

**CHICHESTER  
CONTRACT  
ANNUAL REPORT  
2021/22**

**[www.everyoneactive.com](http://www.everyoneactive.com)**

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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 six of the Chichester Leisure and Sports Development contract. The report details a summary of the year and the difficulties experienced re-opening post lock downs including;

- Increase in the numbers attending the Westgate swim school.
- A greater emphasis has been placed on external delivery of projects from the Sports Development team helping those impacted by covid.
- Health and Safety incidents have remained low.
- The launch of the toning suite has opened up leisure facilities to those who would not have accessed other leisure services in the past.

## **Executive Summary Recommendations**

- Covid has had a major impact on all centres since re-opening but participation numbers have grown steadily throughout the year. The next twelve months will be key in making sure visitor numbers continue to re-grow back to pre-covid levels. This must be a priority over the next year.

## **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 (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 (WSSC). 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 94,803 customers now registered
- The priority this year has been re-starting as many of the activities as possible following the pandemic. We have done this with very few not yet to start. We have also been able to increase our capacity on activities including junior fitness sessions.
- Participation levels have grown over the course of the year to 1,032,790 customer visits across the three sites. These numbers are still down on pre covid numbers were 1,447,058.

Westgate Leisure Centre	676,894
Bourne Leisure Centre	149,747
The Grange community & Leisure Centre	206,150

- 50 week swimming lessons have continued and the swimming programme has gone from strength to strength post lock downs. We now have over 1300 swimmers on the scheme up from 981 on my last report.
- The school swimming programme continues to be well utilised. The following schools are currently on the school swimming programme; North Mundham, Prebendal, Funtington, Eastergate, Medmerry, Jessie Younghusbands, Bosham, West Dean, The March , Fishbourne, Lavant, Boxgrove, Parklands, Southbourne, Boxgrove, Chichester Free School, St Richards, Sidlesham, Singleton, Kingsham, Rumboldswyke, Prebendal, St Josephs, Chidham 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.
- 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 500 runners who took part in the 2021 event, taking part in 13 mile, 10 mile, and team relay races. These numbers were lower than normal but this was expected and has been the same with all events across the industry. We hope much larger numbers were return in 2022.

- Bridging the gap between school and club with an emphasis on personal development our Future Fliers programme provides schools with an opportunity to pathway their talented year 5 & 6 pupils into advanced coaching and deepen their interest into sport and physical activity. Working with our Schools Sports Partnership 20 schools from across the district have enrolled onto scheme. The sessions enable students to experience sports outside of the National Curriculum, challenge themselves in new surroundings, work with children from different schools and push themselves physically with a likeminded cohort. Fitness tests are carried out throughout the programme to ensure progression and athlete development along with the provision of sustainable pathways into local clubs.

- PE Support is offered for young children outside of mainstream education because of their emotional and behavioural needs. Sessions are structured to enhance their physical literacy, as well as supporting the development of their self-esteem, team work, and resilience.

- Our successful Walking sports programme which includes Football, Netball and Cricket is popular with the older demographic section of our community and those whom are returning from injury. The reinstating of these sports after the pandemic has been profound, reflecting that the social element is just as important as the physical. Contact with these groups was imperative throughout each stage of the pandemic and measures such as delivering activity safely outside when permitted enabled members to engage. The groups are flourishing with good activity levels and strong social cohesion.

## **2.2 Promoting Community Cohesion / Benefiting Target Groups**

- A Sports and Activity Development Plan for 2021/22 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

## **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 March 2022 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.
- In May 2021 Westgate Leisure Centre opened a toning suite. The Toning Suite provides a social, non-intimidating environment that allows people to exercise at an intensity that is suitable for their health needs for both men and women. To ensure exclusivity, the Toning Suite has a separate membership from the main gym.

As people improve their fitness, strength, mobility and joint stability through the use of the Toning Chairs they are able to progress to the functional area. This area focuses on balance, stability, coordination, proprioception and controlled movement which allows people to gain confidence and reduce their risk of falling.

The completely unique 50 minute workout uses power assisted equipment to provide the most innovative way to lose weight. The new toning suite includes:

- Six Toning Chairs
- Six Power Tone Machines

Since opening we have had 162 inducted to be able to use the room. Many of the customers are not able to take part in any other forms of exercise.



## 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:

- Online Customer feedback forms

- Accidents across the sites have remained low:

Site	Accidents	Accidents per 100,000 visits
Westgate Leisure Centre	56	0.082
Bourne Leisure Centre	8	0.053
The Grange Community and Leisure Centre	14	0.067

## 2.5 Providing Local Economic Benefit

- A comprehensive staff training programme, personnel development plans, emerging Managers Programme and apprenticeship schemes are in place across the Chichester contract. We currently have three apprentices employed across the Chichester contract.

## 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.

- We are working with Chichester District Council officers to reduce carbon emissions from Westgate Leisure Centre by almost a quarter thanks to a £1.3 million government decarbonisation grant. This includes optimising the centre's combined heat and power plant, installing solar thermal and electric panels; installing an air source heat pump; and carrying out

essential repairs. The appointed contractor, Veolia, has started work on the site, and is expected to complete the work in the summer.

## **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. Access all area spaces are available for identified families. (See 3.1)

### **3.0 Community Inclusion**

#### **3.1 Think Family - Access all Areas**

Provision of free membership to 15 families identified through referral partners, the scheme is running at capacity with 60 people accessing the facilities on a regular basis which is contributing to improvement to their family unit functional health and wellbeing. An enhanced level of provision was delivered to referred refugees who required a greater level of support in engaging with the services.

#### **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.

#### **3.3 Wellbeing obesity clinics**

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

#### **3.4 Reboot**

Everyone Active is supporting Sussex Police in this programme designed to support Children and Youths involved in Anti-Social Behaviour, low level criminality, or those placing themselves in vulnerable situations.

Youths aged between 11 and 18 years that are identified by Sussex Police and its partner agencies will be assessed through the 'early intervention risk screening matrix.' Any individuals that identify physical activity as being of a priority interest will be referred to Everyone Access and given access to the leisure centre facilities and support, enabling them to make best use of them.

#### **3.5 Physical Activity Intervention for Vulnerable Adults**

A total of £2,900 worth of funding from the Sport England Inequalities Fund has been received to offer a Physical Activity Support programme for homeless people referred by the District Council Rough Sleeper Co-ordinator, Social Services and Stonepillow. We are working in partnership with these agencies to create positive experiences for vulnerable adults that have felt excluded from these opportunities but who would benefit significantly from the improvements in physical and mental health that such a scheme brings. As well as laying the foundations for a long and healthy life, the intervention will help the participants reconnect with their communities and through

pathways into additional support (apprenticeship schemes, further qualifications), will help them fulfil their potential

### **3.6 Community Moves**

Working with Chichester CDT and local RSL's to deliver walk/run programmes in community spaces for individuals that benefit not only from increasing their physical activity levels but also the positive mental health impact of movement. Referrals from social prescribers and wellbeing advisors are key to ensuring that this programme is reaching the intended target audience. A number of the individuals working with us have been referred to us because of feelings of social isolation and anxiety. The evidence we are already seeing shows that the group have not only become more active, but have built a sense of belonging. A total of £2,000 worth of Sport England Funding has been accessed to enable identified participants to develop as local activators through receiving run leader and mental health first aid training so that in the future they can support and lead sessions themselves.

### **3.7 Provision of sports sessions for identified groups of young people within a community setting**

Provision of weekly bootcamps for young people coming to the attention of Sussex Police as a sports Crime Diversion initiative. A pilot programme is being delivered in Swanfield (Chichester East), with future programmes intended for Parklands (Chichester West) and Tangmere. This programme is being delivered in Partnership with local RSLs and the Community Safety Team with other opportunities in place for identified individuals requiring additional support (e.g. CV writing training, pathways into apprenticeships). As such the sessions will focus on developing confidence and self-worth within the user group to help create more resilient and connected neighbourhoods and help tackle anti-social behaviour.

#### 4.0 Performance against Key Performance Indicators

There were no Key performance indicators set for 2021/22 due to the pandemic and the restricted services this caused. Below is an overview of the performance compared to previous years:

#### 4.1 Usage

KPI	2019/20	2021/22
Overall Attendance	1,447,059	1,032,791
Attendance by those aged over 50	202,693	174,855
Attendance of those aged 0-15	105,175	89,364
Attendance from people with disabilities	15,623	9,205

Overall attendance performance for individual sites are below:

Site	2019/20	2021/22
Westgate Leisure Centre	829,556	676,894
The Grange Community & Leisure Centre	384,636	149,747
Bourne Leisure Centre	232,866	206,150

#### 4.2 Membership

Site	Amount of Members 2019/20	Amount of Members 2021/22
Westgate Leisure Centre	4,651	3,177
The Grange Community & Leisure Centre	1,384	1,076
Bourne Leisure Centre	984	600
Total	7,019	4,853

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

#### 4.3 Exercise Referral

KPI	2019/20	2021/22
number of participants completing the exercise referral programme	193	87

#### 4.4 Quest

It was agreed that the sites would not re-register for Quest with resources being centred on returning the centres to business.

#### 4.5 Quality

It was agreed that the sites would not survey customers as services were still returning to normal during this 21/22.

#### 4.6 Health & Safety

KPI	2019/20	2021/22
Number of Health and Safety incidents	164	78

Number of accidents reportable to HSE.	0	1
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## **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**

We are determined to support the causes that are close to the hearts of both our colleagues and customers. This is why we have launched a partnership to support Macmillan Cancer Support.

The agreement, which officially began in April 2019, will see us work together on a number of exciting projects to raise much-needed funds for the charity and help to improve the lives of people affected by cancer.

Since the beginning of the partnership, Everyone Active has raised £88,000.

Macmillan's ambition is to be there for every person living with cancer and provide them with tailored support when they need it most. While cancer is not always life threatening, it's almost always life changing, and having the right support can have a huge impact on a person's physical and emotional well-being, as well as significantly improve a patient's recovery.

### **5.3 Red Nose Day Fortis**

On March 18<sup>th</sup> 2022 Westgate Leisure centre took part in a Fortis classes charity day to raise money for Red Nose day.



## 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.

<b>Westgate Leisure Centre</b>	<b>The Grange Community and Leisure Centre</b>	<b>Bourne Leisure Centre</b>
Active Tots	Badminton 87	Southbourne Gym Club
South Coast Sports - Football	Midhurst 82 Badminton Club	P. Cooper coaching
CDC Badminton Club	Midhurst Indoor Stoolball	Bourne Badminton
(Omar) Zheng Dao Lo Martial	League	Southern Judokan Judo Club
Weightwatchers	Not 2 bad	Bourne Community College
Chichester Fencing Club	The Grange Badminton Club	Adult Ballet
Westgate Gymnastics	Cowdray Park Bridge Club	NHS Blood & Transport
Club Badminton Chichester	Double LL Club	Bourne Archery Club
Chichester Aikido	Labour Party	AFC Southbourne
Sama Karate	Midhurst Art Society	Osska Karate
(Ed) Zheng Dao Lo Martial Arts	Midhurst Eagles Short Mat	Chaffey Badminton
Academy	Bowls Club	
Adult Ballet Classes	Midhurst Grange Bridge Club	
Chichester Cormorants	Midhurst Long Mat Bowls	
Swimming Club	Midhurst Squash Club	
Westgate Chichester Triathlon	Rother Valley Together	
Challengers	Sama Karate	
Westgate Chichester Triathlon	The Midhurst Dance School	
Leisure and Wellbeing	Tuesday PM Badminton	
The Sanctum	Anderson Badminton	
Teddy Wilfs	Midhurst CC Football	
Chichester Sports Therapy	Ladies Badminton	
Keynes 5-a-side Football	Flying Shuttles Badminton	
Southern Starts netball	Lambert Badminton	
Ingeus UK	Rother Badminton	

University of Chichester	Racketeers Badminton	
Swimming Club	Amies Badminton	
Dance Centre UK	Haven Beauty Rooms	
Rugby Tots	Dan Bush Football	
Stone Pillow	Hone Start Music and Mind	
Chichester Falcons Softball	Molly Moo Cow	
	NHS Children's health services.	
	UK Harvest.	

## 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 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	4494	3722
The Grange Community Leisure Centre	923	575
Bourne Leisure Centre	786	617

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

A media plan for 2021/22 was produced.

### 7.2 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. The below table shows the total number of customers on each sites database. The overall total is 94,946 up from 80,110 in 19/20.

Site	Cards issued at each site
Westgate Leisure Centre	70,816
The Grange Community Leisure Centre	13,923
Bourne Leisure Centre	10,207

### 7.3 Everyone Active App

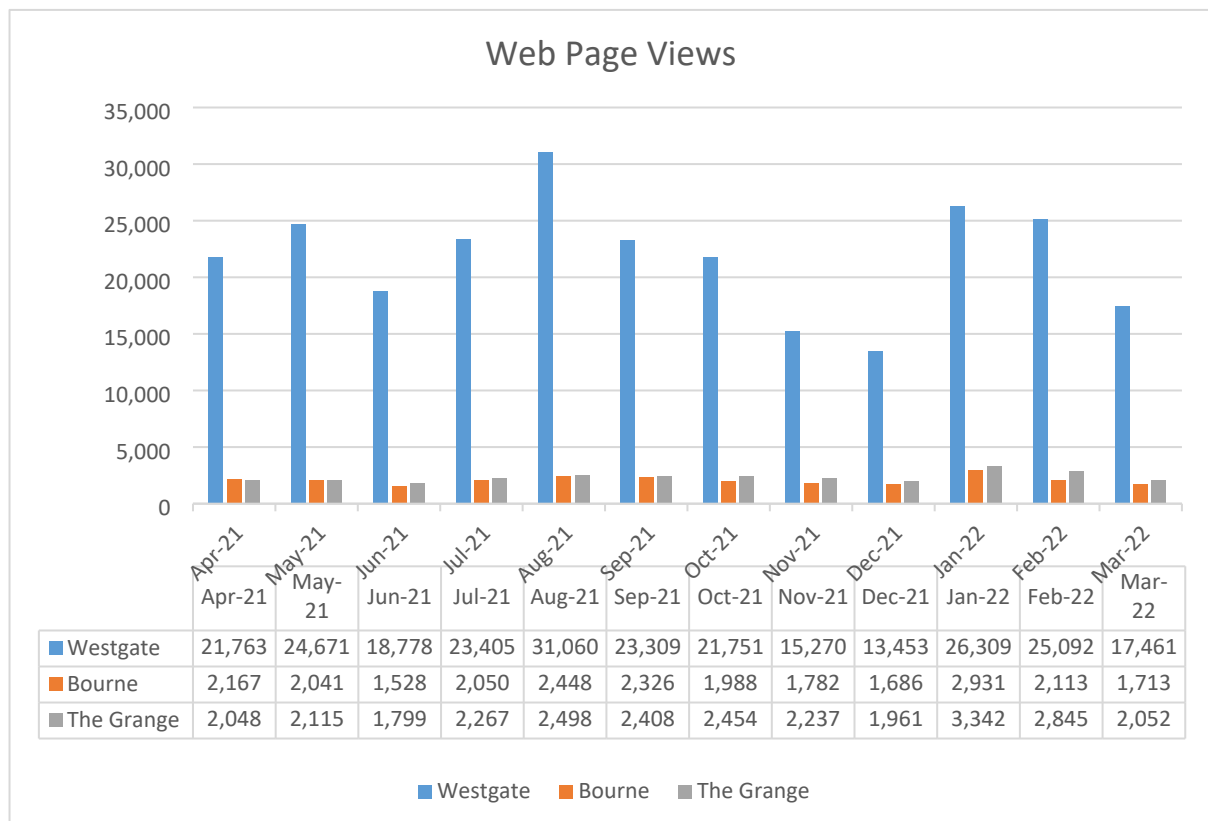
The Everyone Active app allows customers to book activities at the touch of a button. The app also allows the Chichester contract to send customers push notifications making them aware of problems

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 which was a total of 18,630.

Site	App Users
Westgate Leisure Centre	24,627
The Grange & Community Leisure Centre	4,703
Bourne Leisure Centre	4,390

#### 7.4 Website Usage

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



## **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 96% again this year and received excellent feedback from the regional Health and Safety Team.

An annual visit was undertaken from the Chichester District Council Health and Safety team and the feedback received was very positive.