

PEOPLE AND PLACES ADVISORY COMMITTEE

30.11.2021



AGENDA

- Introductions
- Everyone Active Overview
- Pre-sales
- White Oak Leisure Centre Launch
- Digital Innovation
- Community Programme
- Recruitment

INTRODUCTIONS

Duncan Cogger
Hasan Romel

Regional Contract Manager
Area Contract Manager

SPORTS AND
FITNESS FOR **EVERYONE**

everyone
ACTIVE

EVERYONE ACTIVE: THE STORY SO FAR

- Started in 1987 as Sports & Leisure Management
- Established & respected track record
- Fastest growing leisure management company in the UK
- Innovative and passionate company and colleagues
- Turnover in South East Region is estimated at £120m in 2019/20
- Managing 205 sites nationally in partnership with 63 local authorities/trusts.
- Employing over 14,000 colleagues who are committed to providing a quality service
- Managing 17 health contracts through Everyone Health

SPORTS AND
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ACTIVE

EVERYONE ACTIVE ACROSS THE COUNTRY



EAST REGION

Ashfield

Edgewood Leisure Centre
Festival Hall Leisure Centre
Hucknall Leisure Centre
Lammas Leisure Centre

Blaby

Enderby Leisure and Golf Centre
The Pavilion

Cambourne

Cambourne Fitness & Sports Centre

Deventry

Deventry Leisure Centre

East Staffordshire

Meadowside Leisure Centre
Shobnall Leisure Complex
Uttoxeter Leisure Centre

Harborough

Harborough Leisure Centre
Lutterworth Sports Centre

Melton

Melton Sports Village
Waterfield Leisure Centre

Mid Suffolk

Mid Suffolk Leisure Centre
Stradbroke Swim and Fitness Centre

Middlesbrough

The Manor
Middlesbrough Municipal Golf Centre
Middlesbrough Sports Village
Neptune Leisure Centre
Rainbow Leisure Centre

North Norfolk

Cromer Sports Centre
Fakenham Sports and Fitness Centre
North Walsham Sports Centre
Splash Leisure and Fitness Centre
Stalham Sports Centre
Victory Swim and Fitness Centre

North West Leicestershire

Hermitage Leisure Centre
Hood Park Leisure Centre

Nuneaton & Bedworth

Bedworth Leisure Centre
Etone Sports Centre
Jubilee Sports Centre
Pingles Leisure Centre
Nuneaton Academy Sports Centre

Oadby & Wigston

Parklands Leisure Centre
Wigston Pool and Fitness Centre

Redcar & Cleveland

Eston Leisure Centre
Saltburn Leisure Centre
Loftus Leisure Centre
Guisborough Swim and Fitness Centre
Redcar & Cleveland Leisure and Community Heart

Ryedale

Derwent Swim & Fitness Centre
Ryedale Sports Centre
Ryedale Swim & Fitness Centre

Scarborough

Pindar Leisure Centre
Scarborough Sports Village
Whitby Leisure Centre

Sunderland

Bunny Hill Wellness Centre
Hetton Community Pool & Wellness Centre
Houghton Sports & Wellness Centre
Raich Carter Sports Centre
Silksworth Community Pool, Tennis & Wellness Centre
Silksworth Ski and Sports Complex
Sunderland Aquatic Centre
Washington Leisure Centre

West Lindsey

Market Rasen Leisure Centre
West Lindsey Leisure Centre

SOUTH EAST REGION

Barking & Dagenham

Abbey Leisure Centre
Becontree Heath Leisure Centre
Jim Peters Athletics Stadium

Basildon

Basildon Sporting Village
Eversley Leisure Centre
Wickford Swim & Fitness Centre

Bracknell

Bracknell Leisure Centre
Coral Reef Waterworld
Downshire Golf Complex

Brent

Vale Farm Sports Centre

Buckinghamshire Council

Aqua Vale Swimming and Fitness Centre
Swan Pool and Leisure Centre

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EVERYONE ACTIVE ACROSS THE COUNTRY

Chesham
Chesham Leisure Centre
Bourne Leisure Centre

Crawley
K2 Crawley
Bewbush Centre
Broadfield 3G Pitch & Pavilion

Dacorum
Berkhamsted Leisure Centre
Hemel Hempstead Leisure Centre
Jarman Park Athletics Track

Ealing
Everyone Active Acton Centre
Brent Valley Golf Course and Fitness Centre
Dormers Wells Leisure Centre
Ethorne Sports Centre
Greenford Sports Centre
Northolt Leisure Centre
Northolt High School Sports Centre
Parivale Park Golf Course
Parivale Park Athletics Track
Reynolds Sports Centre
Southall Sports Centre
Swift Road Outdoor Sports Centre
Twyford Sports Centre

East Hampshire
Alton Sports Centre
Mill Chase Leisure Centre
Taro Leisure Centre

East Herts
Fanshawe Pool and Gym
Grange Paddocks Leisure Centre
Hartham Leisure Centre
Leventhorpe Pool and Gym
Ward Freman Pool

Reham
Reham Leisure Centre
Holly Hill Leisure Centre

Hamble
Hamble Sports Complex

Harrow
Harrow Leisure Centre
Hatch End Swimming Pool
Bannister Outdoor Sports Centre

Hart
Hart Leisure Centre
Frogmore Leisure Centre

Harving
Central Park Leisure Centre
Homchurch Sports Centre
Noak Hill Sports Complex

Sapphire Ice and Leisure
Loxford
Abbs Cross Health & Fitness

Redbourn
Redbourn Leisure Centre

Southwark
Cambarwell Leisure Centre
Dulwich Leisure Centre
The Castle Centre
Peckham Pulse Leisure Centre
Seven Islands Leisure Centre
Surrey Docks Fitness and Watersports Centre
Geraldine Mary Harmsworth Sports Facility
Southwark Athletics Centre

Spelthorne
Spelthorne Leisure Centre
Sunbury Leisure Centre

St. Albans
Westminster Lodge Leisure Centre

Sutton
Cheam Leisure Centre
David Weir Leisure Centre
The Phoenix Centre
Westcroft Leisure Centre

Three Rivers
Rickmansworth Golf Course
Sir James Altham Pool
South Oxhey Leisure Centre
William Pann Leisure Centre

Watford
Cassidbury Park Pools
Watford Leisure Centre - CENTRAL
Watford Leisure Centre - WOODSIDE

Westminster
Moberly Sports Centre
Paddington Recreation Ground
Little Venice Sports Centre
Porchester Spa / Centre / Hall
Seymour Leisure Centre
St Augustine's Sports Centre
Marshall Street Leisure Centre
Queen Mother Sports Centre

Westway Trust
Westway Sports & Fitness Centre
Westway Portobello Fitness Club

Winchester City Council
River Park Leisure Centre
Meadowside Leisure Centre

WEST REGION

Bristol
Bristol South Swimming Pool
Easton Leisure Centre
Henbury Leisure Centre
Horfield Leisure Centre
Kingsdown Sport Centre
St Paul's Community Sports Academy

Bournemouth, Christchurch and Poole
Everyone Active Leisure Centre:
Ashdown
Poole
Rossmore

Bromsgrove
Bromsgrove Sport and Leisure Centre

Buckinghamshire Council
Chalfont Leisure Centre
Chesham Leisure Centre
Chiltern Pools & Gym

Cotswold
Cotswold Leisure - Cirencester
Cotswold Leisure - Bourton
Cotswold Leisure - Chipping Campden

Dorset
Blandford Leisure Centre
Weymouth Swimming Pool and Fitness Centre

Everyone Active
Everyone Active Stadium

Hatton
Hatton Swimming Pool

Plymouth
Brickfields Sports Centre
Mount Wise Swimming Pool
Plymouth Life Centre
Plympton Swimming Pool
Tinside Lido

Slough
Langley Leisure Centre
The Centre
Salt Hill Activity Centre
Slough Ice Arena

Solihull
North Solihull Sports Centre
Tudor Grange Leisure Centre

Stratford on Avon
Shipston Leisure Centre
Southam Leisure Centre
Stratford Leisure Centre
Stucley Leisure Centre

Stroud
Stratford Park Leisure Centre

Taunton Deane
Blackbrook Leisure Centre and Spa
Taunton Swimming Pool
Vivary Golf and Adventure Centre
Wellington Sports Centre
Wellsprings Leisure Centre

Warwick
Abbey Fields Swimming Pool
Castle Farm Recreation Centre
John Atkinson Sports Centre
Meadow Community Sports Centre
Newbold Comyn Leisure Centre
St Nicholas Park Leisure Centre

Wythenshawe Forum Trust
Wythenshawe Forum

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WHITE OAK LEISURE CENTRE

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PRE-SALES

- Pre-sales started 1st November 2021 from existing White Oak Leisure Centre.
- Founder membership available at discounted rate.
- Free access to Everyone on Demand until 12th February 2022.
- Free gift bag for first 100 joiners.



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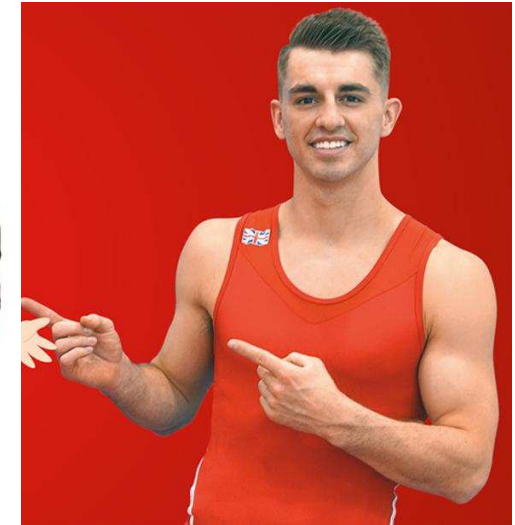
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WHITE OAK LEISURE CENTRE LAUNCH

- Building handover to take place 11th February 2022.
- Centre open to public from 12th February 2022
- VIP centre tour and ribbon cutting.
- Celebrity athletes attendance.
- Family fun day with face painting, balloon artist and more.
- Free access to activities throughout the weekend.
- Free prize draw



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FITNESS CENTRE

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SPINNING STUDIO

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SWIMMING POOL

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FEEL GOOD SUITE

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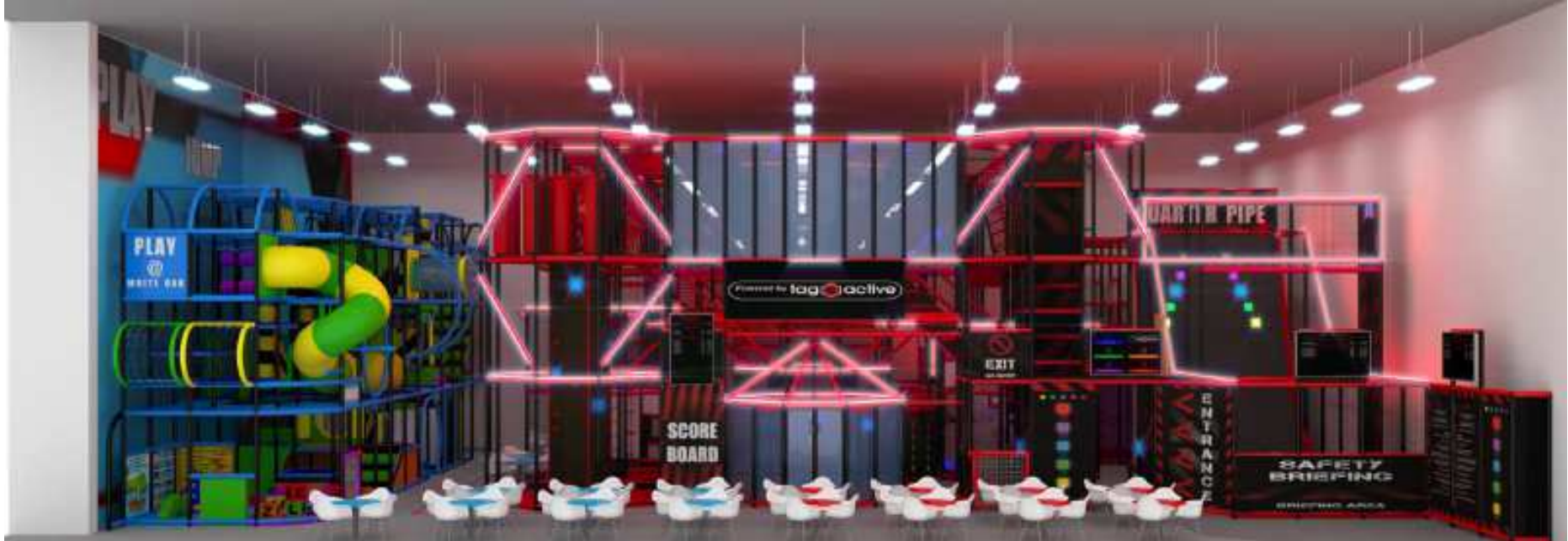
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TAG ACTIVE

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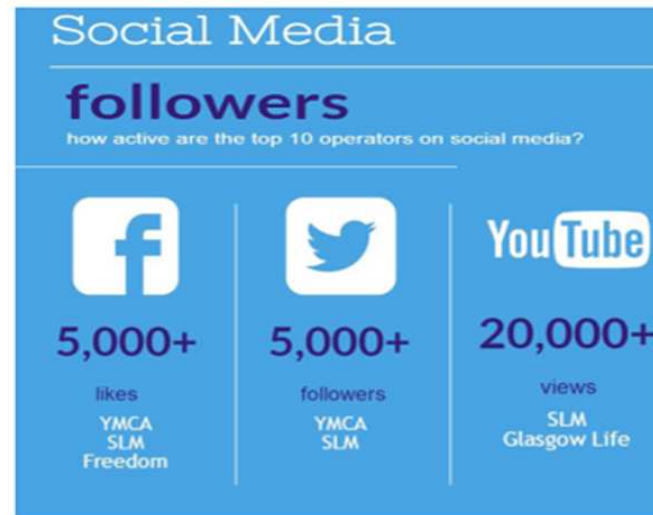
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DIGITAL INNOVATION

- Innovative, personalised & engaging member and acquisition campaigns
- Social media strategy, campaigns & engaging colleagues
- Everyone Active App (Customer & Colleague)
- Updated website
- Online Activity Hub
- Join @ home
- Online induction
- Aqua Passport
- Sports Passport
- Single Customer View
- EQMS



Source: 2015 State of the UK Fitness Industry Report – Leisure Database company

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COMMUNITY PROGRAMME

Everyone Active appreciates the important role we play in delivering increased participation across the leisure service in Swanley and beyond.

This plan is aligned to the Council's Strategies and initiative by linking the themes of the strategy as well as taking into consideration of key national, regional and local objectives outlines by stakeholders such as Sport England and National Governing Bodies.

We will strive to deliver and increase participation and recognise the council's requirements to increase participation from the specific target groups listed below;

- Inactive Under 16-year-olds
- Over 60s
- Women and Girls
- Financially Disadvantaged Groups
- Disabled Users
- Clinically Obese Residents

Other groups that will also be taken into consideration are;

- Young Adults/Casual Users
- BAME Groups
- Volunteers/Workforce
- Careers
- Community Projects



The 3 groups which we believe need the most focus are; Inactive under 16-year-olds, Over 60s and Disabled Users.

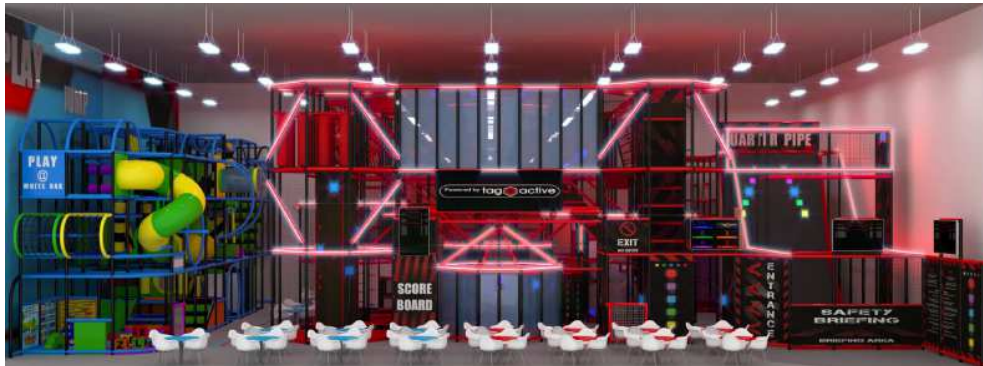
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INACTIVE UNDER 16S

- We are looking at starting some sensory classes in the studio during the day and linking this in with soft play sessions.
- Tag active – ‘Friday Night Youth Night’ sessions from 18:00pm onwards, we want to create a social environment for under 16s where they can come and feel safe.
- Provide vouchers or discounted rates to those who are on free school meals to come and participate in our tag active sessions.
- Holiday clubs and activities to be run including tag active and soft play.
- Gymnastics to deliver pre-school sessions throughout the week.
- Reach out to primary schools to see how we can support them in getting children more active – run activities throughout the holidays for children to participate in.



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ACCESSIBLE ACTIVITIES

Everyone Active aim to increase the amount of activities available to those who are disabled and give them an environment in which they will feel safe and welcome to use.

We aim to do this by;

- Introducing 'Sport 4 Confidants' sessions for adults with learning difficulties to give them the opportunity to participate in various sports such as; Badminton, Walking Football etc.
- Ensure that all of our swimming crash courses include spaces for those with additional needs as well as providing 121 sessions for those who may struggle to learn to swim in a group lesson.
- Introduce adult social care activities such as – ' Walking Football, Walking Netball.
- Ensure all holiday activities are inclusive.
- Look at programming in a SEN group Boccia sessions where they can compete quarterly to give them experience in social competitions.
- Actively promote Feel Good Suite which will attract older adults and those living with long term conditions to White Oak Leisure Centre.



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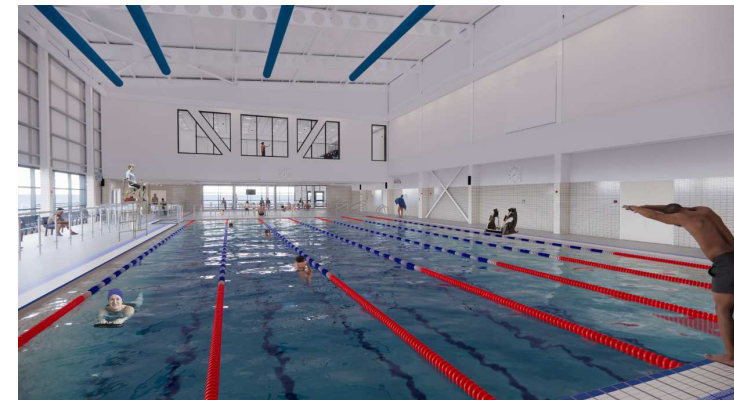
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OVER 60's

Everyone Active want to increase core strength, flexibility, physical health and cardio of over 60s, increasing activity and levels of participation for those with disabilities and support the socialisation of Over 60s within the community. We hope to do this by;

- Deliver 'Dementia Friendly' café sessions for people with Dementia to come and socialise at least once a week. Along with this social session we will provide 'Dementia friendly' swimming and gym sessions alongside the Swanley Dementia Friendly Community Forum.
- Arrange regular 'prevention from falls' workshops with Red Cross.
- Arrange regular 'first aid workshops with Red Cross.
- Introduce a social activity once a week for those over 60 to attend – Various activities can be available such as reading (book club) knitting, drawing.
- Deliver more park run sessions such as; walking groups, cycling, tri golf and orienteering.
- Introduce 'Swim Rehab' sessions to work alongside a GP Referral programme



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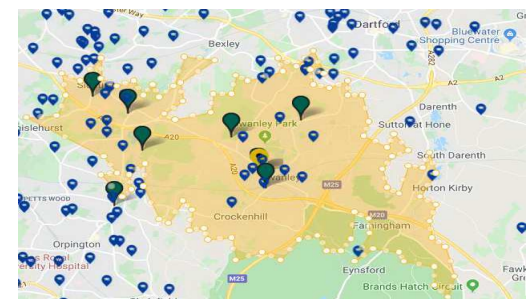
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RECRUITMENT

Everyone Active place the facilities we manage at the heart of the local community and will therefore work closely with educational partners and employment organisations, and the Council to maximise local employment and work placement opportunities for residents, in particular 'young people' and those 'Not in Education, Employment or Training' (NEET) in the Swanley area (although Sevenoaks has the lowest unemployment rate at 1.3%, Swanley has higher levels which presents an opportunity). Our approach will be to engage with people before they finish education and work with job centres and local community organisations to:

- Deliver apprenticeship programmes – minimum of 3 per year.
- Work with local colleges and schools inside and outside of Swanley (e.g. Orchard Academy).
- We will provide a minimum of 12 work experience placements for local school children and 6 placements for people and adults with disabilities per annum.
- Advertise and employ locally via: on vacancy boards, partner websites, job centres, local press, community centres, educational establishments, recruitment agencies and leisure media.
- We will deliver a recruitment event in January 2022, hosted by the Area Contract Manager and Regional Management team to recruit into number of job role.
- Provide full funded lifeguard and swim teaching programme.
- Work in partnership with schools/colleges to provide opportunities for volunteers



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**THANK YOU &
QUESTIONS**