

# Fareham Borough Council Leisure and Community Panel

Fareham and Holly Hill Leisure Centres 2017-18

**30**  
mins  
activity

**5**  
days a  
week



**FAREHAM**  
BOROUGH COUNCIL

**everyone**  
**ACTIVE**  
Feel better for it

- Everyone Active Overview
- Investment / Maintenance
- Attendance / Demographics
- Branding / Communication
- Community Engagement
- Awards & Achievements

# EVERYONE ACTIVE OVERVIEW

More than 160  
centres  
nationwide

112% increase  
in centre visits  
since 2012

31.8m visits to  
our centres in  
2016

43.5m web  
page views per  
year

More than 45  
local authority  
partners

421k app  
downloads

4.6m in our  
database

# EVERYONE ACTIVE OVERVIEW

## FITNESS OVERVIEW

Over 1m fitness customers, of which 55% are female and 45% male

We offer over 130 virtual and instructor-led group exercise classes

Over 800,000 people use our gyms and nearly 500,000 take part in group exercise classes

# EVERYONE ACTIVE OVERVIEW

## WHAT WE DO DIFFERENTLY

Modern fitness facilities comparable to any public sector health club

We offer a bespoke approach to all members, with online and in-centre options

Developed an industry-leading digital platform that allows members to track their progress

Maintain a skilled and up-to-date team of fitness colleagues that is fully au fait with the latest kit and techniques

# EVERYONE ACTIVE OVERVIEW

## SWIM OVERVIEW

7m casual swimmers in 2016/17

112,000 swim students each week

96% of swim students are under 16

Over 100 swimming pools nationwide

We work with more than 130 swimming clubs

# EVERYONE ACTIVE OVERVIEW

## WHAT WE DO DIFFERENTLY

Aqua Passport records  
and rewards students'  
progress

Swim England-  
accredited swim  
lessons run 50 weeks  
a year

Coloured swim  
hats to denote  
which level the  
student is at

Becky Adlington  
Swim Stars-  
endorsed school  
swimming scheme

# EVERYONE ACTIVE OVERVIEW

## ACTIVITIES OVERVIEW

345,000  
customers  
enjoying  
activities

228,000  
participants in  
kids' activities

1,492  
children's  
parties each  
year



# EVERYONE ACTIVE OVERVIEW

## WHAT WE DO DIFFERENTLY

Offer a huge  
range of  
different  
activities

We embrace  
the latest  
technologies

Innovative new  
activities

# INVESTMENT

- Centres painted in December - £6k
- Fareham New Boilers (Capital Investment) - £60k
- Fareham Offices and Staff room refurbishment - £2.5k
- Fareham Gym equipment and weights renewed - £3k
- Holly Hill Gym Equipment renewed - £1k
- Fareham New Flooring Main stairs (Capital Investment) - £9k
- Fareham Outside sign replacement - £15k
- Fareham New Sports Hall floor blocks (Capital Investment) - £40k
- Fareham Squash Courts - £3k

# INVESTMENT

## Next year

- Poolview Plus - £120k
  - Poolview plus - Video
  - LED lighting in all areas of the building - £30k
  - Grounds maintenance at Holly Hill - £2k
- Maintenance spend = **£164k** (excluding capital investment)

# ATTENDANCE (APRIL – JANUARY)

## Fareham Leisure Centre

- 2016-17 – 556,000
- 2017-18 – 527,000

## Holly Hill Leisure Centre

- 2016-17 – 140,000 (Oct – Jan)
- 2017-18 – 418,000

# ATTENDANCE

Leisure Centres combined attendance (Apr – Jan)

- 250,000 more people have been active in our centres compared to the previous year
- Graphs - illustrate this from October last year – please refer to your handouts.

# ATTENDANCE

## Fareham General Swimming

- 2016-17 Average monthly attendance – 8,600
- 2017-18 Average monthly attendance – 8,400

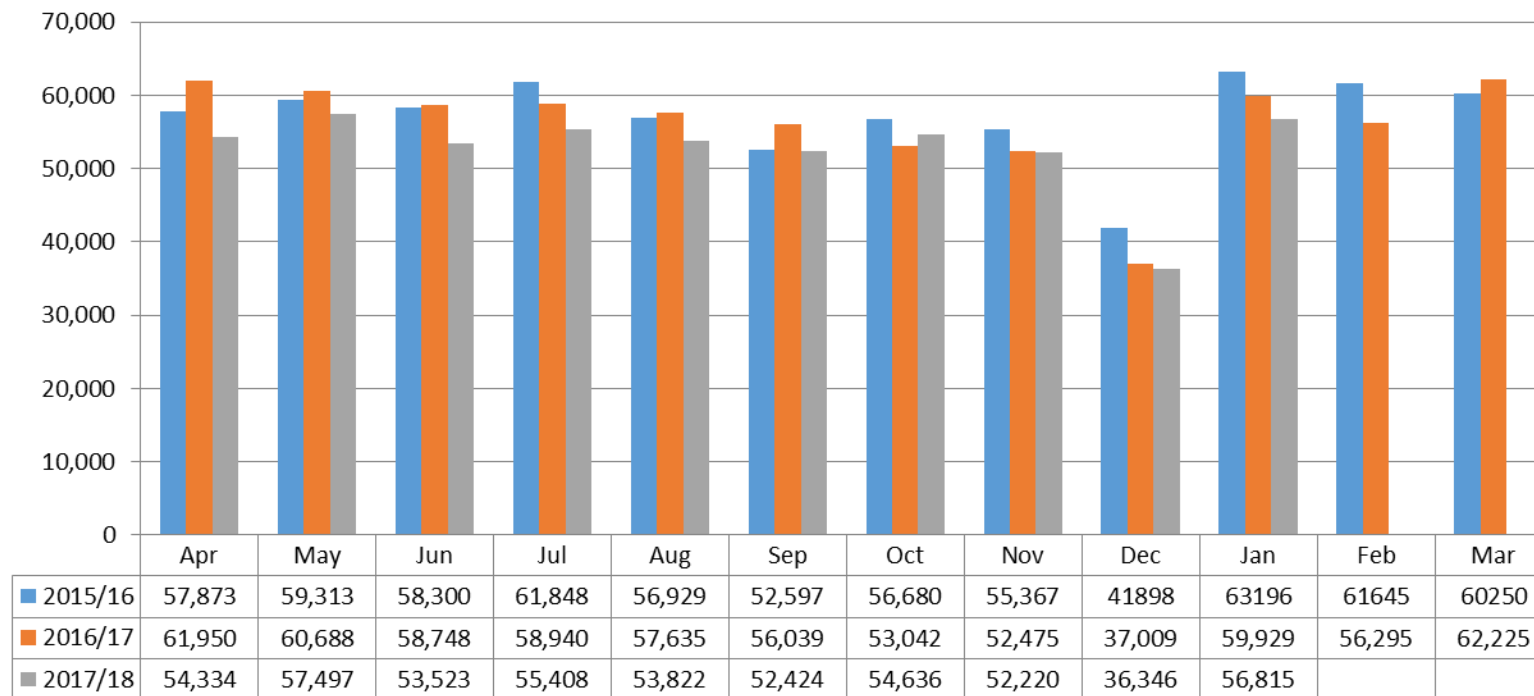
## Holly Hill General Swimming

- 2016-17 Average monthly attendance – 7,500
- 2017-18 Average monthly attendance – 8,000

# Attendance

## Fareham Leisure Centre

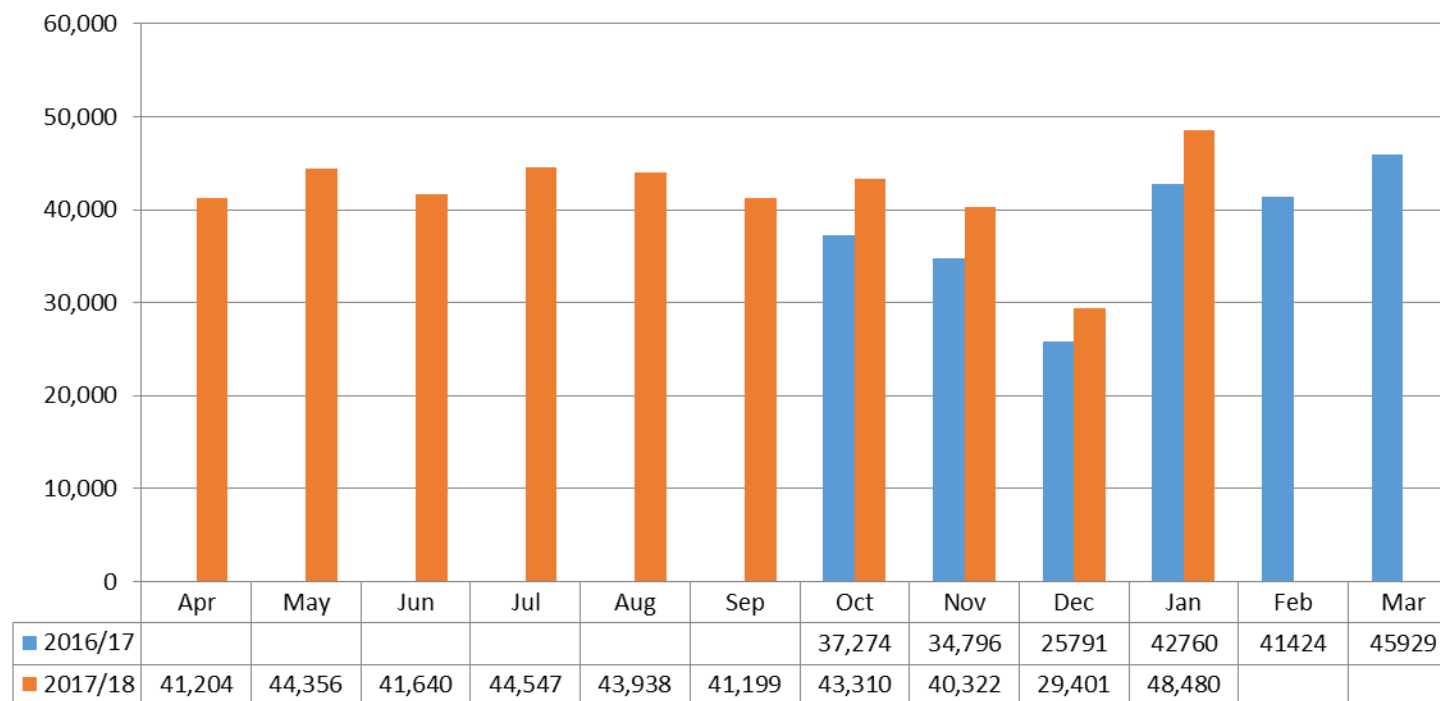
April to January Year on Year has seen Fareham's attendance decrease by just over 29,000 visits (6%).



# Attendance

## Holly Hill Leisure Centre

Holly Hills attendance has been very consistent with over 40,000 attending per month.

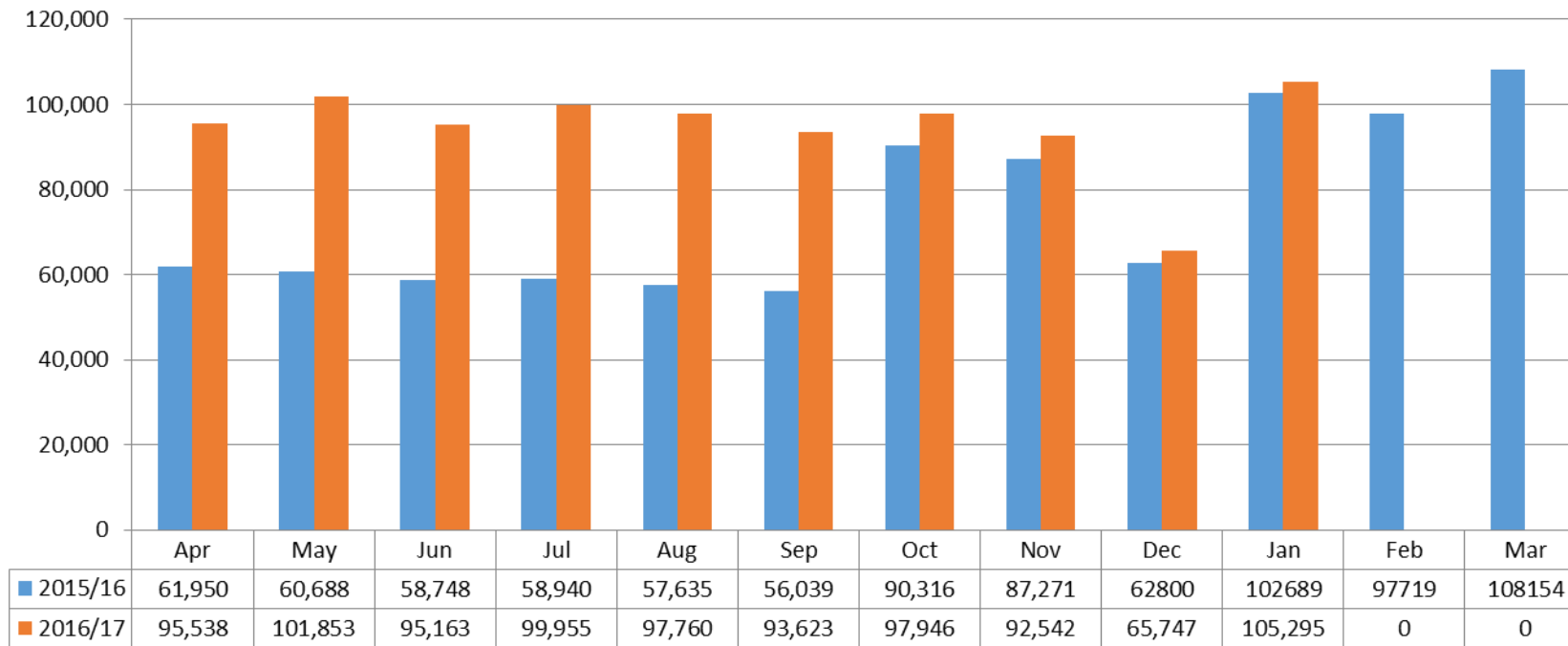




# Attendance

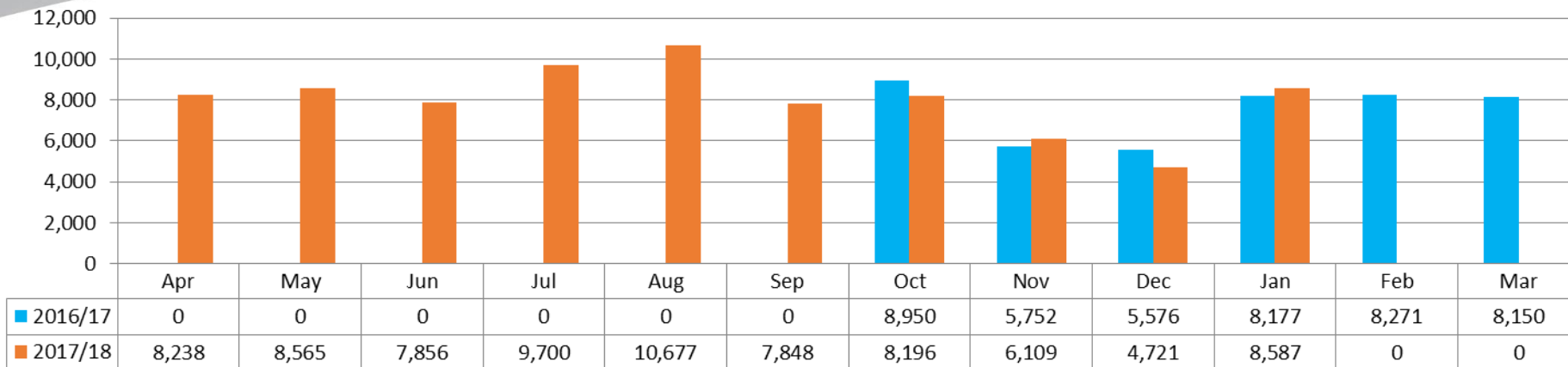
## Combined Attendance

Overall the Borough has seen and continues to see increased activity since Holly Hill opened.

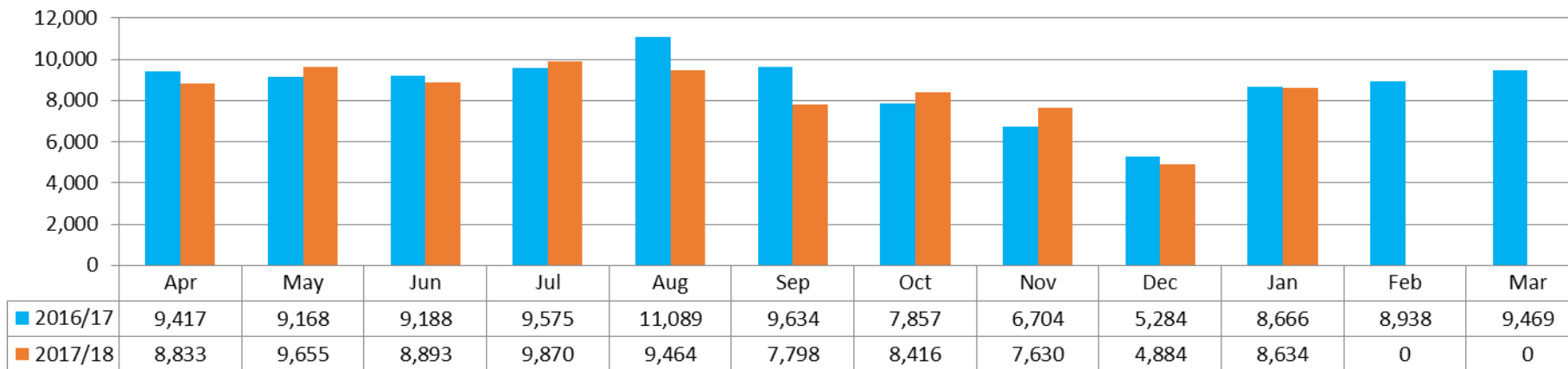


# Attendance

## Holly Hill General Swimming



## Fareham General Swimming



# Member Demographics

Fareham Fitness	
Within 1 mile	21%
1 - 2 miles	45%
2 - 5 miles	19%
5 - 10 miles	12%
10 - 20 miles	3%
20 - 30 miles	0%

Holly Hill Fitness	
Within 1 mile	35%
1 - 2 miles	45%
2 - 5 miles	12%
5 - 10 miles	7%
10 - 20 miles	1%
20 - 30 miles	0%

Fareham Swimming Lessons	
Within 1 mile	21%
1 - 2 miles	34%
2 - 5 miles	30%
5 - 10 miles	11%
10 - 20 miles	4%
20 - 30 miles	0%

Holly Hill Swimming Lessons	
Within 1 mile	26%
1 - 2 miles	40%
2 - 5 miles	25%
5 - 10 miles	7%
10 - 20 miles	2%
20 - 30 miles	0%

Fareham Swim Fitness	
Within 1 mile	31%
1 - 2 miles	32%
2 - 5 miles	17%
5 - 10 miles	14%
10 - 20 miles	4%
20 - 30 miles	2%

Holly Hill Swim Fitness	
Within 1 mile	30%
1 - 2 miles	41%
2 - 5 miles	16%
5 - 10 miles	11%
10 - 20 miles	2%
20 - 30 miles	0%

Fareham General Swim	
Within 1 mile	24%
1 - 2 miles	39%
2 - 5 miles	11%
5 - 10 miles	15%
10 - 20 miles	10%
20 - 30 miles	1%

Holly Hill General Swim	
Within 1 mile	33%
1 - 2 miles	42%
2 - 5 miles	11%
5 - 10 miles	10%
10 - 20 miles	4%
20 - 30 miles	0%

# MEMBERSHIPS

## Fareham

Fitness Members – 3950

Swimming Lessons – 1650

Swim Members - 300

Leisure Card Members – 437

## Holly Hill

Fitness Members – 3000

Swimming Lessons – 1250

Swim Members - 200

# MEMBER DEMOGRAPHICS

## Fareham members within 2 miles

- Fitness – 66%
- Swim Fitness – 63%
- Swimming Lessons – 55%
- General Swim – 63%

## Holly Hill Members within 2 miles

- Fitness – 80%
- Swim Fitness – 71%
- Swimming Lessons – 66%
- General Swim – 75%



**EVERYONE**

CRAWLS ALONG  
IN THE MORNING



**EVERYONE**

WANTS TO WIPE THAT  
SMUG GRIN OFF HIS FACE



COUPLES BADMINTON  
TUESDAYS 8PM, PINGLES LEISURE CENTRE

T: 024 7611 2233  
W: [ea.com/pingles](http://ea.com/pingles)

everyone  
ACTIVE

**EVERYONE**

everyone  
ACTIVE



everyone  
ACTIVE



**EVERYONE**  
GETS MARDY  
WHEN THEY LOSE

5-A-SIDE LEAGUE AT JUBILEE SPORTS CENTRE  
TUESDAY NIGHTS 7.30PM

[www.everyoneactive.com/centres/jubilee-sports-centre](http://www.everyoneactive.com/centres/jubilee-sports-centre)  
024 7634 3688

Hinckley



everyone  
ACTIVE



**EVERYONE**  
GETS IN A RADGE  
WHEN THEY LOSE

5-A-SIDE LEAGUE AT JUBILEE SPORTS CENTRE  
TUESDAY NIGHTS 7.30PM

[www.everyoneactive.com/centres/jubilee-sports-centre](http://www.everyoneactive.com/centres/jubilee-sports-centre)  
024 7634 3688

Sunderland



everyone  
ACTIVE



**EVERYONE**  
GETS A COB ON  
WHEN THEY LOSE

5-A-SIDE LEAGUE AT JUBILEE SPORTS CENTRE  
TUESDAY NIGHTS 7.30PM

[www.everyoneactive.com/centres/jubilee-sports-centre](http://www.everyoneactive.com/centres/jubilee-sports-centre)  
024 7634 3688

Wigan



everyone  
ACTIVE



**EVERYONE**  
IS A WEE BIT CRABBIT  
WHEN THEY LOSE

5-A-SIDE LEAGUE AT JUBILEE SPORTS CENTRE  
TUESDAY NIGHTS 7.30PM

[www.everyoneactive.com/centres/jubilee-sports-centre](http://www.everyoneactive.com/centres/jubilee-sports-centre)  
024 7634 3688

Stirling



everyone  
ACTIVE



**EVERYONE**  
IS A BIT RICHARD AND JUDY  
WHEN THEY LOSE

5-A-SIDE LEAGUE AT JUBILEE SPORTS CENTRE  
TUESDAY NIGHTS 7.30PM

[www.everyoneactive.com/centres/jubilee-sports-centre](http://www.everyoneactive.com/centres/jubilee-sports-centre)  
024 7634 3688

East London



# PR & COMMUNICATIONS

# Darcey to lead workout on National Fitness Day

By Christina Eccles

STRICTLY Come Dancing star Darcey Bussell will lead a mass workout in central London to kick start the fittest day of the year on September 27.

The star will be joined at Paddington Recreation Ground on National Fitness Day by hundreds of participants for a 7.30am dance fitness session – ‘Wake up and Work out’ – based on her DDMIX training concept.

Darcey will be joined by stars from the venue operator Everyone Active’s Sporting Champions programme, with Olympic silver medalist hurdler Colin Jackson and Olympic gold medalist hockey player Alex Danson among those taking part.



## Colin Jackson and Darcey Bussell urge parents to show children fitness is fun

By Nick Gibson 29 Sep 2017



Darcey Bussell says her children are happier when they exercise

Never underestimate the positive social and mental effects of activity – that was the message to parents from Colin Jackson CBE and Darcey Bussell CBE on National Fitness Day.

“We need to remember how social sport is”

— Colin Jackson CBE

**FLASH MOB**  
**Work out with Darcey Bussell**  
 Can’t motivate yourself to work out? Make an early start with TV’s Darcey Bussell. To celebrate National Fitness Day, the ‘Strictly’ star and former principal of the



## Ballerina and Strictly star Darcey Bussell to lead National Fitness Day workout

Strictly Come Dancing star Darcey Bussell will lead a workout in Central London to kick-start National Fitness Day on Wednesday 27 September.

The former ballerina will be joined at Paddington Recreation Ground by hundreds of participants for a 7.30am dance fitness session called ‘Wake up and Work out’, based on her DDMIX training.

She will be joined by stars from the venue operator Everyone Active’s Sporting Champions programme, with Olympic silver medalist hurdler Colin Jackson and Olympic gold medalist Hockey forward Alex Danson taking part



Darcey Bussell will lead a workout on National Fitness Day

“We’re passionate about getting all people moving through dance fitness and can’t wait to kick start the day”

in the morning workout. “Diverse Dance Mix and I are delighted to be a part of National Fitness Day again

this year.” Bussell said. “We are passionate about getting all people moving through dance fitness and

can’t wait to kick-start the day with DDMIX.” Gym operators and physical activity providers across the UK will be opening their doors to offer a range of free taster sessions and gym passes on the day. Steven Ward, ukactive chief executive, said: “National Fitness Day is a fantastic chance to spotlight physical activity and the role it plays in creating a healthier nation. These free events across the country provide a chance for everyone to experience the fun of fitness and carry forward healthy habits.” ukactive has launched a website, which signposts to the

# EA SPORTING CHAMPIONS

- 300 athletes now on the scheme (doubled since its launch)
- Work with athletes on the scheme has led to further partnerships (i.e. Alex Danson, Max Whitlock)

[Sporting Champions Video](#)



# Meg and Callum backed by Champions scheme



A graceful Meg McFarlane floats over the ice.

## ICE SKATING

Two gifted ice-skaters based at the Lammas Centre in Sutton, who competed at the Special Olympics World Games earlier this year, have gained more support to boost their development.

Meg McFarlane and Callum Mills, who have taken

part in numerous international competitions, are benefiting from the Sporting Champions scheme, run by Everyone Active, who operate leisure centres in Ashfield.

Now in its second year, the scheme is designed to support local athletes achieve their dreams by providing them with the facilities and funds needed to help their

training.

Meg, who has Down's Syndrome, and Callum, who has a condition that affects his hearing and balance, as well as a heart condition and autism, have been granted free access to the Lammas Centre and other Everyone Active centres. They will also be given funding, through sponsorship, and mentoring support.

## Athletics

**Up-and-coming athletes in Havering have been given the opportunity to gain professional support as part of a local talent development scheme.**

Now in its second year, Everyone Active's Sporting Champions scheme is providing even more talented local sports with the facilities and funds needed to support their training and help them reach their full potential.

Everyone Active's Sporting Champions helps athletes to achieve national and international sporting success by offering them gold, silver or bronze tiers of sponsorship.

These packages provide them with funding of up to £5k to help towards training, equipment, travel and competition costs, as well as access to over 150 Everyone Active leisure centres nationwide.

Everyone Active's pledged to invest a further £1million into the scheme over the next three years, with the aim of having 500 athletes signed up by the 2020 Tokyo Olympics and Paralympics.

A host of Havering's sporting talents are now being offered support through the scheme like local judo star and 'silver Sporting Champion' Kelly Staddon.

She trains regularly at Everyone Active's Hornchurch Leisure Centre and recently retained her title as under-48kg British Senior Judo champion.

Middle distance runner Kieran O'Hara also benefits from the 'bronze' level sponsorship and became under-18 National Junior Disability champion in multiple athletic events last year.

Olympic silver medalist Colin Jackson CBE continues to support the scheme through his role as an ambassador. He will play an integral part in providing both one-to-one and group mentoring opportunities to the athletes, which is a new addition to the scheme.

Jackson said: "I'm proud to once again be involved with a scheme which is so dedicated to supporting athletic talent from grassroots up.

"It's important that we drive sporting excellence in our country, and the Everyone Active Sporting Champions scheme is already supporting hundreds of our young prospects."

## Budding athletes being given a leg-up



Corinne Moss was able to overcome a back injury thanks to the scheme. (S)

BUDDING athletes in Stratford are being given a chance to polish up their skills.

Everyone Active's Sporting Champions scheme is providing talented sports stars with the facilities and funds needed to support their training and help them reach their potential.

Local triathlete Corinne Moss, who was able to train to overcome a back injury, is one example of participants helped by the sports and leisure operator.

Her 'silver' level sponsorship will help her achieve her goal of finishing in the top ten at the upcoming ITU Standard Distance World Championships.

And 'bronze' level athlete Sarah Northover will train for free at Everyone Active leisure centres to support her training needs.

Visit [www.everyoneactive.com](http://www.everyoneactive.com) for more information.

## Fitness team scoops gym of the year award

A HAMPSHIRE leisure centre has scooped a top industry award. Fareham Leisure Centre, which is run by Everyone Active on behalf of Fareham council, was named Local Authority Gym of the Year at the 2017 National Fitness Awards in Leicester.

The event is one of the fitness sector's biggest celebrations of excellence, and recognises the achievements across the entire industry.

The award recognised the high-quality services provided at the centre, its efforts to engage people of all ages and abilities in activity, and its support of more

than 20 colleagues currently participating in an on-site apprenticeship programme.

Ryan Grant, Everyone Active's contract manager, said: "It was a very proud moment to receive the



# Leisure centre in the running for industry award

Firm hopeful of repeat success in its 30th year

A LEISURE centre is celebrating after being told it is in the running to receive a top industry award.

Fareham Leisure Centre, which is managed by Everyone Active on behalf of Fareham Borough Council, has been shortlisted in the Leisure Centre of the Year category at the 2017 Flame Awards – the health and fitness sector's largest celebration of innovation and excellence.

The centre was revealed as a finalist last week and the winners will be announced at an awards night on Wednesday June 28.

Everyone Active has also been shortlisted in the prestigious Leisure Operator of the Year category.

The achievement comes in recognition of the Fareham Leisure Centre's facilities and commitment to improving health and wellbeing in the

community.

Ryan Grant, Everyone Active's contract manager in Fareham, said: "I am delighted that the centre has been shortlisted for such a prestigious award. All our colleagues work hard to deliver fantastic facilities and services, and it's great to have been recognised in this way."

Everyone Active will celebrate its 30th birthday this

## INBRIEF

### Free swim sessions

FAREHAM and Holly Hill Leisure Centres, operated by Everyone Active in partnership with Fareham Borough Council, will be offering free swimming sessions for primary school children in support of Drowning Prevention Week.

The sessions which will run between Monday, June 19th and Friday, June 23 will encourage more youngsters to build their skills and confidence in the water.

Ryan Grant, Everyone Active's contract manager, said: "Everyone Active is committed to helping young people learn this life-saving skill in a fun and safe environment. We want to help them grow their confidence and ensure they are equipped with the right skills to keep them safe should they ever find themselves in difficulty in the water."

## Leisure centre shortlisted for top industry awards

A LEISURE centre based in Fareham has been named as a contender for two top industry awards.

The team at Fareham Leisure Centre, which is managed by Everyone Active on behalf of Fareham Borough Council, has been shortlisted for a Regional Gym of the Year (South) and Local Authority Gym of the Year

accolade at the 2017 National Fitness Awards.

Ryan Grant, Everyone Active's contract manager, said: "We put people at the heart of everything we do. We're passionate about maintaining our position as an essential part of the local community. I'm really proud of the team and know they will build on this success."



The Everyone Active team collecting the Operator of the Year award

# Leisure centre operator lands top industry gong

A FIRM which operates two Hampshire leisure centres has won a top industry award.

Everyone Active, which operates Fareham Leisure Centre and Holly Hill Leisure Centre on behalf of Fareham Borough Council, won operator of the year at the UKactive and Matrix Flame Awards.

The awards ceremony, held at the International Centre in Telford, was attended by more than 800 people.

The Flame Awards recognises leisure centres, health clubs, group operators and individuals that have demonstrated excep-

tioning experience possible when visiting our sites, and I'm very proud that their hard work and dedication has been recognised by others in the sector."

# CUSTOMER FEEDBACK

## You Said

- The pressure in the water fountains is too low
- There are not enough classes on
- 11 to 15 year olds not able to get in to the gym due to demand
- We would like to use the lesson space when its not being used
- Padding on gym equipment is tired

## We Did

- We have now resolved this
- We have increased our weekly classes by 20
- Increased session times for Juniors to cater for demand
- We said yes!
- We replaced it

# HOLLY HILL FOOD & BEVERAGE

- Positive feedback on temporary provision
- Permanent feature in the long term to be considered



# COMMUNITY ENGAGEMENT

- HTAS (Hampshire Talented Athlete Scheme) – 20
- Access All Areas
- Solent Scheme
- Fareham Academy
- Walking Football
- Muslim swimming
- Trampolines
- Move better with Everyone Active – isolated community
- Gateway
- School programmes



# AWARDS & ACHIEVEMENTS

## UK Active FLAME

- Everyone Active - Winner 'Operator of the Year Award' 2017
- Runners Up Fareham Leisure Centre into UK Active Flame awards 2017

## National Fitness Awards

- Local Authority Gym of the Year 2017

## Amateur Swimming Association

- ASA Facility Operator of the year since 2017

## QUEST

- Fareham – **Outstanding**
- Holly Hill - Excellent

Thank you