

Fenland District Council

leisure operating contract annual report

April 2023 - March 2024

“ improving lives
through leisure ”



introduction

Fenland District Council and Freedom Leisure have been working in partnership to provide leisure centre facilities across the district since December 2018.

March's George Campbell Leisure Centre,
Wisbech's Hudson Leisure Centre
Whittlesey's Manor Leisure Centre
Chatteris' Chatteris Leisure Centre

"We are extremely proud of the achievements and the improvements we have been able to make at the leisure centres and to the health and wellbeing of the people of Fenland during the last five years. This is only possible with our excellent relationship with all the team at Fenland District Council. We have a common vision to improve lives through leisure and I look forward, along with my amazing colleagues that work at the centres, to continue that good work which benefits the whole community and we'd encourage as many people to visit their local leisure centre soon"

Ivan Horsfall Turner | Chief Executive Officer - Freedom Leisure



the uk's second largest **genuine** charitable leisure trust

Freedom Leisure is one of the leading charitable not-for-profit leisure trusts in the UK, managing over 125 leisure and cultural facilities on behalf of 30 partners across England and Wales. We are proud to be delivering high quality, value for money locally-focused leisure services that are sustainable and accessible to all. As a not-for-profit organisation we are committed to the ongoing development of local community facilities and all surpluses are reinvested to support the objectives we share with our partners.



125

Leisure and Cultural Facilities on behalf of 30 individual clients across England and Wales.



not for profit

freedomleisure 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



in numbers in fenland



486,081
active participation



100,050
gym visits



93,510
swim visits



88,862
group
exercise visits



4,163
fitness
members



2,812
learn to swim
members



Financial Summary		
April 2023 to March 2024	Actual 12m	Bid 12m
Income	£3,937,146	£3,653,535
Expenditure	£3,819,265	£3,563,784
Total Surplus / (Deficit)	£117,881	£89,751

£1,557,529
fitness membership

85% vs bid

£1,653,149
swimming income

161% vs bid

£534,529
utility cost


252% vs bid

our colleagues

wellness within **freedomleisure** resources

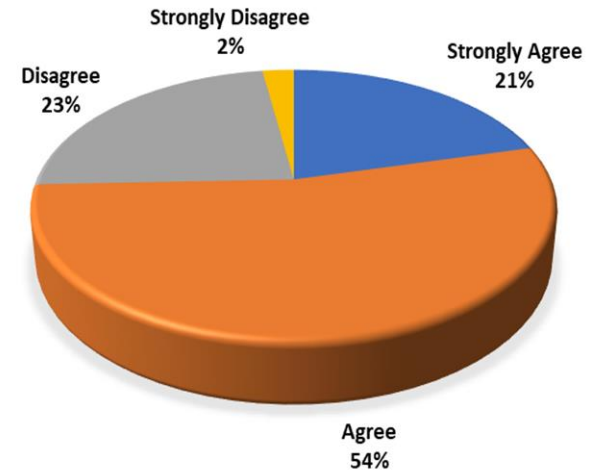
- training and courses**
 - Resilience training
 - Stress Awareness
 - Mental Health Awareness Training
 - Mental Health Awareness Training for Managers
 - Managing Anxiety Training
 - Level 2 Mental Health Training
- policies, procedures & HR**
 - Stress Management Policy
 - Equality and Diversity Policy
 - 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

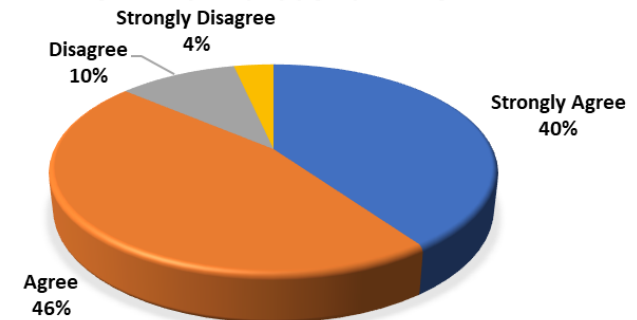


freedomleisure where you matter

I AM PROUD TO WORK FOR FREEDOM LEISURE



I ENJOY MY JOB AND PROVIDING A GOOD SERVICE TO CUSTOMERS



our messaging



swim school

Be Independent
Develop new skills

Contact us today!



swim school

Fun Learning
Begin your journey

Contact us today!



swim school

Confidence Building
Enjoy and be safe

FREEDOM FOR ME...
"knowing age is only a number"



*T&Cs apply
JOIN US TODAY!



FREEDOM FOR ME...
"the ability to express myself"



*T&Cs apply
JOIN US TODAY!



FREEDOM FOR ME...
"feeling like I belong"



*T&Cs apply
JOIN US TODAY!



Refer a friend... it's a win-win!



1 Refer a friend online TODAY

2 they sign up and get NO JOINING FEE

3 and you get 1 MONTH FREE!



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what our customers say

"All the staff are excellent. Friendly, knowledgeable and professional. It is a pleasure to visit - ★★★★★"

"Great facilities swimming lessons reasonably priced. Now offering sports massage so will definitely be back. The only think that would improve it would be if it had jacuzzi in addition to sauna and steam rooms - ★★★★★"

"I think this leisure centre is brilliant, great and kind staff who keep the gym in tip top condition. However, the only downside is that the gym opens at 6:30am and not 6am, I think opening half an hour earlier would benefit loads of people and encourage more to come in the mornings as they'll be able to fit it in before work. Just a thought 🙏"

"All the staff are excellent. Friendly, knowledgeable and professional. It is a pleasure to visit - ★★★★★"

"Heartfelt thanks to Phoebe for being an exceptional swimming teacher to my son (Hamza) today. Her patience, understanding, and inclusive approach created a space where he could develop his swimming skills and have fun at the same time. We're incredibly grateful for your care and dedication, and he can't wait for more lessons with you, Hamza is already asking to come back for more. Thank you so so much."

"I have been in March for the week working and whilst here attended a few aquafit lessons. I would just like to thank the staff and locals for making me feel so very welcome. What a great bunch of friendly people you are and the sessions were fantastic especially on Thursday evening. I hope to return to your lovely town again soon."

energy performance



5.9% reduction
vs 22/23



8.7% reduction
vs 22/23



8.1% reduction
vs 22/23

CARBON & ENERGY MANAGEMENT



- Working towards Net Zero Carbon emissions from our operations
- Decarbonising our supply chain
- Offsetting strategy for residual carbon

RESOURCES & MATERIAL MANAGEMENT



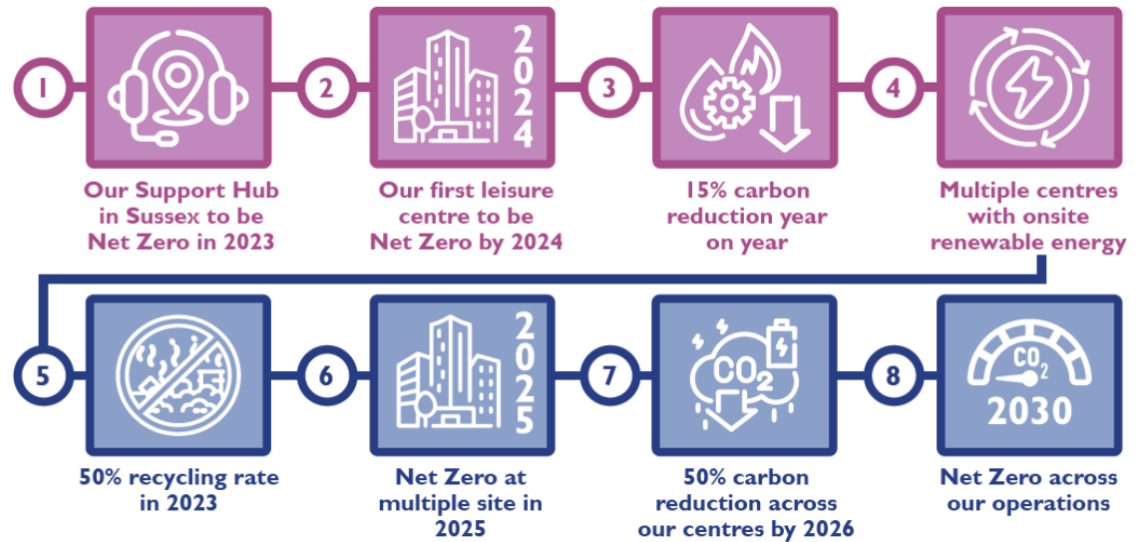
- Waste management
- Reducing consumption of resources
- Procurement practices

EMBEDDING THE CULTURE



- Staff training
- Measurement & monitoring
- Marketing & Communication
- Supporting green practices and lifestyles

OUR JOURNEY TO NET ZERO



'improving lives through leisure'

Fenland Healthy Communities Exercise on Referral programme:
providing a transformational impact on the health and wellbeing of the
Fenland community

Customer Review Pemberton Centre



“Hasn't stopped smiling all week and it's has made her feel alive again!”



Customer Review

We had a visit with a lady today who attended OTAGO last week and she absolutely loved the session, she was one of the clients affected by the lift debacle, so her feedback of last week's session was detrimental to her returning.

She would like to pass on that Ange (instructor) was fantastic, her attitude and positivity was radiant which made her feel safe, meaning she was able to push herself more. She said she hasn't stopped smiling all week and it has made her feel alive again 😊

'I won't be able to attend this week's session as in meetings, but please pass over to Ange as I have heard from a few clients how much they have enjoyed her sessions 😊'

Background

This review is from an individual who has only just begun their journey, making their first endeavours into the centre and is part of the Fibromyalgia cohort that started a weekly chair-based class in March.

Exercise Referral



Activity on Referral

Who is it for: Adults 16+ with medical conditions.

Referral by: GPs, social prescribers, nurses, physio teams and health professionals.

Benefits: 12 week tailored programme of exercise to support the differing need of the individual by a trained Level 3 Exercise Referral Instructor.

Referral Criteria: Various medical conditions including high BMI, depression, impaired strength and mobility and more.



Get up and go falls prevention

Who is it for: Adults that have an increased risk of falls.

Referral by: Health professional or self referral.

Benefits: Aim to reduce falls, improve strength and balance, increase confidence & social benefits.

Format: Weekly classes available, led by trained OTAGO instructor, a specialist in strength and balance classes.

Healthy communities activities

Who is it for: Adults

Referral by: No referral or booking needed.

Benefits: Improve balance/coordination, social benefits, improved flexibility & mental health benefits.

Format: Walking Football, Walking Netball, Racquet Sports on a weekly basis (The Pemberton Centre)



The Pemberton Centre: 01933 350324 / nnh.referral@freedom-leisure.co.uk
www.freedom-leisure.co.uk

Dave's GP Referral Journey at The Nene Centre



“Izzy is very thoughtful and caring, whilst always making sure she gets the best out of me.”

“On my referral from my doctors to The Nene Centre in Thrapston. I was assigned to a lovely trainer called Izzy, who has designed a training programme for me to hopefully help my condition.

The training programme provides a range of exercises that cover all areas of my body from top to toe. Izzy even included some additional homework to help with my grip and dexterity. Izzy took into account my conditions (Parkinson's and Neuropathy).

This programme has been highly beneficial to my wellbeing and mental health and I would definitely recommend the Nene Centre and especially Izzy to anyone who is being referred.”



freedomleisure

where you matter



www.freedom-leisure.co.uk