

Fenland District Council

leisure operating contract annual report
April 2024 - March 2025

“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

"2024/25 has been a positive year for Freedom Leisure with significant progress on our core mission; improving lives through leisure. Despite broader economic challenges for our customers and inflationary pressures on the business we have continued to deliver enhanced services for our customers and clients, making investments in facilities and services while supporting the growth and development of our colleagues. We are proud of what we've achieved this year and are excited about the opportunities ahead. With momentum on our side, we look forward to making an even greater impact in 2025/26. Working collaboratively with our Council Partners, we can support the achievement of local and national Government objectives specifically to address the health, wellbeing and sustainability of our operating areas"

Ivan Horsfall Turner | Chief Executive Officer



an introduction to 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 129 leisure and cultural facilities on behalf of 28 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.



129

Leisure and Cultural Facilities on behalf of 28 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



financial summary

Financial Summary				
April 2024 to March 2025		Actual 12m		Bid 12m
Income		£3,799,872		£3,685,074
Expenditure		£4,097,432		£3,865,402
Total Surplus / (Deficit)		(£297,560)		(£180,238)

£1,550,047
fitness
membership

£1,648,264
swimming
income

£81,100
children's
activities

£1,778,031
staffing
costs

£497,211
utility
cost

£260,086
repairs &
maintenance

Fenland's year in numbers



421,693

**Active
participation**



95,427

gym visits



79,164

swim visits



4,498

**fitness
members**



92,452

**Group
exercise visits**



2,789

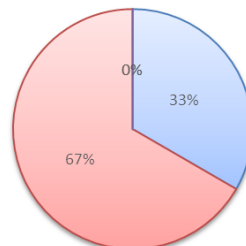
**learn to
swim
members**



our fenland colleagues

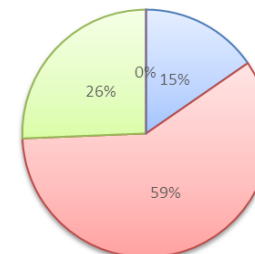


I am aware of how my job role contributes to the goals and objectives of the organisation



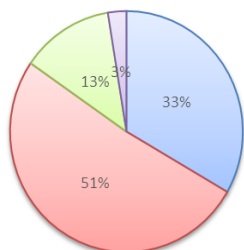
Strongly Agree Agree Disagree Strongly Disagree

There is someone that inspires me and others to do our best



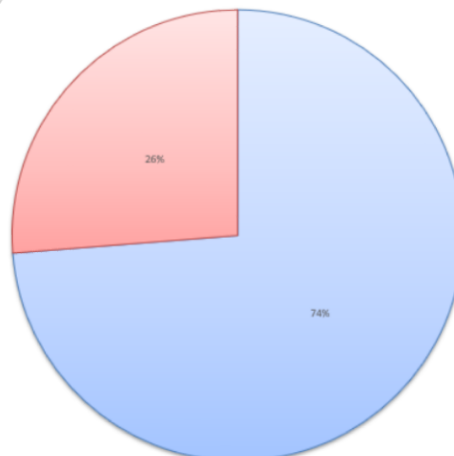
Strongly Agree Agree Disagree Strongly Disagree

I enjoy my job and providing good service to customers



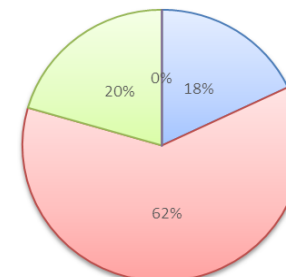
Strongly Agree Agree Disagree Strongly Disagree

Positive



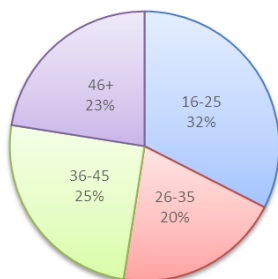
Positive Negative

I am proud to work for freedom Leisure



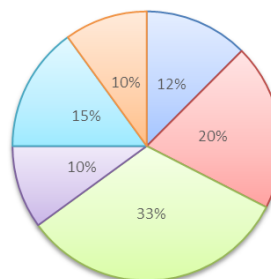
Strongly Agree Agree Disagree Strongly Disagree

Age



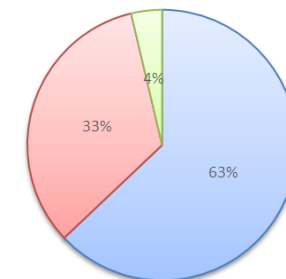
16-25 26-35 36-45 46+

Length of Service



Less than 6 months 6 - 12 months 1 - 2 years 3 - 4 years 5 - 7 years 7 year +

Gender



Female Male Other/ Prefer not to say

what our customers say

Excellence Staff:

Staff are praised for being friendly, helpful and enthusiastic providing a welcoming environment

Welcoming Atmosphere:

Many customers feel part of a community when they attend the centre and value this.

Good Facilities and Range of Exercise Classes: Customers highlights the quality of exercise classes available and the support from the instructors and team provide.

Refurbished Facilities:

Positive comments around the recent refurb of the pool and showers, describing the area as clean and more enjoyable.

Community Atmosphere:

Customers see the centre as a valuable community hub where customers feel welcomed and supported by staff and other customers.

We would love to hear from you!

Your insights are invaluable in guiding us towards excellence.

Whether it's a suggestion, compliment, or concern, we're eager to hear from you.



Please scan the QR code and complete our feedback form



Customer Survey

Please take a minute to take part in our 'one question' survey

Customer feedback is very important and helps us improve the products and services we provide.

Please scan the QR code below and let us know; how likely are you to recommend Freedom Leisure to friends and family?



Thank you for taking part in our survey!

NPS Score:

33**

**** excludes comments that relate to a known issue**

Detractors (0 – 6)	Passive (7 – 8)	Promoters (9 – 10)
20%	27%	53%

Size of the Gym:

Small gym and very overcrowded at certain times.

High Cost:

Customers feel pricing is expensive for the value of facilities.

Classes Availability:

Lack of exercise classes on Fridays and bank holidays.

Facilities Cleanliness and Maintenance:

Customers raise concerns of the dirty changing rooms, broken showers/water pressure, toilets not working and comments about the centre being outdated and lack of investment.

Limited Equipment:

Customer's highlight the limitation of the gym and it's equipment. Limited swim sessions in the evening. Comments about re-opening the steam and sauna facilities.

our messaging

Get active with a

3 DAY FREE PASS

*T&Cs apply



**OPEN
WEEKEND**
28 & 29 September 2024



**REFER A
FRIEND**
& get one month
HALF PRICE



Move with us

Get ready to have some fun while staying active and connected!

Each activity below represents an opportunity to help promote wellness and being active, all whilst having some fun. So, what are you waiting for! Start completing the activities below!

-  Stretch for 10 mins
-  Cardio for 20 mins
-  Catch up with a friend
-  Try a new activity
-  Give a compliment
-  Go & enjoy nature



Scan for exercise & mental health tips



**Try our Swim
School for FREE**

BOOK TODAY



**FREE Swimming Lesson
Taster Sessions**
Sunday 30th June 2024



12 Months for 9 on Annual Memberships*

Offer ends 31.03.2024 T&Cs apply



**Join our Swim School in May
& Pay No Admin Fee***

Offer ends 31.03.2024 T&Cs apply

Enrol Today!



energy performance



13.2% reduction
vs 23/24



+5.6%
vs 23/24



11.8% increase *
vs 23/24

CARBON & ENERGY MANAGEMENT



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

RESOURCES & MATERIAL MANAGEMENT



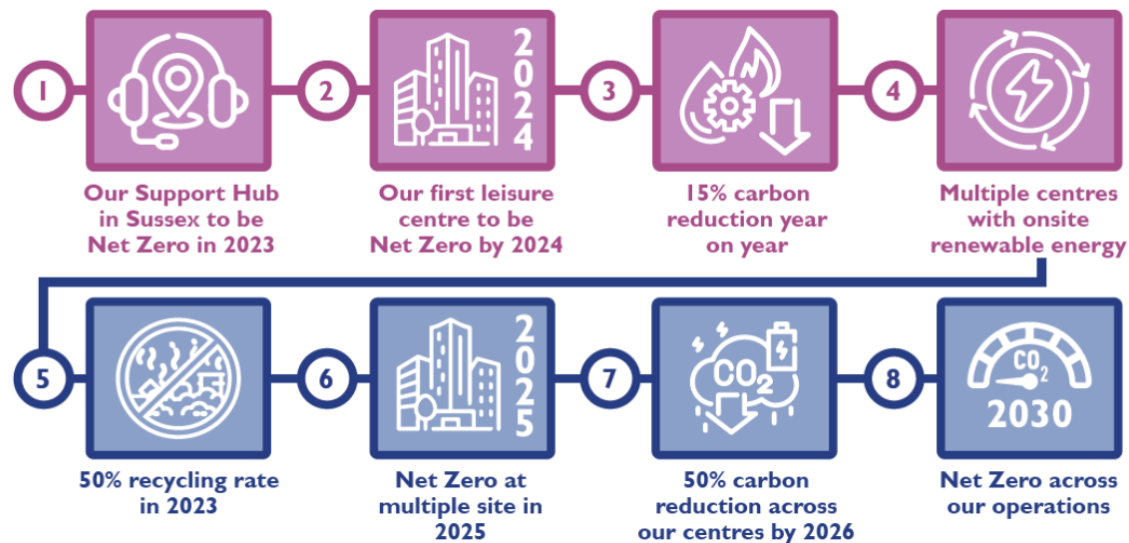
- Waste management
- Reducing consumption of resources
- Procurement practices

EMBEDDING THE CULTURE



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

OUR JOURNEY TO NET ZERO





www.freedom-leisure.co.uk