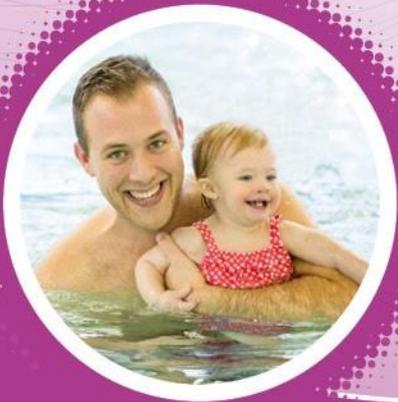


Derbyshire Dales District Council

leisure operating contract annual report
April 2021 - March 2022

“ improving lives
through leisure ”



www.freedom-leisure.co.uk

Derbyshire
DALES
District Council

 **freedomleisure**
where you matter

introduction

freedomleisure commenced a 10 year contract to manage Derbyshire Dales council's leisure facilities on 1 August 2018, these facilities include:

Arc Leisure Matlock

Ashbourne Leisure Centre

Wirksworth Leisure Centre

Bakewell Swimming Pool and Gym

“Due to COVID-19, the 2020/21 financial year has been an extremely challenging year for the sport and leisure sector as a whole, but Freedom Leisure, with significant support from Derbyshire Dales District Council, has continued to provide the best service possible during these unprecedented times. The team in Derbyshire has worked tirelessly to welcome everyone back to their local leisure centre; motivated by the goal of providing our local communities with the best possible opportunities for exercise, activity and the chance to socialise safely.”

Ivan Horsfall-Turner | Managing Director - Freedom Leisure



the council's corporate plan 2020-24

People.
Place.
Prosperity.

CORPORATE PLAN 2020-24

Derbyshire
DALES
District
Council

People.

Providing you with a high quality customer experience

We will:

- Redesign our website to make it easier for you to find the information you need
- Enable you to pay online for more Council services
- Offer you the ability to access more services yourself 24/7 online
- Maintain high customer satisfaction about the quality of services we deliver

We will achieve this by:

- Including clearer information about your Clean and Green Service on our website
- Enabling online direct debits and card payments for services such as garden waste collection
- Providing an online facility to request District Council services such as litter clearance and street cleaning
- Designing our online services to keep you informed of progress

- Undertaking an annual online survey of residents to establish customer satisfaction and priorities
- Reviewing opportunities as we strive to be a more commercially-minded District Council

In addition we will:

- Maintain other customer access channels during opening hours, you will still be able to phone us or drop by at the Town Hall
- Engage with community groups and encourage projects run by community groups
- Achieve a sustainable financial position by prudent management of resources and reviewing services



Place.

Keeping the Derbyshire Dales Clean, Green and Safe

We will:

- Review our clean and green service commitments to better target existing resources
- Achieve net zero carbon emissions from District Council operations by 2030
- Work with partners across the county and region to deliver this new goal through all relevant strategies
- Invest capital resources in our main parks to improve facilities where feasible

We will achieve this by:

- Preparing and implementing a Climate Change Strategy
- Preparing and adopting a Supplementary Planning Document on Climate Change
- Implementing a programme of Electric Vehicle charging points in our car parks,
- Promoting greater recycling especially of food waste
- Developing maintenance plans for green spaces and verges we manage to encourage greater biodiversity

- Developing a community tree planting programme
- Improving facilities initially in Ashbourne Recreation Ground

In addition we will:

- Work with partners and communities to maintain high levels of community safety
- Publish an annual report on air quality in the District and identify any appropriate mitigation measures for areas of lower air quality



Prosperity.

Supporting better homes and jobs for you

We will:

- Support businesses to encourage productivity, growth, and higher wage jobs in rural and urban locations
- Promote housing development that meets the needs of the present and future population of the District
- Invest resources in developing key employment sites
- Promote investment to stimulate the economy of our market towns

We will achieve this by:

- Facilitating the development of Ashbourne Business Park and Phase 1 housing at Ashbourne Airfield
- Pursuing funding to unlock employment land at Middleton Road/Cromford Road, Wirksworth
- Initiating a development scheme for the Bakewell Road site, Matlock town centre
- Launching the Derbyshire Dales Place Branding Initiative
- Continuing to provide a high quality, free, 1:1 business advice service to small and medium sized businesses
- Building new Council homes to rent and continuing to build social rented homes in partnership with Housing Associations
- Encouraging the provision of smaller-sized open market homes to meet local demand
- Helping disabled people adapt their homes so they can continue to live there

- Exploring further policy changes which could further reduce the number of empty homes
- Submitting a £3m Heritage Lottery Fund bid for the Hurst Farm Regeneration Project
- Delivering a permanent site to meet identified Traveller needs

In addition we will:

- Make it easier for local firms to do business with us through our procurement processes
- Complete a review of the Derbyshire Dales Local Plan
- Support communities in developing Neighbourhood Plans
- Continue to provide debt and welfare advice to vulnerable households



Derbyshire
DALES
District Council

 **freedomleisure**
where you matter

an introduction to the uk's second largest genuine charitable leisure trust:

2021/22 has been another challenging year for the sport and leisure sector as a whole, but Freedom Leisure has worked closely with their local authority partners to provide the best service possible coming out of the pandemic. Nationally Freedom Leisure was selected as the preferred operator of 2 new leisure contracts, increasing their portfolio to 109 leisure centres, 25 individual clients and over 3,500 employees.



109

Leisure Centres, including 2 theatres, on behalf of 25 individual clients across England and Wales.



not for profit

freedomleisure is a not-for-profit leisure trust which manages leisure and cultural facilities on behalf of partners across the UK to realise our vision of “improving lives through leisure”



focus

Committed to providing and developing inclusive leisure facilities for everyone. Delivering a service to exceed our customers' expectations

freedomleisure ethos

- Provide affordable and accessible health, leisure and sport facilities for everyone, therefore having a positive impact on the local communities in which we operate and serve – we aim to inspire people to be more active more often
- Reinvest surplus into quality services
- Exceed our partners' desired outcomes for local communities
- Enhance our reputation and status
- Grow and develop as a company in a sustainable way
- Develop our people
- Renew existing contracts and win new ones

freedomleisure corporate vision



finance summary:

finance summary:

	arc	Ashbourne	bakewell	Wirksworth	active communities	Total
Income	£1,160,986	£745,104	£385,571	£342,359	£957	£2,634,977
Expenditure	£1,234,519	£800,300	£471,848	£431,313	£15,827	£2,953,837
management fee & repayments	£3,182	£130,021	£62,272	£152,295	£0	£347,770
net surplus / (deficit)	£-70,351	£74,795	£-24,005	£63,341	£-14,860	£28,910

Derbyshire Dales year in numbers - visitors

With a full year of opening the contract has got back to the participation that it reached in the year 18 – 19. Post COVID activity levels have continued to raise month on month.

755,466
total centre
participation



585,795
total active
participation

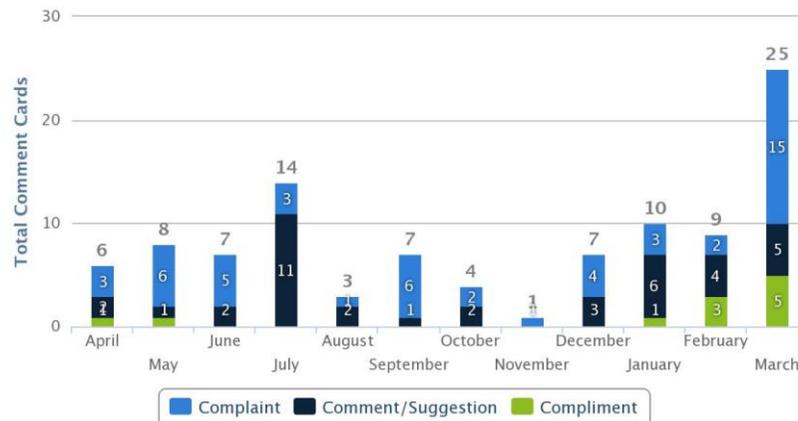


"I just wanted to say a big thank you to - and to hopefully get some recognition for - James, the first aider who looked after my daughters friend, Violet Williams today. Violet was very upset, very agitated and in a lot of pain due to a minor accident with her finger. James was really patient and kind and calmed her down incredibly well. He really does deserve a big thank you. Not very many people could have managed what he did. Thanks James!"

Arc Leisure Matlock User



Total Comment Cards
Start Date: 01-04-2021 / End Date: 31-03-2022
RE: MID / CO: DERBYSHIRE DALES / LC: All
Type of Comment: All



A HUGE thank you for Rachel and the rest of the team at the leisure centre, soft play and cafe for helping make our 5-year old son's birthday so special after the last minute cancellation where his party was supposed to have been yesterday. Rachel went above and beyond to make sure we were accommodated in the soft play area and we can't thank her enough for everything she did. Also, a special thank you to the staff in the cafe - particularly the young lad that brought the food into us. Very courteous, professional and efficient. Although there were some friends that couldn't get there because of the floods, Gabriel could not have had a better birthday party and loved every single minute of it! Again, thank you Rachel and the team.

Best wishes David and Eve Booker, Matlock

Derbyshire Dales Customer Satisfaction

Freedom Leisure has recently carried out the NPS satisfaction surveys. Derbyshire Dales scored the 2nd highest result within the company and grew from previous NPS results.

League Table Score Chart

Region: MID / Contract: DERBYSHIRE DALES



“Water is warm. Friendly and helpful staff Long opening hours with a fair mix of open sessions and lane swimming Cleanliness Excellent local facility for private lessons, school and children’s lessons as well as public swimming.”

Bakewell Swimming Pool - Customer

“Wonderful, friendly, hard working staff who keep the pool immaculately clean, always ready to give information , a smile and exchange a few words. As an 81 year old needing the pool to keep fit as walking is much reduced, I really appreciate this facility..”

Bakewell Swimming Pool - Customer

“I've been a Member since arc opened with seb coe .its my second home .and i would recommend to anyone .Great for your mental well being. I am 72 and there 5 times a week when I can . Love the different classes, just do it!! Thank-you” *Arc Leisure - Customer*

“I like the atmosphere across the building, which is friendly, and the high level of cleanliness that provides Covid safety on al the fitness equipment. I think the centre exhibits an inclusive nature and although I am an older person am still able to participate in your offer to keep fit.”

Ashbourne - Customer

The staff are friendly, accommodating and knowledgeable.Well done! There is scope for many more classes to be held such as kettle bells, spinning, swiss ball, pilates, circuits to name a few. This would allow the centre to compete more with local gyms and with more instructors offer a range of classes hopefully in the evenings

Wirksworth - Customer

Derbyshire Dales year in numbers - aquatics

With the Centre's now being re-open for a full financial year there has been a significant uplift in Aquatic performance. Participation for casual swimming sits just 3,00 visits off 19 – 20 full year performance. There is a significant rise in the LTS programme, with continued scope for further growth.

156,133

Casual swim visits



2,372

On LTS programme
March 22



4,988

Family swim tickets



1,009

50 plus swim
sessions



“My 2 year old goes to the soft play here regularly he loves it, gets excited to go every time and the staff there are brilliant. He has recently been diagnosed lactose intolerant and the cafe have added some lactose free options for him and they are looking at expanded so there will be more to choose from”

Arc Leisure Customer

“Family swim, lots of fun with floats. Staff really friendly, lots of warm showers and plenty of changing rooms.”

“This place was refurbished a few years back and is a lovely little town leisure centre, with helpful staff”

Ashbourne Leisure Centre Swimmers



Derbyshire Dales year in numbers - programming

Centres Re-opened from the 12th of April, with minimal restriction in place. This has seen almost a full year of trading for the Centres and a continued push to pre pandemic levels

5213

**Members
March 22**



12,144

**Soft play
visits**



44,533

**Group
exercise visits**



71,728

**Casual gym
visits**



10,065

**Climbing
wall visits**



46,137

**Grass and
ATP visits**



9,960

**Racquet
sports visits**



“The classes are brilliant! Elle who does legs bums and tums is amazing! I’m also enjoying Zumba with Dave!”

Arc Leisure Customer – Facebook

“The arc has the best fitness classes in the area, all the instructors are amazing and not only keep you motivated but are good fun too. Definitely recommend highly”

“Being a member of Arc leisure centre is more than just using the gym, its being part of a community. A community that supports each other and cheers each other along to their goals. From the amazing instructors who are always on hand to help to the other members who Ive developed some great gym friendships with. I could imagine training anywhere else! Ive reached so many goals since returning from lockdown and I dont think I would be thriving as much at the gym as I am if it wasnt for the amazing environment at Arc”

Arc Leisure Customers

“I lost my wife in death to covid been able to join the freedom leisure don’t take the pain away been married 33 years but it helps a little to keep a measure of health and purpose in life been there for the rest of your family”

Bakewell Swimming Pool Customer

Our staff

With the first full year of operation in the post COVID times, colleagues have been at the forefront of Freedom's mindset. There has been a big focus in colleague engagement and greater awareness of colleagues health.

Throughout the year there has been some fantastic successes with our colleagues and some of them are as follows

- **Colleague Promotions** – Multiple Colleagues across the contract have been recognized for their exceptional work and have been promoted.
- **Freedom Influencers** – 3 Colleagues locally have become Freedom Influencers – A pivotal role in colleague retention and colleague happiness.
- **Newly Recruited Positions** – Multiple Colleagues have been welcomed to the Freedom team.
- **Increased Opportunities** – The continued growth across multiple areas has presented further opportunities to expand the workforce.



wellness within **freedomleisure** resources

training and courses

- Resilience training • Stress Awareness
- Mental Health Awareness Training
- Mental Health Awareness Training for Managers
- Managing Anxiety Training • Level 2 Mental Health Training

policies, procedures & HR

- Stress Management Policy
- Equality and Diversity Policy
- Referral to Occupational Health; this includes reviewing work station and environment, completing a health risk assessment

staff shop

- Financial Advice • Online Counselling 247
- Face to face counselling • Legal advice 247
- Family Solutions • Discounts on nutrition and fitness

local healthy living advice

- Discounted Gym Membership
- Expert Physical Activity Advice
- Expert Nutritional Advice

additional advice

- Importance of Exercise • Practice Mindfulness • Improve sleep patterns
- Ask for help • Samaritans - call 116 123 or email jo@samaritans.org

For a list of charity helplines as suggested by NHS for anyone suffering from OCD, Bipolar, Depression and more www.nhs.uk/mental-health/nhs-voluntary-charity-services/charity-and-voluntary-services/get-help-from-mental-health-helplines

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freedomleisure

where you matter

Marketing

Customer feedback

I think it is important to feedback when a colleague is making a real, tangible difference to people of all fitness levels. Paul is friendly, knowledgeable and energises us with his positive attitude and cleverly constructed classes. He is committed and consistent in his approach and strives to make each class enjoyable with fitness advice and new techniques to keep interest high. I wanted to take the time to recognise Paul's skills from a customer's perspective, it is evident how much energy and commitment he gives to his job and the customers he works with. Freedom Leisure organisation is well represented with front line staff members like Paul promoting fitness positively. Hoping this unsolicited feedback is helpful; perhaps to pique thoughts of the best use of your positive resources within an organisation and new opportunities that may arise as Freedom Leisure continues to develop its footprint at Arc Matlock. I trust you will share this feedback with Paul, thank you. With very best wishes Pip Wolfenden



Website and customer communication

During the re-opening phase communication via the website was crucial to re-engaging our customers. Through out the year customers have been regularly communicated with via e-mail platforms, text messaging and more so moving forward will be utilised through the app as well.



8,405 following (or have liked) our social media pages

36,317 have engaged with our social media pages

319,788 have seen our social media posts

Press coverage

There has been some recent positive PR shared locally in partnership with DDDC. There has been nomination of Ashbourne air source heat pump project to the Regional Project of the year awards and Arc Leisure recently had Adam Peaty surprise the city of Derby Swimming Club and visit the centre.

Campaigns

Throughout the year Freedom have driven campaigns to promote re engagement back into our centres. The message has consistently been around health and Freedoms positioning within the market place.

Social Media

Social Media as always continues to be a key driver to support the engagement of local community. This has helped drive customers back into our centre, by sharing the positive impact Freedom has on the community. There has been a recent campaign around Sharing your story, which has displayed individuals that have had a positive return from the lockdowns

Developments

Over the last 12 months there has been further developments that have taken place across the Contract, this has been part of the Capital Investment that was in place.

Our Gladstone system has been updated to allow us to launch Go Learn, which is an in centre and online portal that supports teachers in monitoring progress in line with the criteria for the lessons. GoLearn also allows parents to log in at home to look at how their child is progressing within the lessons.

To support the drive to decrease energy consumption at site level the pool covers at the 3 sites were upgraded – this supports the pools to not lose heat over night or when not in use.

Boulder climbing matts at Wirksworth were identified to be out of spec and needed to be upgraded. They have been upgraded and new Mats are in place.



Future developments to be carried out in the coming year

Ashbourne dry changing vanity area has been identified as an area that will be being updated to a similar standard to Bakewell Changing Village – Work has been quoted for just awaiting completion.

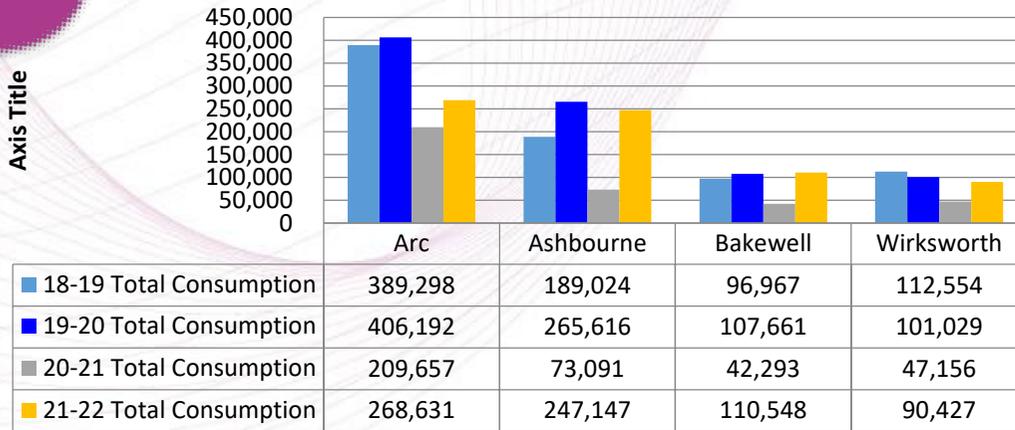
Ashbourne Minor Hall is also an area that will be getting updated and redecorated in the coming year – this is a much needed modernisation for this area.

Arc will be getting access control gates at reception, this will be to help monitor attendance, but also to support at busy periods.

Energy performance



Electric (Year)



With year on year comparison being a challenge due to the lockdowns in years 20-21 it is easier to compare 19 – 20 with current performance.

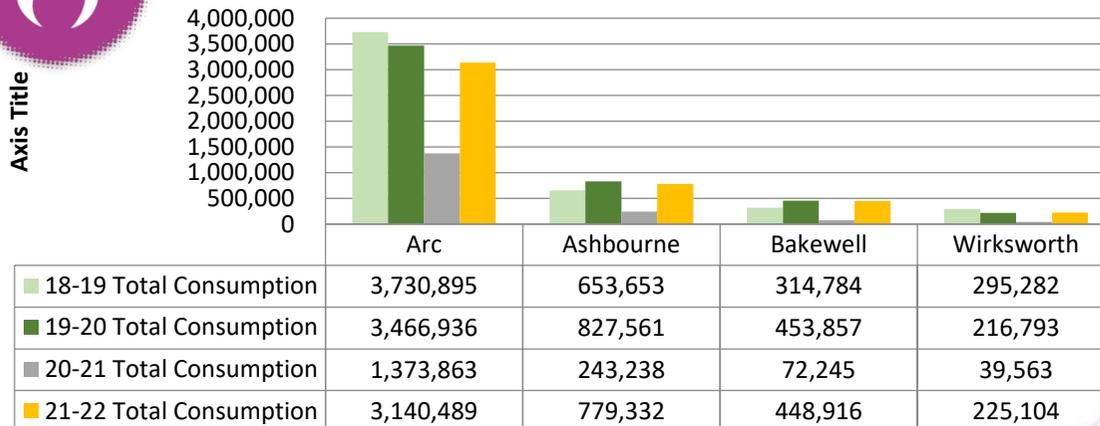
Collectively the contract has reduced both Gas and Electric usage across the contract reducing Electric Consumption by circa 19% and reducing Gas consumption by 7%.

Each site has had their own wins in certain areas – the use of CHP at the Arc, upgrades to lighting, localized management on energy usage.

There will be continued savings in the coming year with the Ashbourne Air Source Heat Pumps due to be finished in June, and with Freedoms goal of becoming Net Zero.



Gas (Year)





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