

# powys leisure management contract july 2015 – march 2016



## Introduction

Freedom Leisure commenced a 15 year partnership with Powys County Council (PCC) on 1st July 2015. This report covers the period 1<sup>st</sup> July 2015 – 31<sup>st</sup> March 2016.

This first year of the partnership has evidenced a period of positive change. These are most notable in the introduction of new operating systems, appointing staff into key positions and significant investment across many sites.

Throughout the tender submission Freedom Leisure has proposed many new initiatives which would assist PCC in achieving its objectives mentioned above.



## Improving the quality of life for all Powys communities

Key programmes & development initiatives that have successfully been introduced in year 1 include:

- The provision of a 50-week swim school lesson programme for junior lessons
- A selection of membership offers that provide excellent value for money for a broad range of residents within Powys communities.

- The launch of the 'Fresh' healthy weights programme aimed at children between 7-13 years old and their families
- Extending the Powys National Exercise Referral Scheme (NERS) to include a total of 8 level 4 varieties of programme namely, Cardiac; Back Care; Pulmonary; Falls ; Stroke Rehabilitation; Mental Health; Cancer Rehabilitation and Weight Management
- Delivery of a successful 'Junior Summer Fitness Challenge' at the Flash, Maldwyn, Bro Ddyfi, Rhayader, Brecon & Ystradgynlais.
- Provision of continued access to free swimming (public swim sessions only) or free fitness suite access to former members of the armed forces who have been discharged through injury or medical grounds
- The extension of the 'sblash a sbri' parent and child swim sessions across 5 sites which are supported by Powys Health Workers at each site
- Supporting Clywedog Sailing Club & the PCC Sports Disability Officer with the annual Disability Sailing Day

### **This has contributed to:**

- Active participation of facilities reaching 977,949 recorded visits, an increase of 41.6% compared to 2014/15
- Membership levels growing to 2153 across sport & leisure centre sites.

### **Reducing utility consumption & carbon emissions**

Freedom Leisure has:-

- Invested £918k in energy conservation schemes at 5 sites, with the aim of reducing CO2 emissions by an average of 971 tonnes per annum across the term of the contract
- Maximised recycling within sites

Further reductions are anticipated in utility usage during 2016/17 as systems will be complete and fully operational for the whole year.

## **Powys Financial Performance in Year 1**

The income forecast in the bid process for year 1 was achieved. However significant expenditure was incurred over and above what was anticipated. New revised budgets have been set for contract year 2. With the implementation of the capital build in year 2 and the energy saving works taking effect initial indications are for a much improved year end performance for 2016/17.

The reasons for the significant expenditure are:-

- The capital investment projects took place later than anticipated
- All sites have required more immediate repair & maintenance expenditure than initially expected

We are confident that we will meet our bid expectations through effective marketing and the development of additional programmes across all sites.

In addition to the above the completion of the energy saving projects this year across sites will become more evident during the contract.

## **Working with our partners in Powys and across Wales**

We pride ourselves on establishing and enhancing excellent relationships with key partners. This not only applies to our services delivered from our sport and leisure centres, but also from Staylitttle Outdoor Centre and our health intervention programmes. A selection of our local, regional and national partners is listed below:

- The Powys Children & Young Peoples Partnership (CYPP)
- Powys Teaching Health Board
- Powys County Council - Sports Development; Adult Services; Health & Social Care
- Powys Community Dental Service
- Public Health Wales
- Partnership Work with Public Health Wales & the Welsh Local Government Association (WLGA)
- The Royal Yachting Association
- Clywedog Sailing Club
- The Prince's Trust
- Outward Bound Wales
- Mid Wales Housing Association

## Investment

### Capital Schemes totalling £2.2m prepared & agreed to be delivered in 2016/17:

- replace CV fitness equipment and resistance equipment at Rhayader, Brecon, Maldwyn and the Flash



- relocate reception and a rebranded 'proud to serve costa' cafe at the Flash



- create 'myride' spin studios at The Flash & Rhayader



- 2015/16 implemented energy improvements at 5 sites consisting of lighting schemes, air handling systems, insulation and the replacement of pool covers

### **IT Systems established in 2015/16**

- 'scuba' leisure management system across all sport & leisure sites
- Introduced a direct debit scheme across all sport & leisure sites for memberships and swim school
- 'Course Pro' programme for 'swim school' to improve course administration

### **Freedom Leisure Accreditation**

During 2015/16 we have been awarded various accreditations which will serve to benefit and enhance our partnership with Powys County Council on matters relating to the environment and workplace learning. These include the ISO Certified Environmental Management System (ISO14001) and the Matrix Standard Quality Mark for work based learning for Information, Advice and Guidance. In addition to these we also received a gold standard at the '2015 UK Pool & Spa Awards' which recognises business growth and the range of water based activities provided by Freedom Leisure across the UK.

## Over & above ...!

We recognise that in addition to our bid commitments Freedom Leisure has also undertaken projects to support the Powys team and communities of Powys as a whole. Examples of these are:

- The **'freedomflyer'** staff newsletter which is published monthly
- Promoting our partnership with PCC at a number of local and national events with our **'jim trainer'** mascot e.g. the Royal Welsh Agricultural Show (below) and the 'Tour Of Britain' events



- Sponsorship of the **'Montgomeryshire' and the 'Brecon & Radnor' District Sports Council Awards** in January & March 2016



- The formulation of our own **Welsh Language Policy** that will assist PCC in meeting its legislative requirements

- Successful '**Guinness World Record**' was registered with a 30,000metre swimming pool tow rescue completed at Maldwyn Leisure Centre



- Supporting the British Heart Foundation '**Wear it Beat it**' campaign across Powys in February 2016



- Investing £12k over a two year period in our **Swim Teacher upskilling** programme



## Powys in the media .....

'Mid Wales Journal' 18<sup>th</sup> March 2016

# Leisure group to invest £1.9m in three centres

Report by Karen Evans

**FREEDOM Leisure**, in partnership with Powys County Council, is investing £1.9m in upgrading the leisure facilities at Brecon Leisure Centre, Flash Leisure Centre and Rhayader Leisure Centre.

It is part of their commitment to providing excellent health and fitness facilities for the whole community.

The not-for-profit leisure trust became the council's official partner when they took over the management of the county's 15 sports and leisure centres in July 2015.

All three centres will receive brand new fitness equipment, which will include upgrading the centres' disability offering with the addition of easy-use inclusive fitness equipment.

Rhayader Leisure Centre will receive an investment of £335,000 to transform the existing lounge into a 35-station gym.

Other improvements include the addition of a dedicated exercise studio to enable a wider variety of group exercise classes to be held. Work is planned to begin in May.

Brecon Leisure Centre will see an investment of £485,000 in improvement work to update the décor in the gym areas. Freedom Leisure will be expanding the gym to become a state-of-the-art fitness suite, with all the latest equipment. In order to accommodate an exciting new and expanded fitness facility, the gym will be relocated into the former ten-pin bowling area.

The existing gym will be transformed into an additional studio, allowing for more group exercise classes.

The largest of the three projects with an investment of £1.1m will see a total transformation of Flash Leisure Centre in Welshpool with work due to begin in the summer.

### Affordable

"We are delighted to be embarking on these improvement works which will greatly enhance the fitness and leisure experience of the local communities in each of these three areas," says Freedom Leisure area manager Gwyn Owen.

"As a not-for-profit leisure trust we are committed to providing exciting and affordable leisure facilities that will help drive participation and contribute to improving the health and wellbeing across Powys."

Councillor Graham Brown, Powys County Council's deputy leader and cabinet member for leisure, said: "I'm delighted that these improvement works will be going ahead over the coming months. This investment is only possible thanks to our strong partnership with Freedom Leisure."

"I'm sure this announcement will be welcomed by customers who use the three centres and I hope the improvements will encourage more and more people to use these excellent facilities."

## NewsNorthWales

Daily news and sport from across the North Wales region

### Welshpool's Flash Leisure Centre to be 'totally transformed' with £1m revamp

Published date: 18 March 2016 | Published by: Jonny Drury

**MORE than £1 million is being invested to totally transform Welshpool's Flash Leisure Centre.**

Freedom Leisure, in partnership with Powys County Council (PCC), are spending £1.1 million to transform the site of Salop Road, with another £900,000 being spent on other centres in the county.

On the first floor, the catering area will be turned into a state of the art fitness facility, including a dedicated functional training area.

To ease pressure on reception staff, a new self service kiosk will be available, along with a joint cafe and reception area.

Upstairs the meeting room will be turned into an indoor cycling studio, with the existing gym on the lower floor being turned into a dance studio.

Freedom Leisure Area Manager, Gwyn Owen, said: "We are delighted to be embarking on these improvement works which will greatly enhance the fitness and leisure experience of the local communities in each of these three areas."

As a not-for-profit leisure trust we are committed to providing exciting and affordable leisure facilities that will help drive



## BusinessNewsWales

### Powys County Council and Freedom Leisure Invest £1.9m into Leisure Facilities Across Powys

INVESTMENT NEWS | LEISURE & TOURISM | MID WALES | POWYS

MARK POWNEY, 16TH MARCH 2016

SHARE   

Freedom Leisure, in partnership with Powys County Council, is investing £1.9m in upgrading the leisure facilities at Brecon Leisure Centre, Flash Leisure Centre and Rhayader Leisure Centre as part of their commitment to providing excellent health and fitness facilities for the whole community.

Shropshire Star 16<sup>th</sup> March 2016

## Town leisure centre to undergo a £1.1m makeover to boost health

A leisure centre will undergo a £1.1 million upgrade, it was today revealed.

The Flash Leisure Centre in Welshpool will get an overhaul thanks to Powys County Council and **Freedom Leisure**, who will invest £1.9 million into improving leisure facilities across the region.

Improvements will be made at Flash Leisure Centre, Rhayader Leisure Centre and Brecon Leisure Centre. The centre in Welshpool will be the largest of the three projects and work is due to begin in the summer.

It will include the existing catering area on the first floor being transformed into a fitness centre, while a new gym will also include a training area, to allow people to work out away from the machines.

The centre will also benefit from a new,

### Report by Naomi Penrose

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staff during peak times. A new joint cafe and reception will also be created along with a more accessible and customer-friendly area.

Upstairs, the existing meeting room will be transformed into an indoor cycling studio, and on the lower floor the existing gym will become a new dance studio.

Freedom Leisure, which is a not-for-profit trust, became the council's official partner when it took over the management of the county's 15 sports and leisure centres last July.

Bosses say the investment comes as part of their "commitment to providing excellent

community". All three centres will also receive new fitness equipment.

Councillor Graham Brown, Powys County Council's deputy leader and cabinet member for leisure, said: "I'm sure this announcement will be welcomed by customers who use the three centres and I hope the improvements will encourage more and more people to use these excellent facilities.

"It is vital that every visit to the county's leisure centres is an enjoyable and rewarding experience and encourages people of all ages to keep fit and active."

Gwyn Owen, Freedom Leisure area manager, said: "We are delighted to be embarking on these improvement works which will greatly enhance the fitness and leisure experience of the local communities in each of these

## 2016/17 and the future.....

We are confident that with the 2016/17 investments highlighted earlier will assist us in achieving our business plans. Our focus will be to:

- Initiate capital project works & completion on time and on budget
- Submit the business case for additional projects to improve the service further
- Continue to provide an active presence at local events
- Action key areas of recruitment for a Sales & Marketing Manager; Public Relations Manager and Technical Manager
- Roll out a programme of targeted outreach activities
- Work closely with our partners, PCC, in achieving health & wellbeing priorities in 2016/17
- Continue to improve the financial performance of all facilities