

CHICHESTER CONTRACT
ANNUAL REPORT 2019/20
www.everyoneactive.com

Appendix one

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

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Appendix

2019/20 Chichester Contract Customer Survey

2019/20 Accident Analysis

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Executive Summary

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

This report outlines how Everyone Active has performed in year four of the Chichester Leisure and Sports Development contract. The report details the many successes from year four including;

- Increased usage across the contract.
- Increase in those participating who are aged over 50.
- Health and Safety incidents have continued to reduce
- The quality of the service provided (Quest)

Executive Summary Recommendations

- Despite Covid having a major impact on all centres during some of February and all of March, participation still grew over the 12 months with an increase in attendees of 2%.
- Over 50's attendances had been tracking well up to March where they had been 2% up on the previous year but ended the year 2% down. It is now essential the health of the age group is considered and activities made available. The opening of the new toning suite at Westgate should appeal to this age group.
- Attendances by those aged 15 and under were down by 4% this was marginally off track going into March however visits were 4,827 down on last year due to Covid-19. Putting children's activities back on the programme in a Covid safe way will be essential when the centres re-open.

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 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 (WSSCC), 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 (WSSCC). 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 80,103 customers now registered.
- New activities have been added to the existing programmes including, Walking Cricket, Fortis, Ladies Squash club, Summer lawn games, Max Whitlock Gymnastics (The Grange), Junior fitness swim sessions. This has resulted in a greater choice of activities for the local community.
- Participation levels continue to be high across the Chichester contract with 1,447,059 customer visits.
- 50 week swimming lessons have continued and the swimming programme continues to have just over 981 swimmers enrolled.

- The school swimming programme continues to be well utilised. The following schools are currently on the school swimming programme; North Mundham, Prebendal, Funtington, Central, Eastergate, Medmerry, Jessie Younghusbands, Bosham, West Dean, The March , Fishbourne, Lavant, Boxgrove, Parklands, Southbourne, St Richards, Sidlesham, Singleton, Kingsham and North Mundham.
- 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.
- 927 participants took part in the 2019 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 1,122 runners who took part in the 2019 event, taking part in 13 mile, 10 mile, and team relay races.
- The Sport in the Community programme continues to provides a range of fundamental sports camps for young people aged 6-15 in the school holiday periods. Inclusively priced, 2019 saw the delivery of an outreach summer holiday sports camp for young people delivered in partnership with East Wittering and Bracklesham Bay. This area was identified in collaboration with the community safety partnership.
- The West Sussex West School Sport Partnership & Everyone Active are engaging with 20 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 410 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 been extended to the Southbourne area. Schools now taking place in this programme are: Westbourne, Southbourne, Fishbourne, Funtington, Kingsham, Lavant, Parklands, The March, West Dean, West Wittering,

Westbourne, Tangmere, North Mundham, Jessie Younghusbands, Rumboldswyke, Chichester Free School, St Richards, 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 90, an increase of ten on the previous year, 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 Saracens Mavericks respectively.
- 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.
- Following two successful pilot schemes we are now delivering twice weekly sports sessions at the West Sussex Alternative Provision College in North Mundham. Working with a small cohort of young people aged 7 to 12 years this scheme not only aims to improve their physical literacy but to support the school in the improvement of the individual's self-esteem, ownership, attitude and respect scores. (SOAR)
- A #thisgirlcan Gotri programme was delivered at Westgate Leisure Centre for 70 females the aim of this was to encourage greater female participation in triathlons. A pathway was established to the local club and the Chichester Triathlon Series.
- A "dryathlon" event was staged in 2019 in partnership with a project group from the University of Chichester. This event specifically targeted the inactive and those that had never previously been involved with an event of this nature. Over twenty individuals took part, including 4 from the First Steps to Fitness initiative.
- In 2019 an adult Sprint Distance Duathlon event was offered as part of the Chichester Triathlon series and saw immediate success with race registrations exceeding the target of 50 race entries.
- 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 college event and Chichester Rugby Football Club.
- Walking sports sessions are successfully being delivered at all sites on a weekly basis. Since the introduction of walking football in 2017 walking sports have flourished and we have now introduced

both Walking Netball and Walking Cricket. We are working with Netball England and Sussex Cricket to deliver these activities. These sessions not only encourage physical activity but also provide a platform for social engagement.

2.2 Promoting Community Cohesion / Benefiting Target Groups

- A Sports and Activity Development Plan for 2019/20 has been effectively implemented across the Chichester District by the Sports Development Team and the General Managers at the three sites.
- A free open day was held at each of 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 offer 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 on to 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 hosted the festival at Prebendal school and worked closely with Sussex County Cricket in the delivery of a cricket roadshow. In consultation with local clubs we are developing a new model of delivery for 20/21 involving more specific roadshows in targeted communities.
- A customer focus group continues to be held on a quarterly basis to gain customer feedback on facilities 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 (corporate membership, prework and lunch time workouts and Healthy Workplace Scheme) 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 2020 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, Front of house (reception) 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). The Grange and Bourne achieved the grade of Excellent, placing them in the top 25 in the UK. Westgate Leisure centre achieved Outstanding grading them in the top ten sites in the UK. Both Westgate and The Grange have been presented with awards at the 2020 CIMSPA and Quest conference.

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 have provided work experience opportunities to local secondary schools. These have been offered in both Leisure services and Sports Development.

- In 2019 over 400 hours of coaching placement hours were found for students from the University of Chichester and Chichester College. These included sports sessions at the Mini Olympics, schools programmes, and doorstep sports projects.

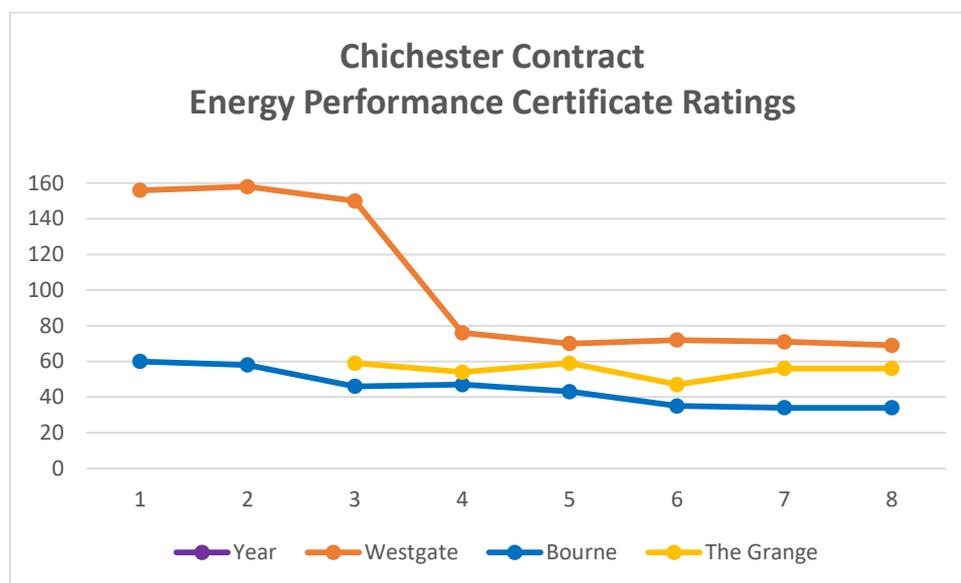
2.6 Sustainability/ Environmental Improvements

- 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 in the region 19 trees from confidential waste recycling. (This is one less than last year but we have had a drive to print less.)

Site	Recycling in tonnes
Westgate Leisure Centre	3.11
The Grange community and Leisure Centre	2.03
Bourne Leisure Centre	0.94

We have recently put new recycling bins in all centres.

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



This year we have invested £15,000 in LED lighting at The Grange to help reduce energy consumption at this site.

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 15 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:

Access all Areas case study 1:

Client X was referred by The Integrated Prevention and Earliest Help team. They were identified as in need of support as they were making poor choices around friendships, and had recently been admitted to A&E due to an overdose and self-harm. X struggled to regulate their emotions, and suffered from poor school attendance

Since being referred and accessing the facilities with their family, the client's social skills and self-esteem have both seen improvements alongside noticeable advances in their physical health and wellbeing.

AAA case study 2:

“We have a family at school as part of the Syrian refugee resettlement program and the father and children were both incredibly keen to use the local leisure facilities. The generosity of Westgate Leisure in allowing them to use the swimming pool as a family and for the father to use the gym has been so gratefully received by the family and the whole of our school as we strive to integrate them into our school community.”

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 September 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 centre was supported by Alzheimers UK, Coastal West Sussex MIND, Carers Support UK, Age UK West Sussex, Dementia Support and the Selsey Dementia Action Alliance.

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:

- 1% increase in attendances compared to 2018/19
- 2% increase by people aged over 50 compared to 2018/19
- 1% increase in young people aged 0-15 compared to 2018/19
- 1% increase in people with disabilities compared to 2018/19

In 2019/20 we have achieved the following figures:

KPI	2018/19	2019/20	% Change
1% increase in attendances compared to 2018/19	1,420,767	1,447,059	2%

2% increase by people aged over 50 compared to 2018/19	207,065	202,693	Down by 2% this was tracking well at 2% up but March visits were 6,996 down on last year due to Covid-19.
1% increase in young people aged 0-15 compared to 2018/19	110,002	105,175	Down by 4% again this was marginally off track however March visits were 4,827 down on last year due to Covid-19.
1% increase in people with disabilities compared to 2018/19	15,805	15,623	Down by 182 visits and 1%. This was tracking well but March visits were 367 down on the previous March due to Covid-19.

Overall attendance performance for individual sites are below:

Site	2018/19	2019/20	% Change
Westgate Leisure Centre	803,313	829,556	3%
The Grange Community & Leisure Centre	382,808	384,636	0.5%
Bourne Leisure Centre	234,646	232,866	-0.75%

Despite being seriously affected by Covid-19 the sites performed very well on overall attendances for the year.

Both The Grange and Westgate have seen improvements however Bourne has seen a slight reduction in users. All sites would have exceeded last year's visits had it not been for Covid-19.

We have seen a great increase in use by those Over 50's across the year which is something we have been really focused on. This should further improve with the introduction of the toning suite at Westgate.

4.2 Membership

The following KPI was set regarding membership numbers:

- Increasing direct debit membership numbers and retention rate to reach 6,750 by the end of year
4. The table below shows the current position (Please note figures are based on reports from 1st March before site closures):

Site	Amount of Members 2019/20
Westgate Leisure Centre	4,651
The Grange Community & Leisure Centre	1,384
Bourne Leisure Centre	984
Total	7,019

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:

- 3% Increase in number of participants completing the exercise referral programme
- 3% Increase in retention of participants following the exercise referral programme

The table below shows the end of year result:

KPI	2018/19	2019/20	% Change
•3% Increase in number of participants completing the exercise referral programme	268	229	14% reduction this is largely down to COVID where by numbers dropped dramatically in February (15) and were zero in March. Normal average per

			month is 21.
3% Increase in retention of participants following the exercise referral programme	238	202	15% reduction this is largely down to COVID where by numbers dropped dramatically in February (14) and were zero in March. Normal average per month is 18.

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

The Grange and Bourne achieved the grade of Excellent, placing them in the top 25 in the UK. Westgate Leisure centre achieved Outstanding grading them in the top ten sites in the UK. Both Westgate and The Grange have been presented with awards at the 2020 CIMSPA and Quest conference.

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 January 2018/19 was 92% customer satisfaction this has reduced to 90% in the 2019/20 survey. The 2019/20 survey received 333 responses in total; 163 responses were from Westgate Leisure Centre users, 60 were from Bourne Leisure Centre users and 110 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 largest represented group followed by the 35-44 age range.

The results have a strong bias towards Westgate Leisure Centre, 51% of respondents saying they used this centre most often. The remaining respondents were split between Bourne Leisure Centre 18% and The Grange, Midhurst 31%.

The majority of the respondents were Fitness members (DD and Annual) holders making up 60% of the respondents. Centre memberships represented 9% of the users surveyed. The length of membership held by respondents was very evenly split with 33% between 1-5 years, 25% more than 10 years, 12% less than 6 months, 21% 5-9 years and 10% 6 months to 1 year.

The majority of the respondents who completed the survey attend the centre three or more times per week (36%) with the next highest grouping being twice a week (28%).

88% 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, 88% of respondents ticked 7 or higher. This has decreased from 89% on the 2018/19 survey. (78% 2014)

Level of satisfaction is high for contact in person, with 90% of respondents either very satisfied or satisfied with this method of communication. This is 2% lower than the survey in 2018/19.

Dissatisfaction with communication over the telephone has increased, with 13% saying they were either dissatisfied or very dissatisfied. (12% in 2018/19)

82% of respondents are very satisfied or satisfied with the general level of cleanliness throughout the centres. (75% 2016)

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	2018/19	2019/20
Number of Health and Safety incidents No increase on 2018/19 figures per 10,000 visits	0.148	0.115
Number of accidents reportable to HSE. No increase on 2018/19 figures per 10,000 visits	0	0

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

9 staff members have completed a wide variety of level 2 and 3 NVQ qualifications. We have had five apprentices working across the Chichester sites in 2019/20. A number of staff have been on other courses including:

Fortis, Discovery Management 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 continue to 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 2019/20.

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 Macmillan Cancer Support

Everyone Active Chichester has raised more than £1,200 for its chosen charity, Macmillan Cancer Support, after hosting a range of activities across the leisure centres.

5.3 Swimathon

Unfortunately the Swimathon was cancelled due to the outbreak of Covid-19.

5.4 Sport Relief

On March 13th 2020 Westgate Leisure undertook 12 hours of Fortis classes to raise money for Sport Relief and a total of £285 was raised.

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 and 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 Indoor Stoolball	Bourne Badminton
(Omar) Zheng Dao Lo Martial	League	Coal Exchange
Weightwatchers	Not 2 bad	Baby Ballet
Chichester Fencing Club	The Grange Badminton Club	Southern Judokan Judo Club
Westgate Gymnastics	Cowdray Park Bridge Club	Bourne Community College
Wellington Grange	Double LL Club	Adult Ballet
Club Badminton Chichester	Labour Party	Westbourne Cricket club
Chichester Aikido	Midhurst Art Society	Robert Stamp 5 a side
Friday Night Football Club	Midhurst Eagles Short Mat	NHS Blood & Transport
Sama Karate	Bowls Club	Bourne Archery Club
(Ed) Zheng Dao Lo Martial Arts	Midhurst Grange Bridge Club	
Academy	Midhurst Long Mat Bowls	
Adult Ballet Classes	Midhurst Squash Club	
Out There West Sussex	Rother Valley Together	
Chichester Cormorants	Rotary Club of Midhurst and	
Swimming Club	Petworth	
Westgate Chichester Triathlon	Sama Karate	
Challengers	The Midhurst Dance School	
Westgate Chichester Triathlon	Tuesday PM Badminton	
Leisure and Wellbeing	Anderson Badminton	
The Sanctum	Midhurst CC Football	
Teddy Wilfs	Ladies Badminton	
Chichester Sports Therapy	Flying Shuttles Badminton	

Mercer 5-a-side Football	Lambert Badminton	
Wiltshire 5-a-side Football	Rother Badminton	
Cole's 5-a-side Football	Racketeers Badminton	
Keynes 5-a-side Football	Amies Badminton	
Southern Starts netball	Bingo Club	
Ingeus UK	Haven Beauty Rooms	
University of Chichester	Dan Bush Football	
Swimming Club	Jan West Badminton	
Cornellius House		

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 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	2018/19
Westgate Leisure Centre	4044	3722
The Grange Community Leisure Centre	745	575
Bourne Leisure Centre	695	617

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

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	58,386
The Grange Community Leisure Centre	12,460
Bourne Leisure Centre	9,264

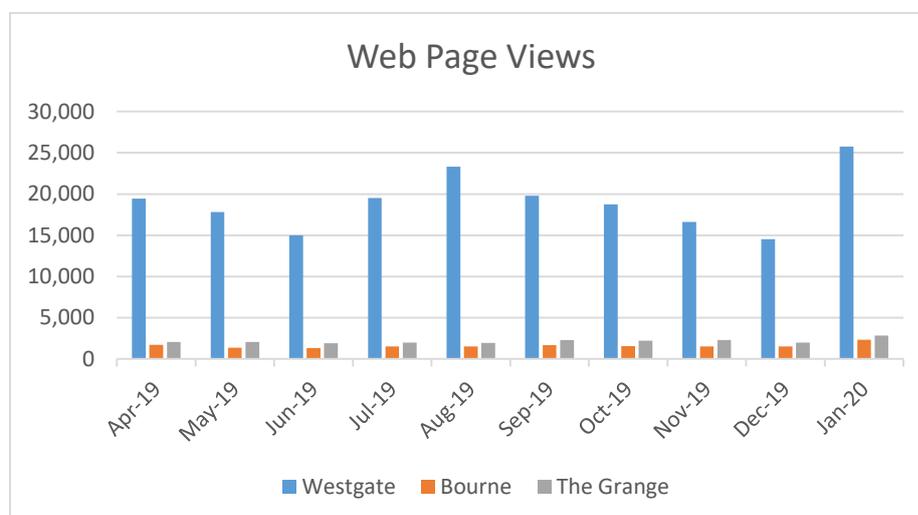
7.4 Everyone Active App

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, an increase on last year.

Site	App Users
Westgate Leisure Centre	13,258
The Grange & Community Leisure Centre	2,710
Bourne Leisure Centre	2,662

7.5 Website Usage

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



	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20
Westgate	19,432	17,820	14,994	19,507	23,296	19,787	18,750	16,613	14,517	25,757
Bourne	1,713	1,370	1,322	1,510	1,527	1,693	1,571	1,542	1,507	2,334
The Grange	2,048	2,077	1,917	1,983	1,948	2,310	2,223	2,306	1,998	2,850

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 5 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 were due in March at Bourne and The Grange but these have been put on hold due to Covid-19. Westgate's next assessment is May 2021.