

Presentation to Fenland District Council Overview & Scrutiny Committee

11 November 2019

Introductions

- Matt Hunt – Operations Director
- Dan Palframan – Area Manager

Background to Freedom Leisure

- Formed in 2002 as a **not for profit charitable leisure trust**
- Previously Wealden District Council Leisure Services
- Initially operating 4 leisure centres (market towns) and Development Functions
- Continuous growth since 2002 now managing a wide portfolio of facilities (99) on behalf of 25 partners
- Over £40m invested back into the centres
- Employing over 5000 staff
- Continuing to grow

Fenland Offering

- 15 year contract
- All staff TUPE across protecting employment
- Investment in to the facilities through building works and equipment
- Local approach – one size doesn't fit all!
- Active Communities Function to work alongside Active Fenland
- Environmental focus
- A saving to Fenland District Council of £351,000 per year

Transfer

- Aimed for and achieved a very smooth transfer
- TUPE 136 staff – uniform, training, payroll
- ICT Transfer – hardware, software, systems, training
- Marketing – plans, signage, branding
- Mobilisation Team
- Challenges – internet, outstanding repairs & maintenance

Contract Performance

Complete	
Introduce WAM (CAFM)	
Introduce Customer Insight Programme - TRP	
Targeted Training Programmes	
Free Swimming for 75+	
GP Referral programme	
£5 a month membership	
Appoint Active Communities Officer	
Customer Service Charter	

Overdue	
Implement Freedom Leisure talented Athlete Scheme (FLTASS)	
Family Xplorer events	

Due Soon	
Launch This Girl Can	Mar-20
Community Open Day - each site - linked to public health team	Jun 20
Launch new health membership to support transition from GP to long term	Dec 19
Develop Events Package	Apr-20
Digital "Street of the Week"	Jan-20
Capital Investment - Gym	Dec 2019

Contract Performance

Key Activity Attendance (Monthly Average: Jan - Sep)	Gym	Swim
George Campbell	7,439	4,107
Hudson LC	5,581	3,784
Manor	7,419	4,541
Chatteris	1,594	N/A

Contract Performance

'Club Live' (Memberships)	January	Current
George Campbell	1775	2240
Hudson LC	1575	1998
Manor	1721	2159
Chatteris	809	840
Fenland	5880	7237

Learn To Swim Scheme	January	Current
George Campbell	479	565
Hudson LC	589	713
Manor	558	647
Fenland	1626	1925



Contract Performance

Financial Performance Apr – Sept 2019

	Actual	Bid	Variance
Income	£1,261,758	£1,243,498	£18,260
Expenditure	£1,472,548	£1,469,324	£3,224
Surplus / Deficit	(£210,790)	(£225,826)	£15,036

Contract Performance

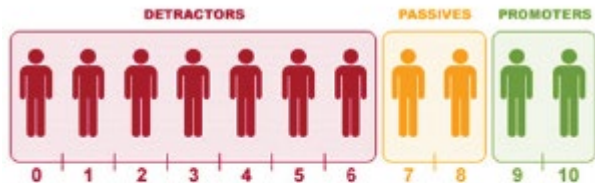
  **8%**
increase
in programme utilisation

  **7%**
increase
number of people learning
to swim

  **18%**
increase
number of members

  **1 month**
increase
in membership
'average length of stay'

  **2%**
increase
in rate of retention

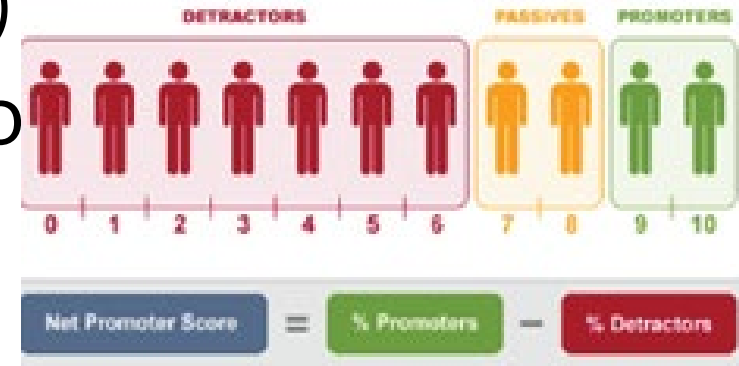


Net Promoter Score = % Promoters - % Detractors

NPS high of **78**

Customer Feedback

- Net Promoter Score (NPS)
- Asking two simple questions
 - Score us from 0-10
 - Why?
- Giving a score ranging from -100 up to 100
- Industry Average = 31
- Freedom Leisure Average = 32
- Fenland Average = 49



Capital Investment



Capital Investment

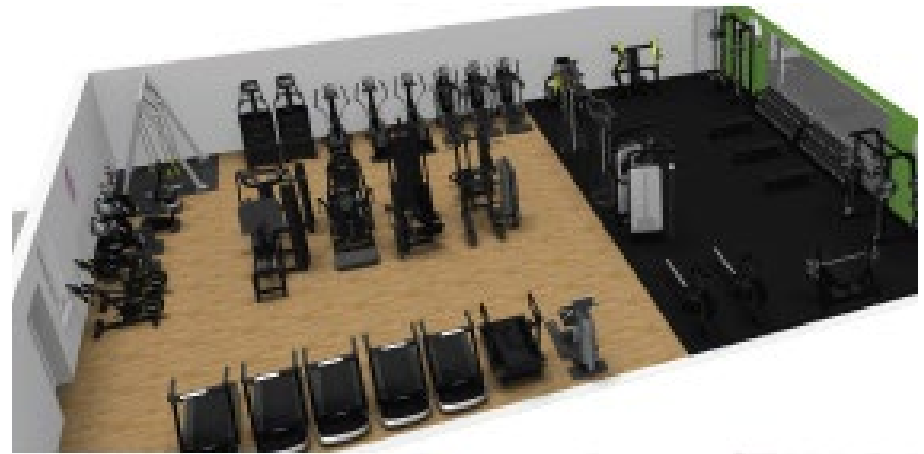
- Outstanding works include:
 - Gym refurbishments at Manor, Chatteris & George Campbell
 - Costa Coffee installation at George Campbell
 - Pool pumps at Hudson



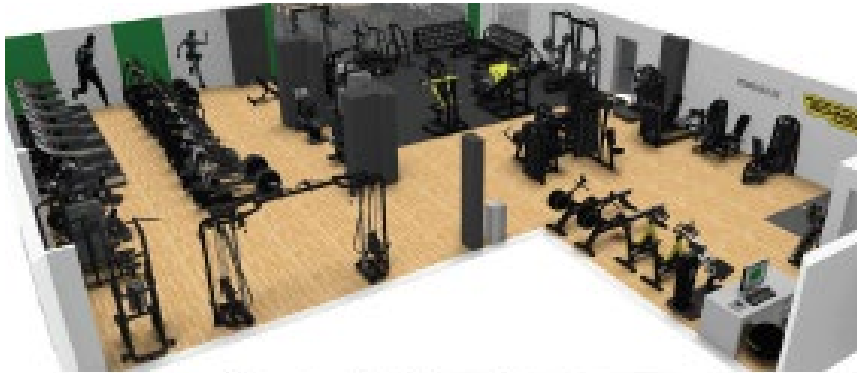
Capital Investment



Chatteris Leisure Centre - gym plan



Manor Leisure Centre - gym plan



George Campbell Leisure Centre - gym plan

Capital Investment – Fenland wide

- Building works - £905,000
- Spin bikes - £106,000k
- Fitness equipment - £640,000
- Signage - £42,000
- Catering equipment - £69,000
- Energy efficiency - £20,000

Bid Specifics – Environmental

- Maximising existing energy investment
- Energy management training
- Energy Management Action Plan
- Energy Champions
- ISO14001
- Support the Tidy Fenland campaign
- POD – Energy Management Software
- No single use plastics in café
- 50% recycling target



Environmental Impact



**investments in
energy
conservation
schemes**



21%
reduction

in electricity consumption



13%
reduction

in gas consumption



reduction

in CO2 emissions



**CERTIFIED ENVIRONMENTAL
MANAGEMENT SYSTEM**



freedomleisure
where you matter

Active Communities

- Active Communities Manager appointed – Chris Bryden
- Focus areas – Sport, Young People, Ageing, Communities, Health, Workforce
- Fenland Active Communities Plan

our year in numbers

 **£2,250**

secured from Living Sport's Satellite Club fund to run a student gym project

 **50** GP referrals

made across Freedom Leisure Fenland sites

 **15** unique participants

delivered to through FACET Gym & Fitness Programme at The George Campbell Leisure Centre

 **37** organisations

introduced to Active Communities role across Fenland

 **81** adults registered

on Over 75's Unlimited Swimming programme across Fenland sites

23 - Hudson

19 - The Manor

39 - George Campbell

 **15** 8 - 11 year olds

took part in Chance to Shine Cricket taster sessions



Since our initial meeting back in May we have been blown away by the levels of support and professionalism offered from both Chris Bryden and then Andy Cornwell. So many times organisations have discussed the possibility of working in partnership with FACET and our students only for projects never to really take off.

However the Gym and Fitness programme that FACET and the Active Communities Project have put together has been a complete success every step of the way. From clear precise planning between Chris, Andy and FACET, coupled with a can-do attitude from all the staff at the George Campbell the gym and fitness programme is truly up and running and being enjoyed by my students which attend.

The feedback from the students and their families thus far has been so positive and everyone involved in this project has really helped to put smiles on the faces of so many adults with learning disabilities. The programme not only enables our students to keep themselves fit but does so in a community based environment rather than working within social isolation as is so often the case in the world of Learning Disabilities. I have already recommended the Gym and Fitness Programme to many of my colleagues within the industry I work within without hesitation.

Kris Harrold

Registered Manager

FACET (Fenland Area Community Enterprise Trust)

Charity no: 1097098

Questions?