



CHICHESTER CONTRACT ANNUAL REPORT 2018/19

Everyone Active manages these facilities
in partnership with Chichester District Council.

www.everyoneactive.com



everyone
ACTIVE

Contents

Page 3 Executive Summary

Page 4 1.0 Overview & Background

Page 6 2.0 Authority Outcomes

Page 11 3.0 Community Inclusion

Page 12 4.0 Performance against Key Performance Indicators

Page 16 5.0 Charitable Fundraising

Page 17 6.0 Sports Clubs, Community groups and Societies

Page 18 7.0 Marketing

Page 20 8.0 Audits and Statutory Visits

Appendix

2018/19 Chichester Contract Customer Survey

2018/19 Accident Analysis

2019/20 Proposed Contract KPI's

Executive Summary

This report has been prepared by Stuart Mills, Contract Manager for Everyone Active Chichester.

This report outlines how Everyone Active has performed in year three of the Chichester Leisure and Sports Development contract.

The report details the many successes from year three including

- Increased usage by those under 16 and from those with disabilities
- Increase in those participating in the GP Referral exercise programmes
- Health and Safety incidents have continued to reduce
- The quality of the service provided
- The removal of subsidy from Chichester District Council for Leisure Contracts

Executive Summary Recommendations

- Participation numbers have dropped very slightly overall. This has been particularly apparent at Bourne where we had seen a boom in membership numbers over the last 2 years and this has fallen back slightly during 2018/19. Numbers will be monitored closely over the first quarter of 2019/20 to make sure this trend is not continuing
- Over 50's attendances have not increased as planned despite adding new activities and classes to our programmes aimed at this age group. Further work will be done in 2019/20 to continue to work to grow attendances of this age group. Feedback has also been given to our marketing team regarding a change in the images used within the Chichester Contract
- The car park refund scheme continues to be a frustration for customers. Alternative solutions to be investigated by both council officers and SLM

1.0 Overview & Background

Sport and physical activity within the Chichester District has a high profile and is recognised as important in its contribution to achieving the Council's strategic aims and objectives. The Council identified a requirement for the management of the three leisure centres and sports development team for a period of ten years commencing 1st May 2016. Everyone Active demonstrated we were the operator of choice due to our experience as a successful contractor that has the vision, expertise and resources to develop the service showing innovation and creativity to meet the sporting requirements of the Council. All leisure facilities within the district play a key role in helping the council to achieve its corporate plan.

Westgate Leisure Centre

Originally opened in January 1987 and has over the years seen a number of its facilities updated. Westgate Leisure Centre has a range of facilities including: Swimming Pool, Sports Hall, Gym, Health Suite, Café, Dance Studio and Ancillary facilities. From May 2016 to November 2016 Everyone Active invested 1.5 million pounds into upgrading and refurbishing the Westgate facilities. This included a gym extension, Hot Yoga Studio, Indoor cycling studio, Café refurbishment, New Reception, new Wellbeing offices and a new membership sales area. Investment was also made into energy efficient plant and lighting.

Westgate Leisure Centre attracted in the region of 584,000 customer visits per year prior to Everyone Active taking over the management of the facilities. It is the largest leisure centre within the Chichester District and the activity programme attracts users from all age groups and ability levels with a relatively even split between males and females.

The Grange Community and Leisure Centre

Opened in March 2014 after it was decided to replace the old Grange Leisure Centre. The Grange Community and Leisure Centre is home to a number of facilities including, Sports Halls, Gym, Health Suite, function rooms, Café and Ancillary facilities. The centre, in partnership with West Sussex County Council (WSCC), also includes a Library and registrar's office. The Grange Community and Leisure Centre attracted in the region of 263,000 customer visits per year prior to Everyone Active taking over the management of the facilities. It is a community hub within Midhurst and the activity programme attracts users from all age groups and ability levels with a relatively even split between males and females.

Bourne Leisure Centre

Originally opened in July 2004 in partnership with Bourne Community College (WSCC). Bourne Leisure Centre is a dual use site, used by both the public and the school, and is home to a number of facilities including, Sports halls, Gym, Dance Studio, Multipurpose room, Multi Use Games Area (MUGA) and ancillary facilities.

Bourne Leisure Centre attracted in the region of 181,000 customer visits per year prior to Everyone Active taking over the management of the facilities. It is a small well used facility within Southbourne and the programme attracts users from all age groups and ability levels with a relatively even split between males and females.

Sports Development

The Sports development team is made up of two full time equivalent posts. Their role includes increasing participation in sport in the Chichester District and focuses on key areas including:

- Programmes for basic skills development
- Promoting participation
- Improving performance
- Developing talent and excellence
- Playing new, not necessarily mainstream sports
- Receiving/giving coaching
- Delivering key events

2.0 Authority Outcomes

Within the method statement we laid out how we would achieve the Chichester District Council's outcomes. Each outcome and our performance against it is outlined below.

2.1 A More Active Community:

- The Everyone Active card has been implemented across the three sites with 68,269 customers now registered
- New activities have been added to the existing programmes including, Back to Netball, Fencing, Better balance classes, Chemosize, Wonkey Donkeys, additional walking sports, Bowls, Junior Football, Oomph (seated exercise) and a Chiathlon. This has resulted in a greater choice of activities for the local community
- Participation levels continues to be high across the Chichester contract 1,420,767 customer visits
- 50 week swimming lessons have continued and the swimming programme continues to have just over 1000 swimmers enrolled
- The school swimming programme continues to be well utilised. The following schools are currently on the school swimming programme; North Mundham, Central, Jessie Younghusbands, Bosham, Kingsham, The March, Lavant, Boxgrove, Parklands, Southbourne, Sidlesham, St Richards, Singleton, West Dean, Prebendal, Funtington, Medmerry and Fishbourne
- We are working closely with the Chichester District Wellbeing Service to tackle health inequalities within identified focus areas and for key demographics
- We have provided Sports Development Representation at Active Sussex Network Conferences and Strategy updates. We have been a key partner in collaborative working relationships, supporting local sports clubs, groups, volunteers and coaches
- 906 participants took part in the 2018 Chichester Triathlon series with the Junior Triathlon race once again awarded Triathlon England South East Race Series status. The Chichester, Hart, and Fareham Sprint distance races formed part of an Everyone Active Southeast Triathlon Series
- The Children on the Edge Chichester Half Marathon is organised in partnership with the local charity Children on the Edge. The Chichester Half Marathon has a challenging multi terrain route which takes in the historic sites of Chichester, including the Cathedral, Market Cross, and Roman Walls, and takes competitors to the pinnacle of the South Downs. There Were just under 1000 runners who took part in the 2018 event, taking part in 13 mile, 10 mile, and team relay races
- The Sport in the Community programme provides a range of fundamental sports camps for young people aged 6-15 in the school holiday periods. Inclusively priced, 2018 saw the camps hosted at University of Chichester, Westgate and The Grange
- Event support was given to the Chichester Community Development Trust in the delivery of the Graylingwell Park Summer Garden Party, a community event which supports local youth groups and projects. Over 4,000 people attended the event

- The West Sussex West School Sport Partnership & Everyone Active are engaging with 13 local Primary and Infant Schools on a sports programme Huff And Puff. This is a family active project that also develops fundamental sports skills for children in Year R, Year 1 and Year 2. Each of the 360 pupils taking part in the programme receives a free sports bag with fun equipment for them to use at home to aid their physical development. A booklet with ideas for games is also supplied and parents are encouraged to fully interact with their children with these activities at home over six weeks in preparation for a fun festival held at the Westgate Leisure Centre. This festival provides an opportunity to show off the skills they have learnt as well as enjoy a reward of a bouncy castle and lots of exciting sport equipment to try out. This year this programme has also be extend to the Southbourne area. School now currently taking place in these programmes are: Westbourne, Thorney Island, Southbourne, Compton, Bosham, Tangmere, North Mundham, Jessie Younghusbands, Rumboldswyhyke, Chichester Free School, St Richard, Slindon, Lancastrian and Eastergate
- The Future Flyers programme asks local schools to identify pupils being gifted in the areas of physical activity and sport. A total of 80 Year 5 and 6 pupils in this Gifted and Talented Programme enjoyed a series of developmental sessions throughout the academic year. The programme is designed to expand their awareness of sports, improve their fitness and agility, and increase their knowledge in essentials such as teamwork and leadership. Sports offered include Triathlon, Hockey, and Netball, with the latter two delivered by the Alex Danson Hockey Academy and the Hertforshire Mavericks respectively. The schools that have taken part in this are: Funtington, Bosham, Kingsham, Fishbourne, Westbourne, Tangmere, Slindon, Jessie Younghusbands, The March, West Dean, St Richards, Southbourne, West Wittering, Parklands, Eastergate and Lavant
- The Mini Olympics programme is an Inspire Mark legacy project that involves Year 5 pupils from schools across the District and encourages them to take part in different sports activities. Using sport as an engagement mechanism to address the following themes: awareness of other cultures, respect and sportsmanship, healthy living and bullying, a celebratory festival is organised in collaboration with the West Sussex West School Sports Partnership, the University of Chichester, and Chichester College. This year over 360 children will be involved
- Diversionary outreach sports programmes were delivered in the Chichester, Selsey and Tangmere Think Family Neighbourhood areas in partnership with Clarion Housing and the Community Wardens
- Primary Schools have been visited as part of the Five Ways to Wellbeing programme with Everyone Active contributing to the Physical Activity Session
- A #thisgirlcan Gotri programme was delivered at Westgate Leisure Centre for 60 females the aim of this was to encourage greater female participation in triathlons. A pathway was established to local club and the Chichester Triathlon Series
- The Sports Development Team worked with local partners in the delivery of a National Play Day event in Florence Park (within the Chichester East Think Family Neighbourhood Area). As well as celebrating children's right to play, Playday is a campaign that highlights the importance of play in children's lives and allows us to showcase local children's services
- The Sports Development Team continued to help with the delivery of the British colleges beach rugby festival this included attendance at working group meetings, help with setup on the day, staffing of event, facilitation of link between the colleges event and Chichester Rugby Football Club (RFC) event
- Walking Football sessions are successfully being delivered at all sites Weekly totals for both sites are in excess of thirty participants

2.2 Promoting Community Cohesion / Benefiting Target Groups

- A Sports and Activity Development Plan for 2018/19 has been effectively implemented across the Chichester District with the delivery of this managed by the Sports Development Team and the General Managers at the three sites
- Three free open days were held at the three leisure centres to encourage the local community to come and get involved in activities
- The Get Active Festival was developed in 2005 as an Olympic Legacy event. The Festival involves many different sports clubs offering free taster sessions for people of all ages. Local sports clubs and activity providers offered come and try it sessions and demonstrations in order to provide pathways into local clubs and increase participation. The Get Active Festival has many success stories of how young people have tried an activity and as a result have gone onto represent the country in sports such as; boxing, fencing, judo and softball proving that this initiative can inspire and develop future athletes. In 2019/20 we are looking to work closely with a local school to further develop the offer
- A customer focus group continues to be held on a quarterly basis to gain customer feedback on the sites and the activities on offer

2.3 Improving Health and Wellbeing

- The Active for Health Coordinator has continued to work closely with local GP's to ensure there is a clear pathway to increase the number of people completing the Exercise Referral Scheme and moving into mainstream leisure activities. (see key performance indicator 4.3)
- We have promoted healthy activity through local businesses (eg corporate membership, pre-work and lunch time workouts, Healthy Workplace Scheme etc.) Partner engagement
- A detailed marketing plan has been implemented using local media sources based on demographics
- We continue to work with ChiVaac to support local clubs with volunteer recruitment and retention. We have a member of the Sports Development Team designated to be our Volunteer Coordinator to ensure a quality volunteer experience
- The Chichester District Community Sports Forum was launched in April 2015. It provided an opportunity for local sports clubs and organisations to meet and discuss issues that they face and allow us to better understand their needs and offer support with their ongoing development. We held the forum in February 2019 and worked with our partners the University of Chichester, Chichester District Council, Chichester College and Active Sussex to deliver the forum. We have been able to support this event through use of facilities, promotion of the sporting pathways available and work experience/volunteer opportunities for students and coaches

2.4 Quality of Service

- To ensure quality standards across the Chichester contract the Everyone Active quality management system is used. Gold standard audits take place to ensure the quality standards are being followed. Audits this year have included Health & Safety, Swimming lessons and Sales
- Customer feedback is continued to be sought using the following methods:
 - Annual customer survey
 - Customer feedback forms
 - Customer focus group
 - Meet the Manager sessions (Bourne) & (The Grange)
- All three sites and the Sports Development Team have had a Quest Assessment (Quest is the UK Quality Scheme for Sport and Leisure) and achieved the grade of Excellent, placing all in the top 25 in the UK

2.5 Providing Local Economic Benefit

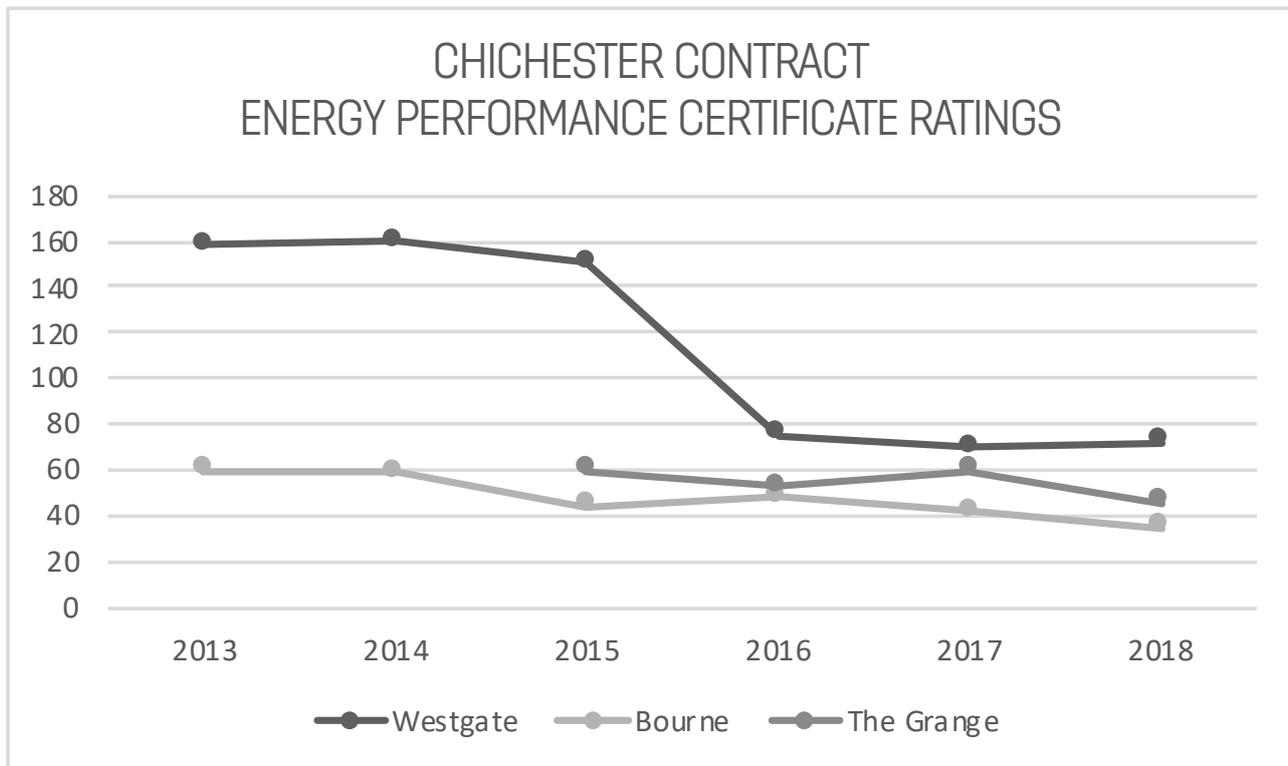
- A comprehensive staff training programme, personnel development plans, Emerging Managers Programme and apprenticeship schemes have been introduced into the Chichester contract. We currently have six apprentices' employed across the Chichester contract. We are ranked in the top three Everyone Active sites in the South East for apprentice engagement. One member of staff was nominated for the emerging General Manager course and has since gone on to become the new General Manager at Bourne
- We have provided six work placements in the past twelve months as well as providing work experience opportunities to local secondary schools. These have been offered in both Leisure services and Sports Development

2.6 Sustainability/ Environmental Improvements

- We have continued internal recycling and environmental awareness programmes and energy reduction plans for staff and customers. This is led by each sites Carbon Reduction Coordinator. An environmental board is on display at each site which encourages users to use green methods of transport and is kept up to date on the centre's performance
- We have continued to ensure regular repairs, maintenance and servicing is carried out on plant and equipment – ensuring equipment operates efficiently
- Below shows the total tonnage of recycling from each site. As well as this recycling we have saved 20 trees from confidential waste recycling

Site	Tonnes of Recycling
Westgate Leisure Centre	2.87
The Grange	1.87
Bourne	0.87

The graph below shows the continued improvement in the Chichester contract Energy performance scores year on year.



2.7 Value for Money

- All prices have been reviewed as part of an annual pricing review. Most prices have been increased, the average price increase is the rate of inflation. Concessionary rates continue to be applied across the contract. All core prices were issued to Chichester District Council for approval in December

3.0 Community Inclusion

3.1 Think Family - Access all Areas

As well as focused delivered activity sessions we have continued to offer free use of the public facilities at all of the leisure centres to up to fifteen families who would benefit from the facilities.

Families are identified in partnership with Chichester District Council and West Sussex County Council.

Please see below an example referral:

X has asked to join a gym. This would be perfect for her as she makes poor choices around friendships, self-harms and has recently been admitted to A&E due to an overdose and threats to hurt herself. X struggles to regulate her emotions, is either happy or sad and is currently not in school as the school cannot deal with her behaviour. X has been at risk of CSE (child sexual exploitation) drinks alcohol (has often been found drunk around Chichester in the day) and smoke cannabis. The fact she has asked for this without being prompted is a positive. X little sister Y is witnessing X behaviour and struggles with social skills. Z (mum) is feeling overwhelmed and exhausted. For the family to come together to engage in positive activities would make a big difference, get them healthier and so on.

W (Family Support Key worker)

3.2 Looked After Children (LAC) and Care Leavers Agreement

Everyone Active Chichester, working with West Sussex County Council and Chichester District Council, continues to support LAC and care leavers by providing a more affordable and incentivised route to those wanting to lead more healthy and active lives. An agreement was set up in January 2017 for reduced rates to the gym and free swimming. This agreement continues to be in place at the agreed prices.

3.3 Compass Card West Sussex Agreement

In partnership with West Sussex County Council all three of the Chichester sites continue to offer discounts to compass card holders. Compass Card West Sussex is a card which provides special rates for young people under 25 who have special educational needs and disabilities.

3.4 Wellbeing obesity clinics

Free access to facilities is given to the Wellbeing team to deliver obesity clinics throughout the year.

3.5 Living Well Afternoon

In partnership with the Alzheimer's Society Westgate Leisure centre offered a free afternoon of activities to encourage those in later life to take part in exercise. Activities included Bowls, Badminton, Table Tennis, Pilates, swimming and Short Tennis. The Chichester Wellbeing team were also on hand to offer health MOT's.

Another afternoon is planned for early 2019/20.

4.0 Performance Against Key Performance Indicators

4.1 Usage

As part of the contract the following key performance indicators (KPI) were agreed with regard to usage within the Chichester contract:

- 3% increase in attendances compared to 2017/18
- 4% increase by people aged over 50 compared to 2017/18
- 2% increase in young people aged 0-15 compared to 2017/18
- 3% increase in people with disabilities compared to 2017/18

In 2018/19 we have achieved the following figures:

KPI	2017/18	2018/19	% Change
3% increase in attendances compared to 2017/18	1,421,356	1,420,767	0%
4% increase by people aged over 50 compared to 2017/18	208,040	207,065	-0.5%
2% increase in young people aged 0-15 compared to 2017/18	106,243	110,002	4%
3% increase in people with disabilities	14,713	15,805	7%

Overall attendance performance for individual sites are below:

Site	2017/18	2018/19	% Change
Westgate Leisure Centre	800,670	803,313	0.3
The Grange Community & Leisure Centre	382,652	382,808	0.04
Bourne Leisure Centre	238,034	234,646	-1.42

As you can see we have fallen short in increasing overall attendances across the sites in 2018/19. Both The Grange and Westgate have seen very slight improvement however Bourne has seen a slight reduction in users. This has been predominately because the Bourne membership number has been lower in 18/19 when compared to 17/18. On average Bourne had 53 less members per month in 2018/19 than 2017/18. This amount of members would be the equivalent of 6060 visits per annum.

We have seen good increases in two of our target age groups exceeding the KPI's set but further work will need to continue to encourage more over 50's to access facilities, an action plan will be put in place for 2019/20.

4.2 Membership

The following KPI was set regarding membership numbers:

- Increasing direct debit, member numbers and retention rate. To reach 6500 by end of year three

The table below shows the current position:

Site	Amount of members 2018/19
Westgate Leisure Centre	4,320
The Grange Community & Leisure Centre	1,283
Bourne Leisure Centre	987
Total	6,590

These memberships include both Gym access, Class access and at Westgate Leisure Centre swimming pool access.

4.3 Exercise Referral

The following KPI was set regarding the exercise referral programme:

- 5% Increase in number of participants completing the exercise referral programme
- 1% Increase in retention of participants following the exercise referral programme

The table below shows the end of year result:

KPI	2017/18	2018/19	% Change
5% Increase in number of participants completing the exercise referral programme	256	268	5%
1% Increase in retention of participants following the exercise referral programme	232	238	3%

4.4 Quest

The following KPI's were set in regard to quality standards:

- Attainment of Quest Outstanding at Westgate and Quest Excellent at Bourne and The Grange
Awaiting Quest assessments

4.5 Quality

The following KPI was set with regard to our annual customer survey:

- Increase user Satisfaction score by 1% year on year with a starting point of 85%

The Customer satisfaction result from our annual customer survey carried out in December/January 2017/18 was 92% customer satisfaction this has been maintained in the 2018/19 survey.

The survey received 302 responses in total; 151 responses were from Westgate Leisure Centre users, 49 were from Bourne Leisure Centre users and 102 were from The Grange. Female respondents outnumbered males for this survey and, responses came from a good range of ages, the over 65's were the biggest represented group followed by the 45-54.

The majority of the respondents were direct debit membership holders making up 57% of the respondents. Centre memberships represented 17% of the users surveyed. The length of membership held by respondents was very evenly split with 35% between 1-5 years followed by 21% more than 10 years being the highest categories.

The majority of the respondents who completed the survey attend the centre three or more times per week 38% with the next highest grouping being twice a week at 28%. 89% of respondents would be likely to recommend Everyone Active Chichester sites to a friend or colleague, on a scale of 0-10, with 0 being very unlikely and 10 being very likely, 89% of respondents ticked 7 or higher. This has increased from 80% on the previous survey. (78% 2014)

Level of satisfaction is high with contact in person, 92% of respondents are either very satisfied or satisfied with this method of communication. This is the same as the previous survey.

Dissatisfaction with communication over the telephone has increased to 12% saying they were either dissatisfied or very dissatisfied. 92% of respondents are very satisfied or satisfied with the general level of cleanliness throughout the centres which constitutes an increase on the 89% result of the last survey (75% 2014).

Please see full report as appendix.

4.6 Health & Safety

Two KPI's were set around Health and Safety and the results of these are shown in the table below:

KPI	2017/18	2018/19
Number of Health and Safety incidents No increase on 2017/18 figures per 10,000 visits	0.189	0.148
Number of accidents reportable to HSE. No increase on 2017/18 figures per 10,000 visits	2	0

A detailed breakdown by site can be found in the appendix.

4.7 Training

The following KPI was set with regard to training:

- Increasing workforce development opportunities such as coach education courses, apprenticeship schemes. Min 7 NVQ's and four Apprentices

The results of this are shown below:

Name	Course Completed
Harvey Kyte	Ops Services (Pool) L2 App (004)
Harry Ball	Ops Services (Pool) L2 App (004)
Charley Blackman	Ops Services (Pool) L2 App (004)
Jamie Fellows	Active Leisure Fitness L2 Group Studio Cycling
Oliver Pulleyblank	Ops Services (Pool) L2 App (004)
Jenna James	Sales L2 App
Thomas Creed	Activity Leadership Multi Skilled (Gym - Adolescent) L2 App
Grace Fisher	Active Leisure Fitness Level 2
Jake Hurst	Ops Services (Dry) Level 2

We have had five apprentices working across the Chichester sites in 2018/19.

A number of staff have been on other courses including:

GP Referral Course, Balanceability, Cancer Rehab, Stability Training, Carbon Reduction Coordinator Training, Sales Boot camps, Managing People, NPLQ Trainer Assessor, First Aid, Emergency Defibrillation and Recruitment and Selection.

5.0 Charitable Fundraising

5.1 Ultra-White Collar Boxing

Everyone Active work closely with Ultra White Collar Boxing and are proud of the fantastic work to raise money for Cancer Research UK as a partnership. At our charity boxing events we hold a raffle and auction where all proceeds go to Cancer Research. The boxers also raise money through sponsorship from friends, family and local businesses. Each boxer is required to raise a minimum of £50 but many of them raise a lot more. Three events were held at Westgate in 2018/19.

The link below will take you to the Ultra White Collar Boxing Just Giving page which has over fifteen million pounds worth of donations.

<https://www.justgiving.com/company/ultrawhitecollarboxing>

5.2 MIND

Everyone Active Chichester has raised more than £1,800 for its chosen charity, Mind, after hosting a range of activities across the leisure centres.

We helped to get Chichester extra active in November by engaging customers and colleagues at Westgate Leisure Centre, Bourne Leisure Centre and The Grange Community and Leisure Centre in a number of fundraising events. Everyone Active has raised £45,906.19 for MIND in 2018/19.

5.3 Swimathon

Over the weekend of March 30th and 31st Westgate Leisure Centre took part in the national Swimathon to help raise vital funds for Cancer Research UK and Marie Curie.

There were a variety of distances available so all ages and abilities could participate. There were individual challenges– 400m, 1.5k, 2.5k, 5k and the new Triple 5k. There were also 1.5k and 5k swims available as team challenges for family, friends or colleagues to take on.

So far Everyone Active sites have raise £163,124 from the Swimathon Event.

6.0 Sports Clubs, Community Groups & Societies

The benefits of having so many different groups using the centre, means we can then engage with a variety of people attending the sessions. From this we can gauge the demands and needs of the community, which in turn helps us provide more activities for the local community.

We aim to cater to a wide audience and offer a diverse programme of activities across all sites, which is demonstrated by the different groups that currently access our facilities on a weekly basis.

Westgate Leisure Centre	The Grange Community & Leisure Centre	Bourne Leisure Centre
Active Tots	Badminton 87	Southbourne Gym Club
South Coast Sports - Football	Midhurst 82 Badminton Club	South Coast Sports
CDC Badminton Club	Midhurst Gym Club	Bourne Badminton
(Omar) Zheng Dao Lo Martial	Midhurst Indoor Stoolball League	Coal Exchange
Weightwatchers	Not 2 bad	Baby Ballet
Chichester Fencing Club	The Grange Badminton Club	Southern Judokan Judo Club
The Academy of Gym	Centre Stage Academy Theatre School	Bourne Community College
Chichester Aikido	Cowdray Park Bridge Club	Adult Ballet
Friday Night Football Club	Double LL Club	Boogie Bounce
Sama Karate	Labour Party	NHS Blood & Transport
(Ed) Zheng Dao Lo Martial Arts Academy	Midhurst Art Society	Bourne Archery Club
Adult Ballet Classes	Midhurst Eagles Short Mat Bowls Club	
Out There West Sussex	Midhurst Grange Bridge Club	
Chichester Cormorants Swimming Club	Midhurst Long Mat Bowls	
Westgate Chichester Triathlon Challengers	Midhurst Squash Club	
Westgate Chichester Triathlon Leisure and Wellbeing	Rother Valley Together	
The Sanctum	Rotary Club of Midhurst and Petworth	
Teddy Wilfs	Sama Karate	
Chichester Sports Therapy	The Midhurst Dance School	
Mercer 5-a-side Football	Midhurst Rother College	
Wiltshire 5-a-side Football	Over the Counter	
Cole's 5-a-side Football	Tuesday PM Badminton	
Minton's 5-a-side Football	Anderson Badminton	
Keynes 5-a-side Football	Midhurst CC Football	
Chichester Dance Centre	Ladies Badminton	
Bibble & Bubble	Flying Shuttles Badminton	
Ingeus UK	Lambert Badminton	
University of Chichester	Rother Badminton	
Swimming Club	Racketeers Badminton	
Cornellius House	Amies Badminton	
Living Fountains	Bingo Club	
	Haven Beauty Rooms	

7.0 Marketing

The Marketing plan aims to help the Chichester contract teams to understand their customers in order to deliver the business plan objectives and deliver the best possible service. The overarching objective of the plan is to achieve the KPI Objectives agreed by Everyone Active and Chichester District Council.

7.1 Open Days

Open days took place across the sites to coincide with the Get Active Festival in September. Activities were offered including Free swimming/ Gymnastic tasters/ Bouncy Castle and Soft Play/ Gym challenges/ Face painting/ Taster classes/ Badminton Skills/ Walking football and many more. The Grange also had an Open day to celebrate the 5th birthday of the new Grange. The days attracted good footfall and raised the profiles of the three sites.

7.2 Social Media

Social media champions pro-actively promote each of the centres. Facebook page likes have continued to grow and are now as follows:

Site	Page Likes	2017/18
Westgate Leisure Centre	3722	3486
The Grange Community Leisure Centre	575	478
Bourne Leisure Centre	617	395

Please note Bourne and The Grange did not have their own Facebook pages prior to Everyone Active.

Please see media plan for 2018/19 in the appendix to this report.

7.3 Everyone Active Cards

Everyone Active (EA) Cards are a key component in the Everyone Active marketing process. To use any site customers are asked to sign up to an Everyone Active card. We then use this information to offer products to customers that they may be interested in. For example an adult with a child may receive a text or email regarding children's birthday parties. Each site is set a monthly EA card target.

Site	Cards issued at each site
Westgate Leisure Centre	50,369
The Grange Community Leisure Centre	9,380
Bourne Leisure Centre	8,520

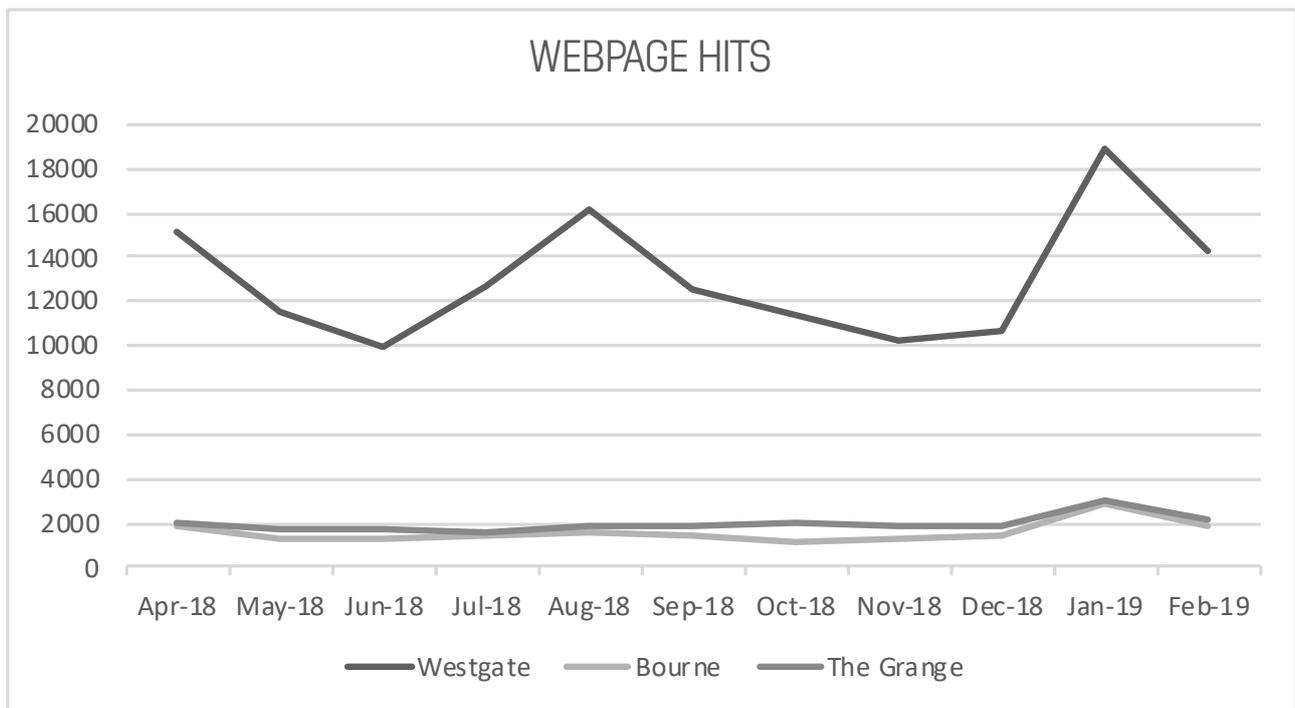
7.4 Everyone Active App

The Everyone Active app allows customers to book activities at the touch of a button. The app also allows the Chichester contract to send customers push notifications making them aware of problems at sites or offers they may wish to take advantage of. The table below shows the amount of app downloads per site and the increase in the last year.

Site	App Users
Westgate Leisure Centre	9887
The Grange & Community Leisure Centre	1943
Bourne Leisure Centre	2091

7.5 Website Usage

Website usage continues to be strong across the three sites. The graphs below show website visits per site:



Website Page Views - 1st April 2018-31st March 2019												
	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Westgate Leisure Centre	15082	11592	9919	12747	16152	12557	11388	10287	10676	18833	14327	16585
Bourne Leisure Centre	1804	1262	1216	1355	1502	1435	1168	1249	1492	2808	1848	2356
The Grange & Community Leisure Centre	2002	1678	1659	1610	1880	1893	1932	1893	1921	3022	2192	2578

8.0 Audits and Statutory Visits

8.1 Environmental Health Audits

Both Westgate Leisure Centre and The Grange Community and Leisure Centre continue to hold level five food hygiene ratings.

8.2 Health & Safety Audits

Everyone Active perform a Gold Standard Health & Safety Audit on an annual basis. All three Chichester sites were assessed. All sites scored above 95% again this year and received excellent feedback from the regional Health and Safety Team.

8.3 Quest Audit

Quest reviews are currently taking place across the sites and our new Quest ratings will be known in May.