FREE offer. 12 Months for the price of 9.

Make a start and find your #FreedomReason today:

<https://bit.ly/3P8ACqC>

What's your Freedom Reason?

WELLBEING

THREE MONTHS FREE*

(Annual membership)

PAY NOTHING UNTIL FEBRUAR

(Monthly membership)

*Terms and Conditions apply



Your Freedom Values



STAY

active, keep progressing & achieve this essential life skill

10 for 8 passes*

	Adult	Concession
Pool	£35.20	£26.40

*Must be used within 6 weeks



Hudson

30 October 2022 · 🌐

🥳🥳 CHATTERIS HAPPY 10th BIRTHDAY 🥳🥳



To celebrate our sister sites birthday we are offering NO JOINING FEE this weekend only.

Come down and see us, Join up and pay NO JOINING FEE 🥳

🔴 LAST CHANCE NO JOINING FEE TODAY 🔴

winter bootcamp

4 week course
14 November - 10 December 2022

Members: £40
Non members: £50


NO JOINING FEE

This Weekend Only

wellness within freedomleisure resources

 **training and courses**

- Resilience training • Stress Awareness
- Mental Health Awareness Training
- Mental Health Awareness Training for Managers
- Managing Anxiety Training • Level 2 Mental Health Training

 **policies, procedures & HR**

- Stress Management Policy
- Equality and Diversity Policy
- Referral to Occupational Health; this includes reviewing work station and environment, completing a health risk assessment

 **staff shop**

- Financial Advice • Online Counselling 247
- Face to face counselling • Legal advice 247
- Family Solutions • Discounts on nutrition and fitness

 **local healthy living advice**

- Discounted Gym Membership
- Expert Physical Activity Advice
- Expert Nutritional Advice

 **additional advice**

- Importance of Exercise • Practice Mindfulness • Improve sleep patterns
- Ask for help • Samaritans - call 116 123 or email jo@samaritans.org

For a list of charity helplines as suggested by NHS for anyone suffering from OCD, Bipolar, Depression and more www.nhs.uk/mental-health/nhs-voluntary-charity-services/charity-and-voluntary-services/get-help-from-mental-health-helplines



recruitment strategies

recruitment continues to be a challenge, we've had to continue to adapt...



recruitment referral bonus scheme

employees can earn between £175 and £500

for referring a lifeguard or swim teacher that is successfully recruited!

Ask at your site for more details on the Recruitment Referral Bonus Scheme and rules



www.freedom-leisure.co.uk



We are hiring!



George Campbell Leisure Centre

14 February · 🌐

SWIMMING TEACHER COURSE coming up soon. Being held at The Manor Leisure Centre, Whittlesey.

Starts Saturday 4th March 2023. So, get booked in quick... See more

👋 Are you looking for that next step in leisure or looking to transfer the skills you already have in management?

Then we have the position for you 🙌

👉 Click on the link below and check out our Full Time Duty Manager position going here at the Manor.

<https://apply.workable.com/j/D20BA4E4DB>



Become an Assistant Swimming Teacher

Start your career as a Swimming Teacher with an SEQ Level 1 Swimming Assistant (Teaching) qualification.

Upcoming Course

Manor Leisure Centre, PE7 1UA

Starts Saturday 04 March 2023

Price - £395.00



Along with the activities we provide in our centres we are also proud to support lots of different activities with Active Fenland such as:

PRE-FIT Classes

FIRST STEPS Fitness Classes

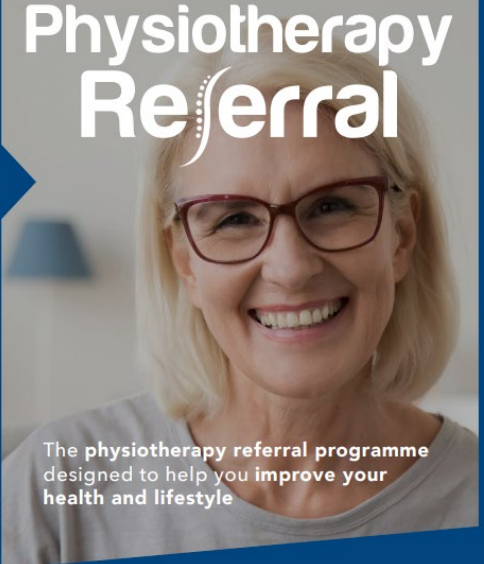
G.P. Referral Scheme

Lets Get Started!

RUN FOR FUN

Walking Football

Badminton for Adults, Junior's for all!





Physiotherapy Referral

The physiotherapy referral programme designed to help you improve your health and lifestyle

www.activefenland.org
www.freedom-leisure.co.uk

@ActiveFenland @FreedomLeisureFenland



Pre-Fit

Building strength, balance, stamina and suppleness for increased confidence to become more active.

The Hudson Leisure Centre Harecroft Road, Wisbech, PE13 1RL Wednesdays from 2pm to 3.30pm Starting 11th January - £3 per person	George Campbell Leisure Centre City Road, March, PE15 9LT Wednesdays from 2pm to 3.30pm Starting 15th February - £3 per person
Doddington Hospital Benwick Road, Doddington, PE15 0UG Wednesdays from 12.30pm to 2pm Starting 15th February - £3 per person	Chatteris Leisure Centre Eastwood, Chatteris, PE16 6FN Wednesdays from 11.30am to 1pm Starting 15th February - £3 per person

Inclusion Criteria:
Able to stand unsupported
Able to sustain 10min physical activity



LET'S GET STARTED

Kick start your physical activity journey

Ideal for beginners or individuals who are looking to return to being more active.

12 weeks of beginner level classes which progresses to gym based activity to help gain knowledge and confidence in the leisure environment.

Free
Chatteris Leisure Centre

Taster session: Friday 28th April

12 week programme:
Fri 12th May - Fri 28th July
Time: 7 - 8pm



our customers have said

we received some fantastic feedback from our customers.

I am sending an email to give you some feedback about the event boot camp. It was amazing !!! I have a long history with the leisure centre which goes back over 20 years, where at times I have been very motivated but for a variety of reasons this will decline. I happened to have re downloaded the app where I noticed the boot camp, and I am so thankful that for some reason I downloaded the app !

My fitness has really improved and I can feel some really positive changes in my body including my confidence in my fitness.

Love going to the gym and a huge part of that is the staff they make you feel welcome and always helpful

A professional run centre with a very friendly atmosphere. Staff make you feel welcome and facilities have a good choice of equipment.

Staff are wonderful. Equipment has everything I need

I have just completed the 6 week bootcamp and what can I say I had totally forgotten how much I need exercise in my life. Sam has been fantastic with all us on the course meeting all our individual needs. We have all worked extremely hard and have had so much fun. Sam makes the classes fun and achievable to everybody so nobody ever feels left out. I have also enjoyed my assisted gym sessions which I could work on the areas that need more work. I would like to thank Sam for all her hard work and planning that went into each session and constant encouragement. I feel like a new woman not just physically but mentally as well. Looking forward to having more bootcamp classes put on the timetable.

I would like to know why there is no more warm water in shower facilities. I plan my day with Gym, then I usually go to work after, no I can't because I'm forced to drive home to take short shower. I know that energy bills are high now, but you increased membership fee too. I would like to ask, for at least to keep warm water(not hot) in shower facilities. its is not nice to use ice cold shower after Gym.

I do Aqua gym classes on Tuesday and Thursday. I always enjoy my class. It's friendly everyone joins in. It's exercise with good music and encouragement to do your best.

some highlights

Hudson:

A member of staff completed their Level 4 FAME training (fall and management exercise) now completing pre fit classes in collaboration with Active Fenland.

All new wet side showers - Thanks FDC.

In partnership with Active Fenland we have delivered Adult badminton, junior badminton, Forever fit, walking football and Pre Fit classes all have helped keep our local community active and engage with people in different ways.

George Campbell:

Introduced an rolled our new and improved 'Welcome Sessions' Gym and Whole Centre Orientation session to new and returning members. Up to 75% of all our new members get through all FOUR 'Welcome Session's over the first 8-weeks of their memberships with us. This helped us capture at least 18 absolutely brilliant 'Share your Success' Stories and customer testimonials.

We raised over £3600 for the MAGPAS air ambulance at our now world-famous TBEW (The Big Eastern Weekender) charity SPINNING Event. We also raised over £470 for Macmillan at our 'Abba-Thon' charity fitness event.

Chatteris:

Reconnected with local G.P surgeries and health professionals to promote our exercise referral scheme

Lv 3 Exercise referral qualification being completed by a member of staff offering more to our local community

Energetix sessions increased to 5 days a week to meet demand

Manor:

We have broken the 1200 barrier for children learning to swim at site! This is the first time Manor has helped over 1200 children each week to learn a key life skill.

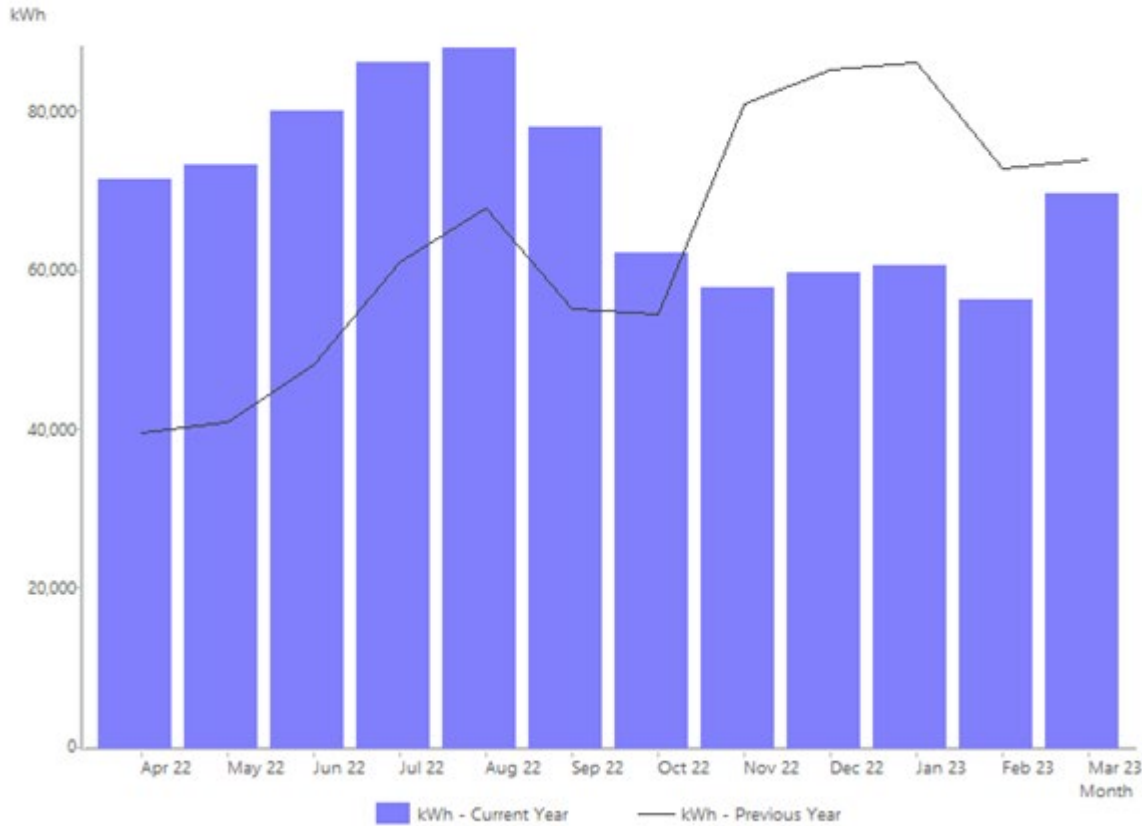
Whittlesey food bank are now renting a space from the Manor, this has now made the Manor a crucial space for the most needing in our local community

Pool timetable, soft play and parties had their timetables opened more to give the best customers experience.

We have forged a new relationship with an out of term kids club from Park Lane school

energy efficiency:

Annual Profile of Electricity Consumption



February 2022

Covid restrictions were fully lifted.

Summer 2022

Energy non negotiables introduced

Dec – March Electricity Reduced usage by 22.5%





Changes within the local Freedom team

Fenland now sits within the new region of South & East and Paul Doyle is the Regional Manager.

At Chatteris Sam Fabela has taken on the role of Fitness Manager and Simon Pešić-Smith has become the temporary Area Manager while a replacement is found.



freedomleisure

where you matter



www.freedom-leisure.co.uk