

Gloucester

Q3 2023-24 review

“ improving lives
through leisure ”



www.freedom-leisure.co.uk

Gloucester
City Council
Transforming Your City



freedomleisure
where you matter



“We are delighted to have Freedom Leisure as our new interim provider and have been impressed with their enthusiasm and dedication to getting this right for everybody.

We know this has been a tough time for the employees and freelancers who worked there, and those who rely on the centre, but we’re confident that Freedom Leisure will make this transition seamless and get things up and running as soon as they can.”

– Cllr Andy Lewis



Strategy



People
Passionate, bespoke and local



Process
Operational excellence / environmentally responsible



Customer
Professional trusted partner



Product
Innovation & creativity



Timeline of events

Date	Events
30th October 2023	Freedom Leisure/ Gloucester city council Mobilisation Meeting
2nd November	Area Manager- Karl Allen Appointed
3rd November	Oxtalls Park & Gloucestershire Arena Operations Manager Appointed- Steve Wigg
6th & 7th November	Recruitment day for ex Aspire employees- 78 recruited.
8th & 9th November	Freedom Leisure Colleague Inductions and on site training
10th November	Cleaning of sites and Operational set-up
11th November	GLI Leisure Centre and Oxtalls Sports Park open
14th November	Cheltenham school of gym returned - gymnastics
16th November	Indoor Bowls club returned
20th November	Swim school started 5 week block of swimming lessons
20th November	Schools swimming started back for the remainder of Autumn term 2023
20th November	5 week tennis academy programme started



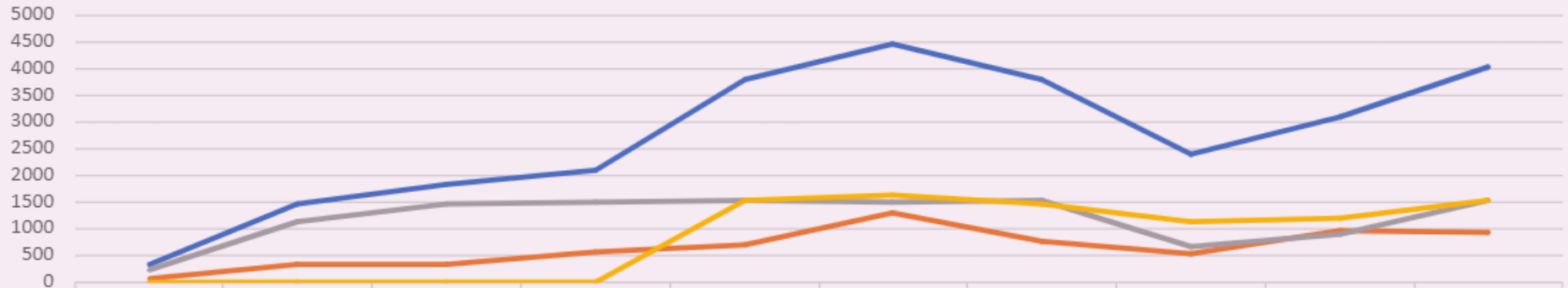
Timeline of events

Date	Events
1st December	Gym re-opened
1st December	Cheltenham water polo team/ Gloucester tri team / Gloucester canoe club / Sub aqua club all returned
1st December	Friendship cafe (Muslim community) Male and female only weekend swims
2nd December	Soft play at Oxstalls opened
4th December	Freedom Leisure resumed community hours management of the UoG Arena
8th December	Toddler world reopened in Oxtalls
9th December	Cater Cater returned at both sites
16th December	First event back at GLI. ~700 people attended for white collared boxing
2nd January	Swim school started its rolling (DD) swim programme
2nd January	Macmillian returned in the health hub at GLI
8th January	Schools Swimming started back for Spring term 2024



Participation

Participation by site



	Opening weekend 11th / 12th Nov	Week 1 (13th November)	Week 2	Week 3	Week 4 (December)	Week 5	Week 6	Week 7	Week 8 (January)	Week 9
Overall participation	351	1485	1856	2109	3820	4494	3821	2410	3115	4050
GL1 Participation	86	347	366	590	721	1307	779	550	989	948
Oxtalls Sports park	265	1138	1490	1519	1545	1531	1557	694	915	1547
UoG Arena	0	0	0	0	1554	1656	1485	1166	1211	1555

— Overall participation — GL1 Participation — Oxtalls Sports park — UoG Arena

27,511
Total visitors



3,001
Swim visits



1,576
Tennis visits

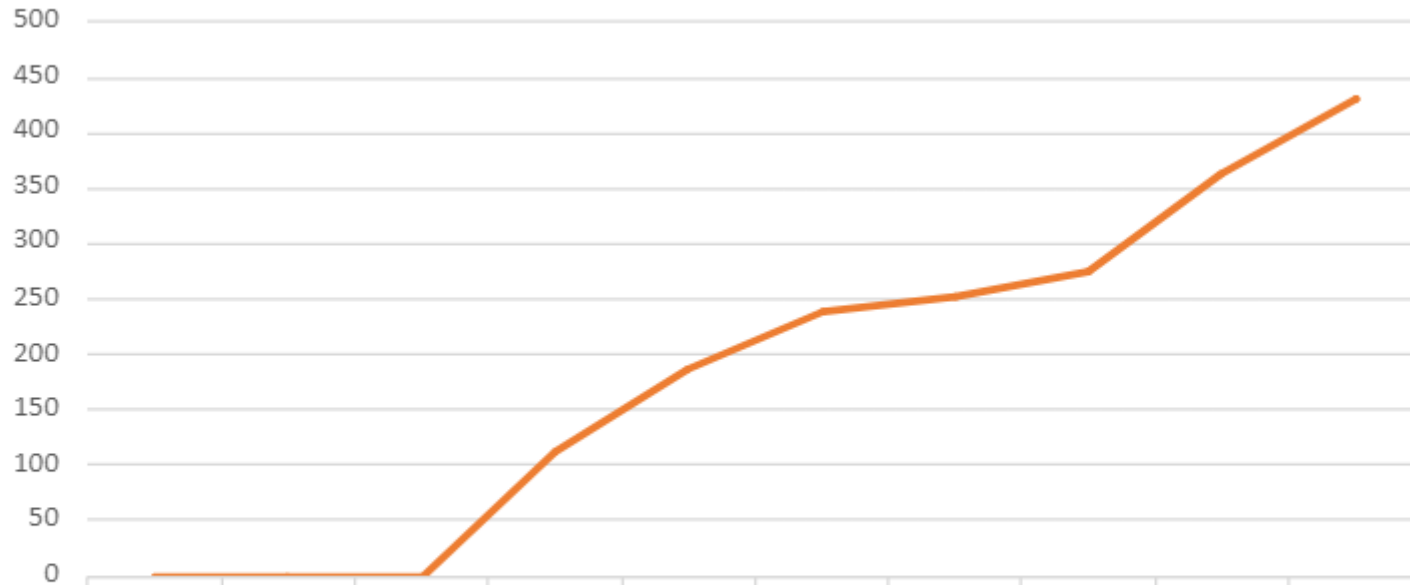


2,982
Gym & Group
Exercise visits



Performance - Membership

Membership



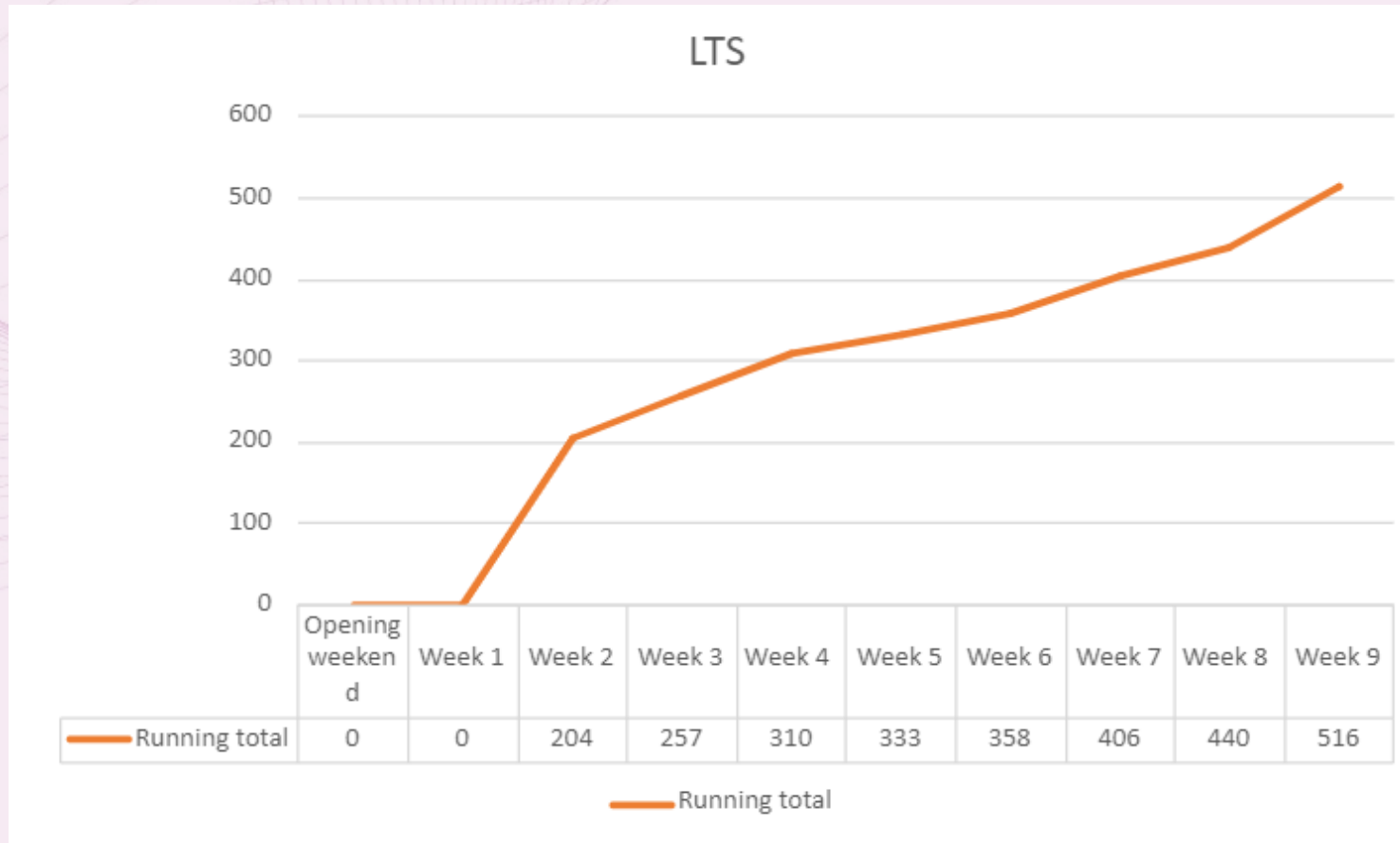
	Opening weekend	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Running total	0	0	0	111	186	238	253	276	363	432

Running total

**Pre-closure:
1,032**



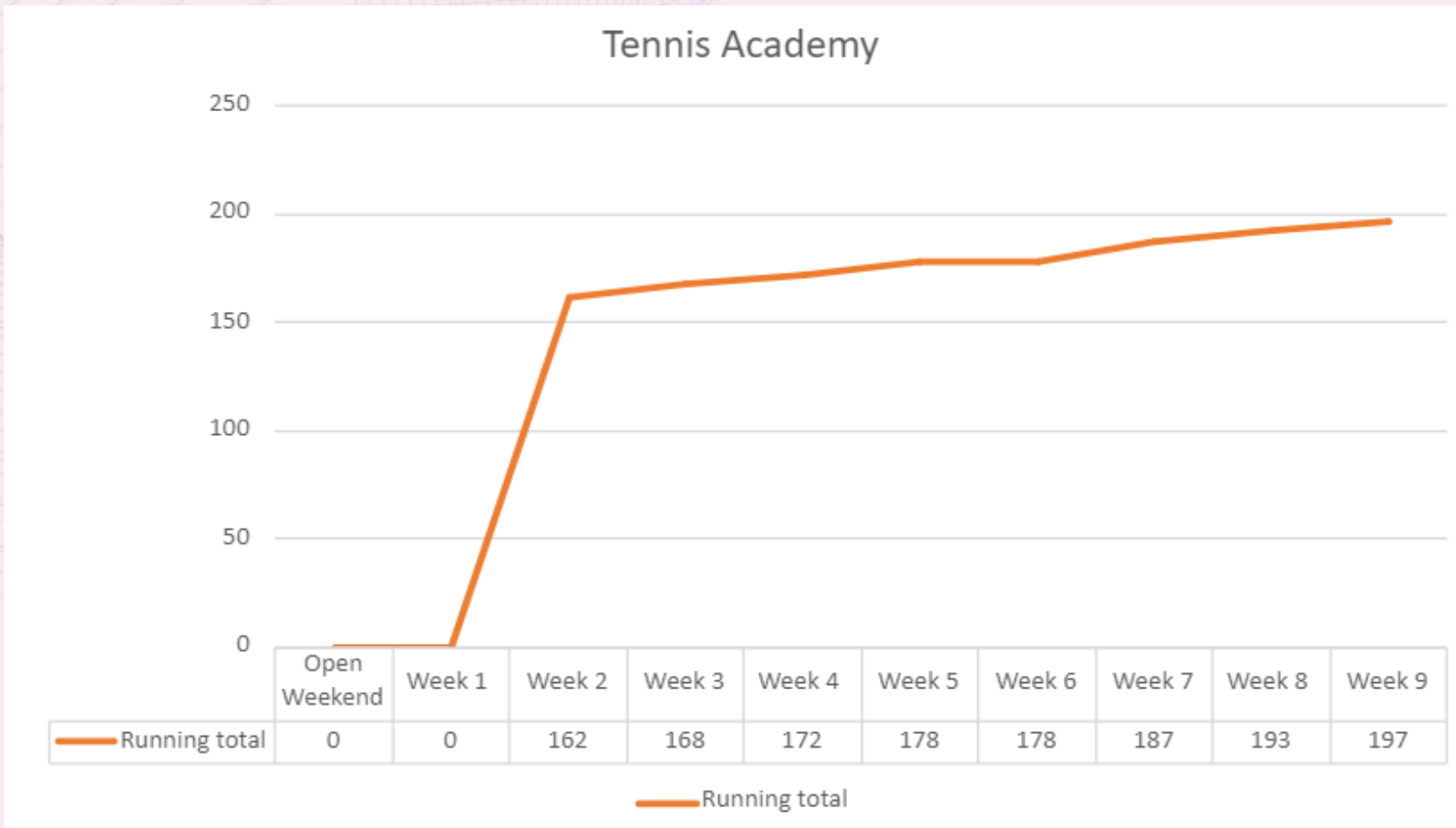
Performance - LTS



**Pre-closure:
1, 313**



Performance – Tennis Academy



**Pre-closure:
251**



“You said, We did”

“Ladies only sessions”

We introduced ladies only structures & unstructured gym sessions and ladies only swimming

“More group exercise classes, especially yoga”

There is now 35 Group exercise classes on the weekly programme, inclusive of 4 yoga.

“Extend Adult swim lessons and 1:1’s”

Adult only LTS group swimming sessions and 1:1’s launched January 15th 2024

“Get the schools back in to swim”

We now have over 1200 weekly school children swimming at GLI

“It costs too much to park at GLI”

Freedom Leisure customers & staff at GLI Centre can now access FREE car parking in Asda car park with a valid QR code

“Can we access all of Freedom leisure, leisure centres?”

We have introduced a ‘Gloucestershire Connected Membership’, entitling the member to access all Freedom Leisure centres across Forest of Dean, Gloucester and Cotswolds.

Customers



GL1 Leisure Centre - Gloucester

2 December 2023 · 🌐

Thank you Freedom so good to be back home and doing what we love



GL1 Leisure Centre - Gloucester

14 November 2023 · 🌐

The boys are back in town! Great to welcome back Gloucester Indoor Bowls Club, one of their three sessions this week. Lovely to see the friendly atmosphere and competitive spirit on display! We are hoping for another photo later in the week when the ladies return!

Lots of activities now available including, Swimming, Badminton, Group Exercise Classes, Squash to name a few. Timetables and contact details are on our website <https://www.freedom-leisure.co.uk/centres/gl1/>



GL1 Leisure Centre - Gloucester

28 November 2023 · 🌐

School swimming lessons are back in the pool!! We are so excited to see you all ❤️



"I just wanted to say that your lane swimming timetables are greatly improved on what they were under the previous management and also better than my own local pool. The times and durations work really well for me and I have been swimming at GLI way more in the last three weeks than in the previous three years! Thank you and keep up the good work!"

- Dominic Hamilton, Customer



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Colleagues



GL1 Leisure Centre - Gloucester

29 November 2023 · 🌐

It's not only our customers that are excited to be back!!

We couldn't have said it better ourselves. One of our Swim Team Matts story! 🗣️

"Being back at GL1 these last few weeks has been such a relief. Since Freedom took over we've managed to welcome some of our customers back. We have been lucky enough to re open our Swim School and School Swimming Lesson programmes already. Myself and the swim team are looking forward to welcoming back our previous swimmers as well as any new customers"

💧 Pictured below Matt and Sydney 💧



No of Employees

89

Karl Allen is the new Freedom Leisure area manager and was previously employed by Aspire Sports Trust.

He said: *"I am personally so pleased to be reopening the leisure facilities in Gloucester with Freedom Leisure. It was a devastating time for all the employees and to the community that the venues had to close."*

"I am excited and confident that with the support of Freedom Leisure, these facilities will thrive once more and I'd encourage as many of our users to return to support their local community leisure facilities."

– BBC News



- **Initially we introduced weekly performance and operations update meetings**
- **With rapport building we have moved to:**
 - Monthly performance meeting
 - Monthly Operations meeting
- **Quarterly presentation**
- **Partnership work with Richard Graham MP**



We are pleased to have appointed Freedom Leisure as the new interim provider to run the city's leisure services.

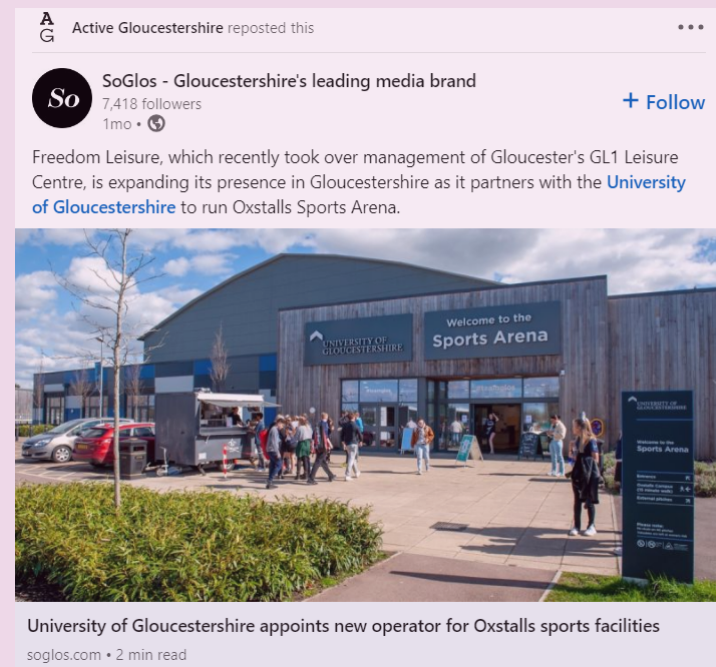
Freedom Leisure, one of the UK's leading charitable and not-for-profit leisure trusts that manages over 100 leisure and cultural facilities across England and Wales, will continue to reopen the facilities in stages.

If you are a former Aspire employee or freelancer you are guaranteed an interview and you're invited to register for their recruitment day on Monday, November 6. More <https://orlo.uk/7dSBw>



Local/ National Stakeholder engagement

- University of Gloucestershire
- Swim England
- Active Gloucestershire
- SoGlos
- Lawn Tennis Association (LTA)
- Eastgate shopping centre
- Gloucester Rugby Club
- Gloucestershire Live
- Community Leisure UK
- Punchline Gloucester



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Successful PR %

71%

Gloucester GL1 and Oxstalls to reopen after recruitment drive

© 10 November 2023



GL1 and Oxstalls will reopen under management by interim provider Freedom Leisure



[BBC News - GL1 Re-opens](#)

[Soglos - GL1 Re-opens](#)

[Punchline Gloucester - Oxtalls Re-opens](#)

[Punchline Gloucester - University of Gloucester appoints new operator](#)

[BBC News - GL1 and Oxstalls to reopen after recruitment drive](#)

[Freedom Leisure - GL1 & Oxtalls first customers](#)



Marketing campaigns

We've got Gloucestershire covered!



Gloucestershire Connected Membership
Discover a healthier, happier you with Freedom Leisure

ENQUIRE NOW!





February Half Term Indoor Tennis camps

For under 8yrs: Tuesday 13 February 10.30am - 12.30pm £20 per player	For 9yrs+: Wednesday 14 February 9.30 - 12.30pm £30 per player
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Gloucester City Council
freedomleisure where you matter

Full-size equipped Gymnastics Centre



Gymnastics at GL1 Leisure Centre
Mondays & Thursdays
4.15 - 5.15pm: 4 - 6yrs / 5.15 - 6.15pm: 6yrs+

British Gymnastics Gloucester City Council freedomleisure where you matter

12 days of Christmas with GL1 Leisure Centre



Enjoy £1 activities with your local community leisure centre!

Gloucester City Council freedomleisure where you matter

Kick start your fitness journey with Freedom Leisure at GL1!



3 Months FREE! Annual Offer

Rest of 2023 FREE! Monthly Offer

*T&C's apply. Limited time only



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Why will we make it work?

- A genuine Not for Profit Trust with HMRC approved exempt charity status.
- We have no shareholders and as an exempt charity we re-invest all our surpluses back into the services we operate to provide our customers the best possible service we can.
- Significantly reduced central overhead costs whilst still adding additional corporate resources
- Dominant local presence geographically having resources in Forest of Dean, Worcester, Malvern, Tenbury, Cotswolds and South Somerset
- Internal Marketing team which removes the need to outsource the department
- Internal Direct debit collections process
- National preferred supplier and contractor rates – buying power
- Best in sector for Environmental & sustainability management
- Local and bespoke uniqueness to individual partnerships
- Early review of fees & charges to ensure the facilities are more accessible to all
- New bespoke membership product offering to improve retention
 - Concessionary rates
 - Swim Only membership
 - Gloucestershire Connected membership

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