

PEOPLE AND PLACES ADVISORY COMMITTEE

23.02.2023



AGENDA

- Introductions
- Everyone Active – Company Update
- Modular Builds
- Mobilisation
- Centre Performance
- Health & Wellbeing Update

INTRODUCTIONS

Duncan Cogger

Hasan Romel

Ashley King

Robert Hutton

Regional Manager

Area Contract Manager

General Manager

Community & Sport Development Manager

EVERYONE ACTIVE – COMPANY UPDATE

- EA Longest established local authority leisure facility management company starting in 1987
- Started with one facility in Hinkley, Leicestershire where our head office remains, and now grown to over 230 facilities nationwide in partnership with 65 local authorities and partners
- Portfolio of sites -
 - Leisure Centres
 - Dual use school facilities opening facilities in harder to reach areas
 - Golf courses, Parks, Pavilions and Open Spaces
 - Theatres, Museums and Heritage Sites
 - Community Centres
- Employees in excess of 15,000 ranging from head office support, regional support and site based teams
- Managed current utility crisis by advanced purchased of utilities
- Huge digital innovation including bookings app, social media, Everyone on Demand, colleague training and operational checks
- Sporting champions scheme supporting up and coming and elite athletes to progress in their chosen sports

EVERYONE ACTIVE'S NEW BUILD EXPERIENCE



HARROW LODGE LEISURE CENTRE – HAVERING COUNCIL

REPLACEMENT OF HORNCHURCH SPORTS COMPLEX

- Increased membership base from 4,500 members to 6,300 members
- Increased swimming lesson participation from 1,400 swimmers to 2,300 swimmers
- Huge increase in participation
- Substantial increase in turnover and profitability
- Huge reduction in energy consumption and carbon emissions

Opened – April 2021

Cost - £23.1 million (Delivered on budget)

Builder – Metnor

Architect – GT3

Facility Mix -

- 120 station fitness suite
- 3 x studios & HIIT Studio
- 4 court sports hall
- 25m, 8 lane pool
- Diving pool with moveable floor
- Café, with internal and external servery
- Meeting rooms
- Treatment rooms



RAINHAM LEISURE CENTRE – HAVERING COUNCIL

REPLACEMENT OF CHAFFORDS SPORTS CENTRE

- Modular design, pool one level, built above ground, reduction in excavation and build costs
- Targets to increase membership base from 600 members to 3,000 members
- Increased swimming lesson participation from 550 swimmers to 1,200 swimmers
- Substantial increase in turnover and profitability
- Huge reduction in energy consumption and carbon emissions

Due to open – June 2023

Cost - £8 million (Will be delivered on budget)

Developer – ReCreation

Builder - Piperhill

Facility mix

- 80 station fitness suite
- 2 x studios
- 25m, 6 lane pool
- Reception café and seating area
- Children's play ground and sensory garden

MOBILISATION

- Pre-sales for memberships started 1st November 2021 from old White Oak Leisure Centre.
- 428 fitness members and 187 Swimming Lesson members transferred across their memberships from Sencio Community Leisure.
- Centre was handed over by ISG on the 11th February 2022.
- Centre was officially opened on the 12th February 2022.



SPORTS AND FITNESS FOR **EVERYONE**

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ACTIVE

CONSULTATION

- Online colleague consultation on 26th June 2021.
- In-person colleague consultation on 24th and 27th November 2021..
- Held consultation meetings with clubs and school to ensure clubs and schools retained their bookings where possible
- Held consultation meetings with Prime Time user group to ensure a programme is setup to retain and attract new users in to the group.
- Meet with local union representative regarding TUPE, colleague structure and pay review.



TRAINING & RECRUITMENT

- **83%** Workforce are Swanley Resident.
- EA continue to 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.
- **3** NPLQ courses delivered in WOLC, 24 qualified lifeguard – 10 courses funded by EA, this is despite national shortage.
- **5** colleagues achieved Swim Teachers qualifications.
- **1** colleague achieved Exercise Referral Qualification.
- **4** colleagues achieved Group Exercise qualification.
- **3** apprentices recruited – all Swanley resident.
- **2** work experience placements from local school.
- **10** colleagues achieved National Pool Plant Operator qualification.
- Over **200 hours** of volunteer used in various roles since opening.



OPENING WEEKEND

- The centre officially opened to the public on Saturday 12th February with an Open Weekend Event, with free activities throughout for the local community to engage with.
- The Event saw more than 10,000 people attend the free taster events.
- Local sports clubs including White Oak Gymnastics club and Oaks Martial arts, as well as our own badminton and trampolining coaches running taster sessions in the sports hall and multi purpose rooms.
- The Opening Weekend was also the local communities first opportunity to witness and take on the TAGactive arena, with almost 2000 sessions taking place over the duration of the event.



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CELEBRITY ATHLETES



Colin Jackson, CBE

Olympian and winner of world, European and Commonwealth gold medals

Grant Turner

London 2012 Olympian • British record holder
European medallist • World championship finalist

Katie Skelton

London 2012 Olympian - 6th team final • World finalist
European medallist • Aquabatics performer

Adele Carlsen

Commonwealth medallist • World finalist • European medallist
Olympic artistic swimming manager 2012 and 2008 • Aquabatics Director

Jamie Knight

Professional Football Freestyler • 2 x Guinness World Record Holder
World Championship Finalist (Top 10) • Official UEFA EURO 2020 Global Mascot

ENTERTAINMENT

- Face Painting
- Balloon Artist
- Jamie Knight football skills showcase
- Stilt walkers
- Ninja for Tag Active area
- Everyone Active Bee
- Mr Zoggy



CENTRE ATTENDANCE



440,307

TOTAL VISITS

180,252

SWIMMING VISITS

139,954

FITNESS VISITS

53,405

SOFT PLAY & TAG ACTIVE VISITS

13,202

SPORTS HALL VISITS

15,102

FEEL GOOD SUITE VISITS

37,009

OTHER ADMISSIONS



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MEMBERSHIP STATISTICS



3,425

FITNESS MEMBERS

2,939

MEMBERS ON DD

486

ANNUAL MEMBERS

791

SWIM LESSON MEMBERS

100%

MEMBERS ON DD

208

PRIVATE LESSONS



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SWIMMING LESSON STATISTICS



31,493

TOTAL LESSON ATTENDANCE

1,000+

TOTAL LESSONS DELIVERED

150+

ADULT LESSONS DELIVERED

25+

CRASH COURSE DELIVERED



WHITE OAK LC - 1st BIRTHDAY

6000+

TOTAL VISITS

45

NEW MEMBERS

14+

FREE ACTIVITIES



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LESLIE REEVES PLAQUE UNVEILING



EVERYONE ACTIVE: THE STORY SO FAR

Since opening in February 2022 Everyone Active at White Oak Leisure Centre have worked to embed ourselves within the community, working with both Sevenoaks District Council and other agencies to deliver excellent facilities and programmes for the people of Swanley.



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SPORTS DEVELOPMENT AND COMMUNITIES CONTRACT HIGHLIGHTS - MEMBERSHIPS



Free Ukrainian Refugee Memberships

Across the company Everyone Active have been offering free 12 month memberships for Ukrainian refugees escaping the current conflict in Ukraine



Free Parkinsons Memberships

From 11th April, people with Parkinson's were given the opportunity to sign up for a free Everyone Active membership.

Children in Care Free Memberships

Everyone Active are offering free memberships to Cared for Children and Care Experienced Young People with a direct referral from Council family support teams.

CARED FOR CHILDREN		CARE EXPERIENCED YOUNG PEOPLE
0-10yrs	11-15yrs	16-25yrs
SWIM SYNERGY DANCE® SOFT PLAY GYM		GYM SWIM GROUP EX
As turn 11yrs Can be renewed after 12 months	As turn 16yrs Can be renewed after 12 months	As turn 26yrs Can be renewed after 12 months
Council Family Support Teams / Foster Care/ Identity card		Council Family Support Teams / Foster Care/ Identity card



Sporting Champions

Applications for our 'EA Sporting Champion Scheme' opened on 1st July. A total of 6 applicants were successful, these successful applicants will receive a free annual membership to use our centres as well as receiving mentoring and support from our Olympic Athletes!

GP Exercise Referral

GP Exercise Referral Exercise Referral is a 12 week programme of exercise specifically for those with long term health conditions.

GP exercise referral activities include group exercises, gym and swimming.

GP Exercise Referral is available at your local leisure centres and can be accessed with a referral. Contact your GP exercise referral team for more information.

www.everyoneactive.com

Moving more can help you:

- Maintain a healthy weight
- Manage and reduce pain
- Stay mobile
- Sleep better
- Improve your mood
- Sharpen your memory
- Have healthy muscles and bones
- Meet like-minded people

Exercise Referral Programme

Our Exercise Referral programme officially launched in January 2023, this programme will continue to develop throughout 2023 and will evolve to meet the needs of residents in Swanley and Sevenoaks District

COMMUNITY HEALTH & WELLBEING 2023

114

**PARKINSON'S
MEMBERSHIPS**

97

**SOCIAL
PRESCRIBING**

209

**UKRAINIAN
GUEST
MEMBERSHIPS**

6

**CARED FOR
CHILDREN
MEMBERSHIPS**

6

**CARE
EXPERIENCED
MEMBERSHIPS**

SPORTING CHAMPIONS

everyone ACTIVE

SPORTING CHAMPIONS 2023

Applications are opening on
Monday 13th February



The Sporting Champions scheme from Everyone Active gives talented athletes the opportunity to make use of training support and mentoring sessions to further their burgeoning careers.

Launched in 2016, the Sporting Champions scheme has been responsible for more than £1 million worth of support to over 1,000 athletes across a huge variety of disciplines.

From a total of 30 Sporting Champions competing at the Tokyo Olympics and Paralympics, our athletes achieved a combined five gold, two silver and three bronze medals.

- Currently have 6 Sporting Champions based at White Oak Leisure Centre competing regionally and higher in sports from swimming to BMX
- The window for the new applications opened on Monday 13th February

EXERCISE REFERRAL PROGRAMME

- The first GP exercise referral programme in the Sevenoaks District launched at White Oak Leisure Centre in January 2023.
- The programme enables local GPs, health workers and One You Kent to refer patients for a 12-week programme to benefit individuals with long-term health conditions, including asthma, arthritis, high blood pressure, diabetes and obesity, as well as depression, anxiety, osteoporosis and other conditions, including rehabilitation from Covid-19.
- Once referred to the 12-week programme, individuals will have an initial consultation and will use the EXi app (NHS approved and developed by physiotherapists), which prescribes specific exercises to do each week. Two further consultations will follow to ensure the programme is working well.
- The Exercise referral membership costs £22.50 a month with the scheme lasting 12 weeks.



LOCAL PROGRAMMES



Reconnect Programme

We obtained £15,000 of funding via the Reconnect Programme. We provided free swimming lessons and free swimming weekends throughout the Summer Holidays for those eligible. We also offered discounted swimming for all other children on specified dates, discounted gym memberships and discounts for TAGactive and soft play during the summer holidays.

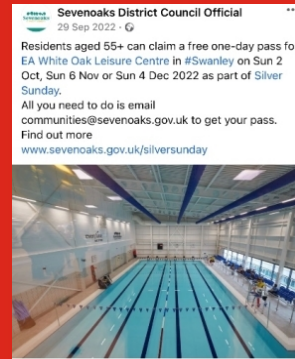
This Girl Can – Back 2 Swimming

In partnership with the council and funded by the This Girl Can Campaign we delivered a 6 week back to swimming programme and are set to deliver 2 more programmes in 2023.



Job Centre training - Sharing insights into the leisure industry and career paths

We have been working with job centres and sharing insights into the leisure industry and career paths available to potential job seekers. This has included delivering training with case workers and direct interaction with customers.



Silver Sunday

The Council's Silver Sunday Campaign celebrated its 10th Anniversary this year, White Oak Leisure Centre participated by providing one day leisure passes for Sevenoaks residents over the age of 55 on Sunday 2nd October, 6th November and 4th December. The pass included full access to the available facilities throughout the centre.

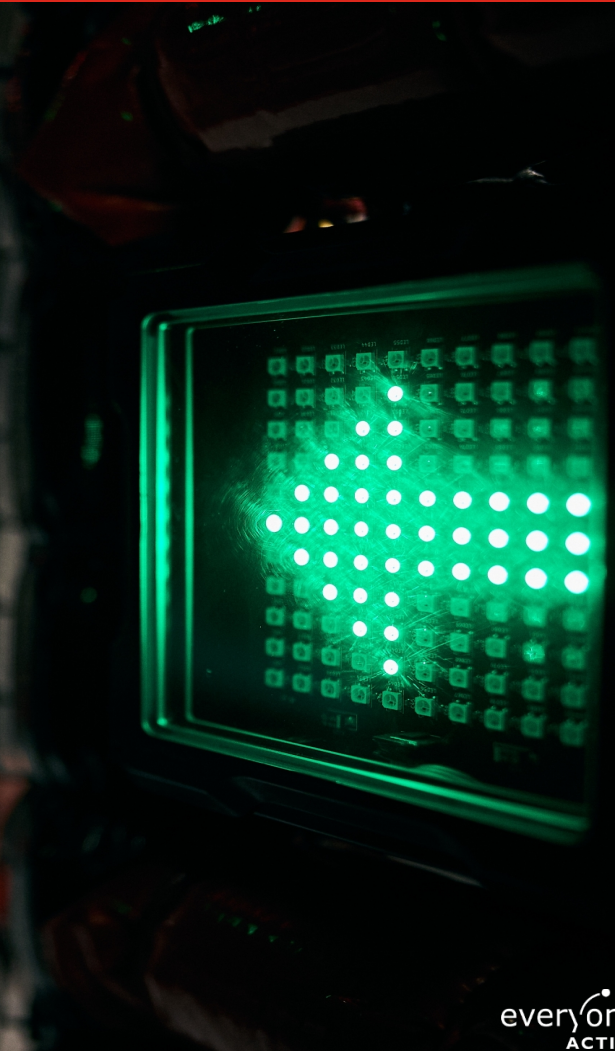
OUTREACH AND ENGAGEMENT



- Themed soft play and TAGactive sessions at Easter, Halloween and Christmas
- Cherry Avenue Outreach Event – 30th May
- West Kent Jobs and Training Fairs – 14th June, 20th July
- Riverside School SEN Work Experience - 20th June - 1st July 2022
- Horizons Primary School Summer Fair – 25th June 2022
- We Are Beams Colour Dash - 3rd July 2022
- Crockenhill Primary School Funday – 9th July 2022
- Feel Good Social Events – Regular Thursday Afternoon Tea and Christmas party
- National Apprenticeship Week from 6th - 12th February 2023
- Ongoing support for neighbouring schools PTA fund raising
- Regular provision for We are Beams activity days

EVERYONE ACTIVE: WHAT TO LOOK FORWARD TO

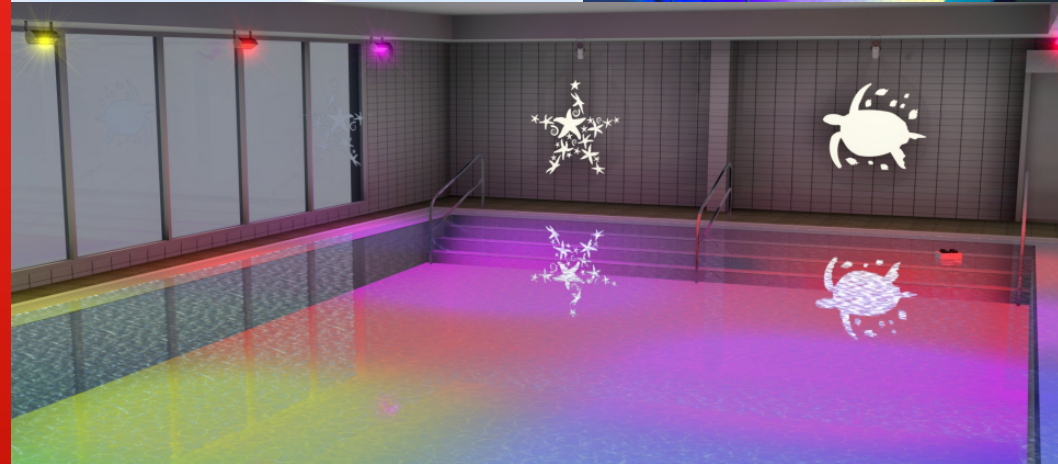
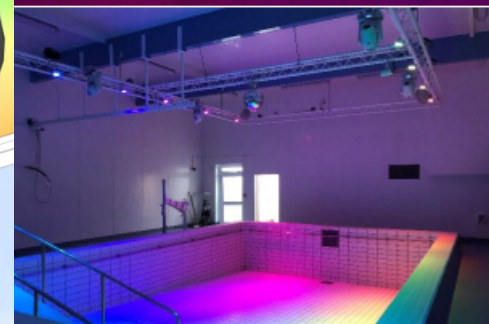
- Continue to grow the Exercise referral programme and tailor it to the needs of the community.
- Implementation of the Good Boost Programme, helping users with MSK conditions.
- Implementation of activities funded by the Holiday and Activities programme from DFE
- Continue to explore all funding opportunities, especially those that benefit the immediate community in Swanley.
- Continue to support schools and other community organisations



EVERYONE ACTIVE: WHAT TO LOOK FORWARD TO – SENSORY POOL

Sensory pools make hydrotherapy and movement development more engaging. The use of carefully planned lighting, projections and atmospherics can encourage even the most reluctant user to be more motivated to enter the pool.

- LED Colour Mixing Floodlights
- Image Projectors
- Water-resistant Speakers
- Floating Switches/Remote



**THANK YOU &
QUESTIONS**