

arun district council

leisure operating contract annual report

april 2018 - march 2019



“improving lives
through leisure”

www.freedom-leisure.co.uk



introduction

freedomleisure commenced a 10 year contract to manage Arun District Council's leisure facilities on 1st April 2016, these facilities include:

Arun Leisure Centre

Littlehampton Swimming and Sports Centre

The Windmill Entertainment Centre

Bersted Park Community Centre

The contract also includes the Arun Active Communities team.

Financial year 2018/19 has been a very successful year where Freedom Leisure has continued to work closely with Arun District Council. Freedom Leisure has continued to enhance its programme of activities and improve our customer experience.

The Council's key wellbeing objectives are as follows:

- encourage Arun residents to take part in regular physical activity to benefit their health and wellbeing and for enjoyment
- encourage young adults to take up sport to lead to life long habits
- improve quality and accessibility of leisure activities
- enable lower income residents to access high quality leisure
- tackling inactivity and social isolation

This report provides a summary of the new initiatives that have made a real difference to the Arun community.



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

2018/19 has been a very busy and exciting year for Freedom Leisure nationally with the commencement of three new leisure contracts, increasing their portfolio to 99 leisure centres, 24 individual clients and over 4,200 employees.

99

Leisure Centres, including 2 theatres, on behalf of 18 Local Authorities across England and Wales (Freedom Leisure also operates 14 pavilions, 4 paddling pools and 1 kiosk)



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

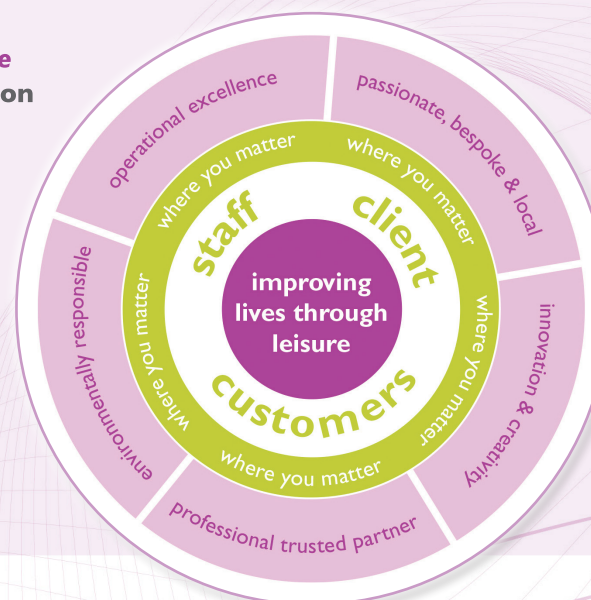
Committed to providing and developing inclusive leisure facilities for everyone. Delivering a service to exceed our customers' expectations



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



Arun has

c. 156,000

residents

18% are under 18 years

28.5% are over 65 years

85,000 are Female and **74,000** are Male



48% want to do more physical activity & sports



Our most popular activities are swimming, going to the gym and fitness classes



£2,968,000

is the total cost to the NHS due to inactivity in the area



62.7%

of adults do the recommended levels of physical activity per week



23.7%

of adults in Arun are physically inactive



34.5%

of adults do 1 x 30 min/wk



8.4%

are from BAME Communities



area insight

61.3%

of adults are overweight 21% are obese and 19.8% of children are overweight and obese in Arun



3,500 of the population has dementia



21%

of the population have a lifelong disability or health problem



13% of our children live in poverty



education

there are **6** secondary schools, **34** primary schools, **1** specialist school, and **1** HE/FE institute across Arun



Reference: Census 2011, Sport England Active People Survey 2012-16, Active Lives Survey 2015-16, Public Health England Outcomes Framework, Joint Strategic Needs Assessment 2016



a look back at our achievements in the arun contract over the past year

Footfall at the centres

Centre	16/17	17/18	18/19	18/19 compared to 17/18
Arun Leisure Centre	353,691	437,376	435,836	- 1,540
Littlehampton Swimming and Sports Centre	365,271	389,043	399,503	10,460
Windmill Entertainment Centre	52,692	62,183	73,144	10,961
Bersted Park Community Centre	26,977	32,111	30,930	- 1,181
Active Communities	61,653	75,075	76,596	1,521
Total	860,264	995,738	1,016,009	20,221

20,000

Over 20,000 more customer visits compared to 2017/18

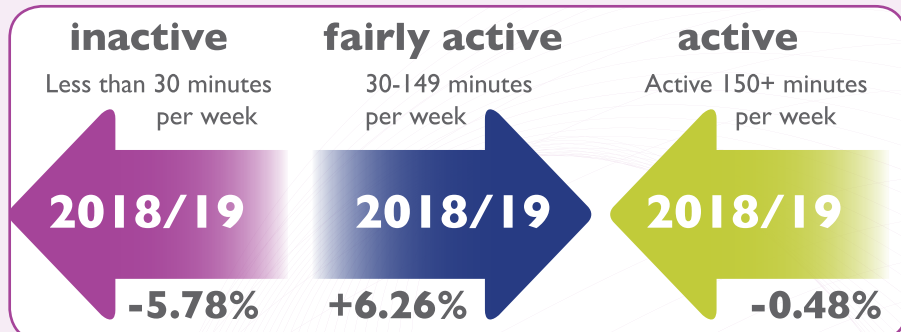


17.6%

increase in visits to Windmill Entertainment Centre compared to previous year



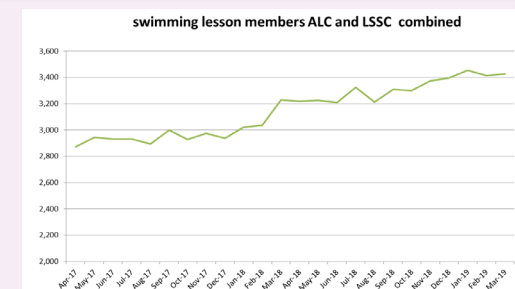
- Increased the number of people taking part in adult or junior courses, swim lessons, fitness classes and holiday activities by 4.5% compared to the previous year
- Increased the number taking part in referral programmes by 29% compared to the previous year, this includes GP referral and Phase 4 Cardiac Rehabilitation
- Increased activity levels of fairly active and active adults. We monitor activity levels at the two leisure centres using the Sport England criteria of the number of adults doing less than 30 mins of exercise, those completing 31 - 149 mins and those completing 150 + mins per week. Compared against 2017/18 the results for Arun are:



- Gym memberships (includes swimming and fitness classes) have increased over the year.

	April 18	March 19	% diff
Arun Leisure Centre	1746	1884	7.9%
Littlehampton Swimming and Sports Centre	1605	2363	47.2%
Total	3351	4247	26.7%

- Since ALC and Littlehampton moved to the continual assessment swim lesson programme numbers have increased from 2872 in April 2017 to 3425 an increase of 19%.



- Both Arun LC and the Active Communities team hold a Quest accreditation, Littlehampton Wave will be applying for accreditation in 19/20.
- Our external auditors, Leisure Client, conducted an audit in August 2018, Littlehampton scored 84.61 putting it in the Good category, Arun LC scored 89.16 putting it in the very good category.
- Since April 2016 £384,117 has been invested at Arun Leisure Centre on energy efficient technologies. Compared to 2016/17 there was a 21% reduction in consumption in 2017/18 and a further 2.7% reduction in 2018/19.
- Continued to enrol staff on the Freedom Leisure management development and apprenticeship programmes.
- A community development programme has been established through the Active Communities Framework.
- Achieved the target of opening the Littlehampton Wave before the 1 April 2019.
- Freedom Leisure gained the Investors in People accreditation.



arun's year in numbers

2018 – 2019



1,016,000

over 1 million visits across all sites



6,535

of our members are fairly active



45

looked after children receive free membership to our centres



20

talented Athletes supported with free access to training facilities



108

participants taking part in wellbeing activities



35

volunteer walk leaders engaged



241

new junior access memberships - creating affordable access to activities.



27

out of School Hours Activity Clubs delivered each term



£150k

funding gained from the STA to deliver swimming lessons to pupil premium children



£99k

achieved £99k of funding from the following partners:
School Sports Partnership, Arun Wellbeing, Active Sussex,
Littlehampton Town Council, Bersted Parish Council, Ferring Parish Council



4,982

followers of our facebook pages (march 19)



what has freedomleisure done in 2018/19 to inspire active participation amongst its communities?

starting well & living well for families and younger people

- Junior summer fitness challenge
- Delivered Xplorer days for families in local parks, 6 events with 675 attendances
- 1,720 attendances at our FREE Active Play summer sessions, targeting those living in deprived wards
- Introduced 241 young people to a year of FREE swimming lessons utilising STA funding for those in receipt of Pupil Premium
- Supported the "This Girl Can" campaign
- Delivered school holiday activity programmes at both leisure centres
- Increased participation in Freedom Leisure swim lesson programme
- Delivered the Fit Futures course in partnership with Arun Wellbeing (teenage exercise and healthy eating course)



how has freedom leisure made facilities more affordable and accessible?

- Provided swim only memberships
- Supported Looked After Children with free access to our facilities
- Subsidised memberships for those on weight loss programmes
- Free swimming lessons for those in receipt of pupil premium
- 50% reduction in charges for core activities for those with the Junior Access Memberships
- Discounted memberships for Arun Wellbeing Clients
- Discounted swimming for those supported by Coastal West Sussex Mind
- Arun Leisure Centre & Littlehampton Swimming Sports Centre are both deaf friendly facilities



aging well

- Provided unlimited free swimming and half price coffee for those over the age of 75
- Developed a health referral membership for those living with long term health conditions
- Provided FREE health walks for over 2,500 walkers
- Provided a community choir at the Windmill
- Supported 35 volunteer walk leaders all over the age of 60
- Provided walking netball sessions
- Introduced aqua health referral sessions

for those with additional needs

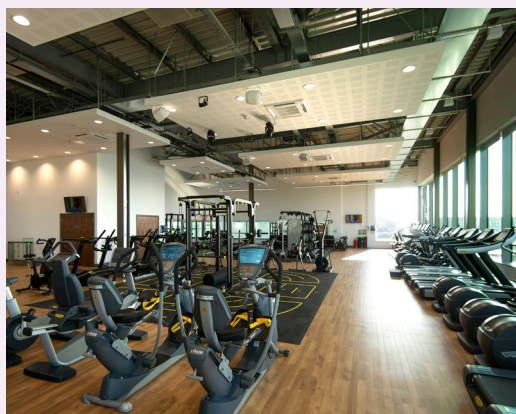
- Delivered a competition programme for children within Arun who have Special Educational Needs at local schools
- The Arun Active Communities team organised the parallel youth games held at K2 where these children represented their schools
- Provided discounted activities for those with a Compass Card, working with the Amaze charity
- Provided discounted swimming for those being supported by Coastal West Sussex Mind
- Provided free activity sessions for disabled children and their families working with Albion in the Community

how is freedomleisure meeting local strategic objectives?

The Active Communities Team, working with local key partners produced the Active Communities Development Plan for the Arun Community. Using local insight, data and consultation our key areas of work fall under 6 themes: Active Sport, Active Young People, Active Ageing, Active Communities, Active Health and Active Workforce. Projects and our direction within each of these key areas is very much directed by local strategic objectives, identified by Arun District Council, the Arun Wellbeing and Health Partnership and influenced by national priorities from Sport England and Public Health England of particular relevance is the West Sussex Health & Wellbeing Strategy.

investment in facilities to make a difference to peoples lives

On 29 march 2019 Littlehampton Wave opened its doors to customers for the first time. The £16 million facility, built by Arun District Council, with its striking design, provides the community with state of the art facilities which have been incredibly well received by all.



what's new for 2019/20

- The development of the programme at Littlehampton Wave to include a range of new initiatives such as Friday Night Project, Dementia Day Club, Little Leapfrogs, exercise classes including Les Mills classes, Omnia group exercise in the gym, Indoor cycling with Myride and Coach by Colour, Trampolining, Gymnastics and Basketball
- The diversification of the programme at Bersted Park will include Demantia Day Care sessions and Phase 3 Cardiac Rehabilitation
- The introduction of a pool based GP referral programme at both leisure centres
- Continue to improve the financial performance of the facilities
- Develop new initiatives and programmes to increase participation from all segments of the community
- Continue to work with local partners to provide targeted outreach work
- Maintain the quality of services at both centres through Quest accreditation, Littlehampton Wave will undergo Quest Assessment during financial year 2019/20
- Work closely with Arun District Council to achieve the new Health and Wellbeing Board strategy including increasing physical activity and improving mental health and wellbeing
- Continue to train centre staff in mental health awareness and disability awareness
- Develop cancer exercise and falls prevention sessions
- Continue to work closely with The Windmill Cinema Group and local theatrical groups to ensure a full and varied programme with maximum usage
- Target low income families with a more accessible membership package

here are some examples of how freedomleisure has made a difference to people's lives

active communities

Date Completed: 10/01/2019

Case Study: Pupil Premium - Swimming Lessons/Junior Access

Programme Code: ARUN/PP

Overview:

Working in partnership with the STA and benefiting from a significant funding pot they had available, thanks to them, in Q3 we have been extremely fortunate to be able to offer all primary aged children attending schools within the Arun district and in receipt of pupil premium, the fantastic opportunity to receive a years' worth of free swimming lessons. In addition to this, Freedom has also offered all these children a junior access membership. The free swimming lessons equate to over £250 per year per child and the junior access membership is just £5 and provides these children with 50% discount on children's activities at our two sites in Arun.

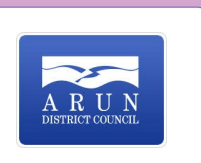
All 35 primary schools within Arun were sent a proposal for the above and currently 14 schools have come back accepting the offer for their pupils. Follow up calls will be made in Q4 to remind those who haven't come back of this fantastic opportunity.

We have given all schools the option as to whether they would like to pay for their pupil's junior access membership out of their pupil premium funding. If the funding is already allocated, the parents have the option to pay for it. The membership is valid for a year.

Feedback:

Outcomes:

To date:
99 children enrolled on to the Arun Leisure Centre swimming lesson programme.
57 children enrolled on to Littlehampton Leisure Centre swimming lesson programme.
156 children in the Arun district are now receiving swimming lessons that weren't before.
185 children now have junior access memberships and can access junior activities across our Arun sites for 50% cheaper.



Themes of activity completed (tick appropriate box):

Active Sport ☐ Active Young People ☒ Active Ageing ☐ Active Communities ☐ Active Health ☐ Active Workforce ☐

Email:

Charlotte.simpson@freedom-leisure.co.uk

www.freedom-leisure.co.uk



active communities

Date Completed: 19/07/2018

Case Study: 'Teenage Girls Project'

Programme Code: ARUN/TEE N

Overview:

Engaging teenage girls with Active Communities projects has notoriously always been a hard one. They are a hard to reach group to encourage engagement in physical activity due to their age, self-confidence, self-esteem, peer pressure, body hang ups and body changes.

Earlier in the year I applied for a pot of funding from Active Sussex to set up a new project at a local secondary school. I consulted with one of the girls PE teachers (Sarah Potter) to find out what she thought the non-active girls would enjoy. She explained that one of the biggest issues for the non-active girls is they feel that if they are not one of the 'sporty ones' they are put off participating in anything competitive or team based through fear of embarrassing themselves. We decided we needed to try something completely new and unique, something that even the 'sporty ones' may not have ever done so everyone would be starting on the same level. Sarah suggested Kickboxing.

We began an after school Kickboxing club in May, run by a local Kickboxing coach. The long term aim is to establish a club which is self-sustaining and becomes a satellite club at the school in the future. The uptake and attendance has been fantastic and much better than we imagined it would be with attendance numbers hitting 26 some weeks. The most positive outcome is the feedback I have received from the teacher at the school who is absolutely over the moon that a large majority of the girls who are coming along to the club were the 'non active' 'non sporty' girls who are now enjoying participating each week.

Firstly it's been so fantastic to find a teacher with such a passion and drive for her students to engage with new opportunities and want to build up such a positive working relationship with our team. Secondly, working together to achieve such a successful and positive outcome for their girls, many of whom didn't participate in physical activity in the past. These two areas that have historically been difficult in the past!

Feedback:

Thank you so much for all your efforts setting up the Kickboxing for us. The kids love it! Hooray! The coach is fab with the kids! He has also graded them through his system/club so they all passed a yellow belt yesterday which was amazing!! They were all over the moon!

Sarah Potter - PE Teacher

Outcomes:

- Positive working relationship with local secondary school Angmering.
- In-active teenage girls engaging in physical activity
- Improve girl's self-confidence, self-esteem and body confidence.
- Hopefully this will have a positive impact on improving their Physical Education grades and improved desire to participate more willingly in PE.



Themes of activity completed (tick appropriate box):

Active Sport ☐ Active Young People ☒ Active Ageing ☐ Active Communities ☐ Active Health ☒ Active Workforce ☐

Email:

Charlotte.simpson@freedom-leisure.co.uk

www.freedom-leisure.co.uk



contract monitoring framework

We will continue to provide information on the contract so that Arun District Council can monitor and manage performance. This helps both parties to achieve their objectives and to continuously improve. The monitoring framework includes KPIs for financial information, health and safety, usage, energy consumption and compliance with statutory regulations.

freedomleisure accreditation

During 2018/19 Freedom Leisure has been awarded various accreditations which will benefit the Arun partnership...



arun in the media

Total number of press cuttings for Arun Region:

213

pieces of coverage mentioning
Freedom Leisure in Arun area

1,822,495

Total reach

£85,877

Total AVE (advertising value equivalent)

Here are just a few examples of our press coverage:

**Littlehampton
Gazette**

Littlehampton Wave Leisure Centre opening date revealed

The opening date of the new £16m Littlehampton Wave leisure centre has been revealed.

The doors to the new centre in Sea Road, Littlehampton, will officially open next week on Friday, March 29. Residents will be able to make use of an eight-lane, 25 metre pool, a multi-purpose pool with moveable floor, a comprehensive 85 station gym boasting the latest technology, a large functional space that can divide into two dance studios, a sports hall equipped for a host of activities and a 25 station indoor cycling studio.

New classes will include POUND, a cardio based session inspired by the energising fun of playing the drums, an extended programme of Les Mills Classes, OMNIA Group Training in the gym and Myride Cinematic Immersive Experience classes in the indoor cycling studio with both live and virtual instructors.

Following feedback from the public at a consultation, the new centre includes a café, spectator seating in the pool area, a multi-purpose room/meeting room and a sauna. The Littlehampton Wave also features a Changing Places room which provides toilet and changing facilities with specialist equipment – including a height adjustable changing bench and hoist.

The project was delivered by construction company Willmott Dixon on behalf of Arun District Council and was completed on budget, a spokesman from the council confirmed. Philippa Dart, Director of Services at Arun District Council, said: "In 2014, Arun District Council started the project to build a new leisure centre in Littlehampton. We listened to what the community wanted, and now we have delivered this amazing building in a stunning location. Who wouldn't want to visit and enjoy everything that the Littlehampton Wave has to offer, set so close to the sea and in a beautiful park? So, we warmly welcome everyone to come and visit the Littlehampton Wave to see for themselves everything this fantastic new centre has to offer."

Ivan Horsfall-Turner, Managing Director Freedom Leisure, said: "We have been working closely with Arun District Council on the development of their brand new leisure facility, and are extremely excited that it is nearly ready to open! They've created an extremely high-spec centre with a huge range of facilities, meaning that there really is something for everyone. This centre features one of the best gyms in the area and a cycling studio to rival the top boutique studios in London, plus a fabulous swimming pool! We pride ourselves on having one of the best learn to swim programmes in the country, and are delighted that this new pool will allow us to provide many additional lessons to adults and children in Littlehampton, on top of our already high-in-demand programme. As experienced leisure operators we are looking forward to welcoming both local residents and visitors, and we have some really great value options for everyone."

leisure opportunities

£16m Littlehampton Wave leisure centre opens



Owned by Arun District Council, the centre will be operated by Freedom Leisure and was built by Willmott Dixon

The Littlehampton Wave leisure centre has opened after more than seven years in the planning. The centre at the Sussex seaside resort town features an eight-lane, 25-metre pool, a multi-purpose pool with moveable floor, an 85-station gym and a large functional space which can be divided into two dance studios, a sports hall equipped for a host of activities and a 25-station indoor cycling studio.

The new facility replaces the old sports dome located at the site. Owned by Arun District Council, the centre will be operated by Freedom Leisure and was built by leisure construction specialist Willmott Dixon.

The council procured Willmott Dixon through the Southern Construction Framework – an initiative set up to ease the complexity of construction projects for local authorities, public sector bodies and charities in the region. “This project started as a bit of a dream in 2011,” said Nigel Lynn, CEO of Arun District Council. “We looked at the leisure centre we had then and thought there wasn’t a lot of life left in it. We wanted to offer something better for the wellbeing of our community, and here we are today after a lot of hard work.”

Roger Forsdyke, MD at Willmott Dixon’s South East operations, said: “Littlehampton Wave is such a valuable investment that will bring the community closer together in a superb environment. We’re proud of the legacy we’re leaving behind on this project and cannot wait to see everyone in the community enjoying the new facilities.”

Ivan Horsfall-Turner, Managing Director Freedom Leisure, said: “We have been working closely with Arun District Council on the development of their brand new leisure facility, and are extremely excited that it is nearly ready to open! They’ve created an extremely high-spec centre with a huge range of facilities, meaning that there really is something for everyone. This centre features one of the best gyms in the area and a cycling studio to rival the top boutique studios in London, plus a fabulous swimming pool! We pride ourselves on having one of the best learn to swim programmes in the country, and are delighted that this new pool will allow us to provide many additional lessons to adults and children in Littlehampton, on top of our already high-in-demand programme. As experienced leisure operators we are looking forward to welcoming both local residents and visitors, and we have some really great value options for everyone.”



Littlehampton’s brand new leisure centre opens its doors 29th March 2019

The £16million pound project has been five years in the making, with plans for a new site initially being spoken about in 2014. It officially opened its doors on Friday as contractors Willmott Dixon handed over the keys to operator’s Freedom Leisure.

What about the facilities?



Littlehampton Wave features an eight-lane, 25-metre pool, a multi-purpose pool with moveable floor, an 85-station gym boasting the latest technology, a large functional space that can divide into two dance studios, a sports hall equipped for a host of activities and a 25-station indoor cycling studio. As a result of consultation and taking on board the public’s ‘wish-list’, the leisure centre also features spectator seating in the main pool area, a sauna and a café.

It contains a Changing Places room which provides facilities for those who require specialist equipment, including a height-adjustable changing bench and hoist, allowing the centre to be used by people of all abilities.

What’s the reaction been like?

“This all started as a bit of a dream in 2011. We looked at the leisure centre we had then and thought there wasn’t a lot of life left in it. We wanted to offer something better for the wellbeing of our community, and here we are today after a lot of hard work! This fantastic leisure centre will stand us in great stead for the future and we can’t wait to see the public enjoying all that it has to offer.” Nigel Lynn, Chief Executive of Arun District Council

“It’s a delight to be standing in this brand new leisure centre with the doors open after many months of planning and we cannot wait to welcome everyone into this amazing facility to experience all of the activities on offer. Arun District Council has built a high-spec centre for its residents and as their leisure partner we cannot wait to imbed it into its community. As experienced leisure operators we have a longstanding track record of working positively with the whole community including inactive and underrepresented groups and this centre is going to provide the opportunity for us carry on this great work. We are especially excited about the brand new pool and the extended learn to swim programme on offer that will allow us to support even more children and adults to learn to swim. I was lucky enough to take a dip this morning and complete my 5k Swimathon swim and I can confirm the water is lovely!” Ivan Horsfall-Turner, Managing Director at Freedom Leisure

“We are delighted to have delivered this project for Arun District Council. Littlehampton Wave is such a valuable investment that will bring the community closer together in a superb environment. We are proud of the legacy we are leaving behind on this project and cannot wait to see everyone in the community enjoying the new facilities.” Roger Forsdyke, Managing Director at Willmott Dixon, South London, South East

What are the benefits for locals?

Freedom Leisure will be running a family fun open weekend on 13 and 14 April, with an open invitation to all residents and visitors in the town! There will be a number of free activities and taster sessions for everybody, along with discounted swimming across the weekend, plus some special offers available. Further details are on the Littlehampton Wave website

social media coverage

Centre	Facebook 'Likes' as March 17	Facebook 'Likes' as of March 18	Facebook 'Likes' as of March 19
Arun Leisure Centre	452	889	1,238
Littlehampton Swimming & Sports Centre	444	777	2,919
Windmill Entertainment Centre	169	199	233
Bersted Park Community Centre	56	128	352
Active Communities Arun	130	167	240



www.freedom-leisure.co.uk