

Fenland District Council

leisure operating contract report
April – September 2021

“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 104 leisure centres, 24 individual clients and over 3,500 employees.



104

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



reminder of timeline 2020 -2021

20 March

closed prior to
first national
lockdown



29th Mar

limited reopening
outdoor activities only resume

3rd Dec
reopened
sites reopen

March 20

April 20

May 20

June 20

July 20

August 20

September 20

October 20

November 20

December 20

January 21

February 21

March 21

April 21

April
community support

FL staff support the local
community



25th July
reopened

leisure centre reopened
with limited services

5th Nov
closed for
national lockdown



25th Dec
closed in tier
based lockdown

12th Apr
reopening

all sites reopen with relevant
restriction and procedures in
place

finance summary:

Fenland Contract:

	April	May	June*	July*	August*	September*	total
Income (inc grants / JRS)	£177,057	£192,112	£199,612	£222,512	£236,734	£254,666	£1,282,693
Expenditure	£172,122	£217,677	£223,710	£225,624	£246,570	£276,437	£1,362,140
net surplus / (deficit)	£4,935	- £25,565	- £24,098	- £3,112	- £9,836	- £21,771	£-79,447
	Q1 draft deficit -£44,728			Q2 draft deficit -£34,728			

N.B. In April 2021 Freedom Leisure received Start Up Grants of £72,000

* Draft

Freedom Leisure would like to thank FDC for their ongoing financial support during 2020-21 and 2021-22 which should put Freedom Leisure in a sustainable situation for the remainder of the current contract.

Throughout the last 18 months FDC and Freedom Leisure held regular financial review meetings to see the impact of COVID-19 through the various lockdown and re-opening phases

The financial impact of covid-19 has carried through the first half of 2021-22 as some social distancing guidelines remain in place, which limits our capacities within the leisure facilities. The demand for the services has also been impacted due to a reduction in customer confidence until all restrictions are lifted.

In January 2021, FDC and Freedom Leisure jointly applied for a grant from the National Leisure Recovery Fund (NLRF) to support the service. This application was successful and FDC was awarded £181,672 to cover some essential costs during the 20-21 lockdown period and to support the reactivation of the facilities and potential deficits from April 2021

In 2020-21, £69,962 of the NLRF grant was required, with £111,710 being carried over into 2021-22.

the road to recovery:

2,716

**Learn To Swim
members**

(151% of pre-covid numbers)



3,367

fitness members

(88% of pre-covid numbers)



101.8%

turnover

(September '21 vs September '19)



#1

**for recovery of LTS
memberships**

(England)



#3

**for recovery of
Fitness memberships**

(England)



92.5%

turnover

(September '21 actual vs September
'21 budget)



**staffing, supplier and energy costs
are on the rise – significantly**

recruitment - incredibly challenging



wellness within freedomleisure



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

resources



freedomleisure
where you matter

post covid recruitment strategies

recruitment continues to be a challenge; we've had 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

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where you matter



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 **Swim
England**

 **SWIM WALES**
NODD CYMRU

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where you matter

wellness

within freedomleisure
additional information



training and courses

- **resilience training** - This includes discussions around work/life balance, how to make your voice heard and identifying faulty thinking areas that you can fall into.
- **mental health awareness training** - This course identifies mental health illnesses, it provides tools that improve wellbeing, and it encourages staff to talk about mental health and to ask for help if needed.
- **mental health awareness training for managers** - This course helps managers to identify mental health illnesses and how they can support team members.
- **managing anxiety training** - This course provides ideas and practical techniques that can be used straight away to better recognise and manage unease and anxiety.
- **stress awareness** - This course is a guide to identifying, managing and preventing stress inside and outside of the workplace.
- **level 2 mental health training** - this includes identifying poor mental health, providing first aid for those with poor mental health and mindfulness training.

    **freedomleisure**
where you matter

our customers have said

we received some fantastic feedback from our customers.

Friendly, welcoming and thoroughly professional Team at the Chatteris Gym. All have a positive can-do attitude that inspires the members to reach, and even exceed, their goals

There is something for everyone on offer at The Hudson leisure centre, for all ages. From swimming to gym and classes available for people of all ages. Help and support from friendly staff

The Whittlesey Freedom Leisure team are superb. Classes are fun, challenging and well managed. The centre is hub of my fitness regime. Love it..

The swimming instructors for my childrens lessons are all amazing especially Alice. We had been to other places for lessons and they have hated it and not made any progress. It really helps the instructors are in the pool with them to assist.

The staff are fantastic. The customer service is second to none. The classes, pool, equipment and all facilities are excellent. The membership is excellent value for money

This place been life saver for lot of us. To see people socialise . I had covid March 2020 and now have problems with lungs so I swim religiously feel so much better for it the staff are great so friendly it's lovely to see people else would see no one also gym classes great instructors lovely like I say this place been life saver for lot of people of all ages and brought a lot of people together

For myself I lack self and body confidence ...but all the team have and still are helping me over come this .They see always happy to help and advise

We have a boy and girl 11 and 14 the boy had a brain tumour at 6 and few operations since he has been in a wheel chair recently and we are always well looked after by the staff

Professional staff, great facilities and very clean. I joined to rehab after a bad horse riding accident where I broke 3 bones and had to have an operation to fix one of them. James gave me a program and helped me immensely, saving me so much money on physiotherapy bills I had been paying. Thank you James. I still average 3 visits to the gym each week, am back caring for and riding my horse, walking my dogs and am able to 'live life' again. Thank you James and Freedom Leisure

some highlights

Hudson:

kickstart scheme - two members of staff taken on through the scheme. Both now completing the next NPLQ course.

Apprentice schemes - Two members of staff completing level 2 leisure team member apprentice, one completing level 3 duty manager apprentice, and one completing level 3 personal trainer.

Ante and pre-natal training being completed by a member of staff next spring, to introduce something else to the centre, and with Active fenland in the community.

George Campbell:

new pool party slots on weekends that include inflatable session

new and very popular “Movers & Groovers”

introduction of blue light membership (thanks NHS)

Chatteris:

summer boot-camp held – very well attended; future group sessions planned. Plus seminars/nutrition chats

Well attended Enerjetix sessions; we've put more on to meet demand

Manor:

restarted rehabilitation phase IV classes, mature mover classes, pilates and new groove it dance class to our studio time table.

reconnected with local GP surgeries to promote exercise referral scheme

worked in partnership with local secondary school to help children to stay active, 50 children booked on first session

we have news



20th Anniversary

an updated **Business Strategy** that reflects the opportunities we have to make an even greater impact in the future and continue “Improving lives through leisure”

Promotions

Bernadette Gipson: contract manager

Warren Staite: regional aquatics development

Dan Palframan: regional manager



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