

# Gloucester City Council

February 2024 Update

“ improving lives  
through leisure ”



[www.freedom-leisure.co.uk](http://www.freedom-leisure.co.uk)

Gloucester  
City Council  
*Transforming Your City*



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# Strategy



**People**  
Passionate, bespoke and local



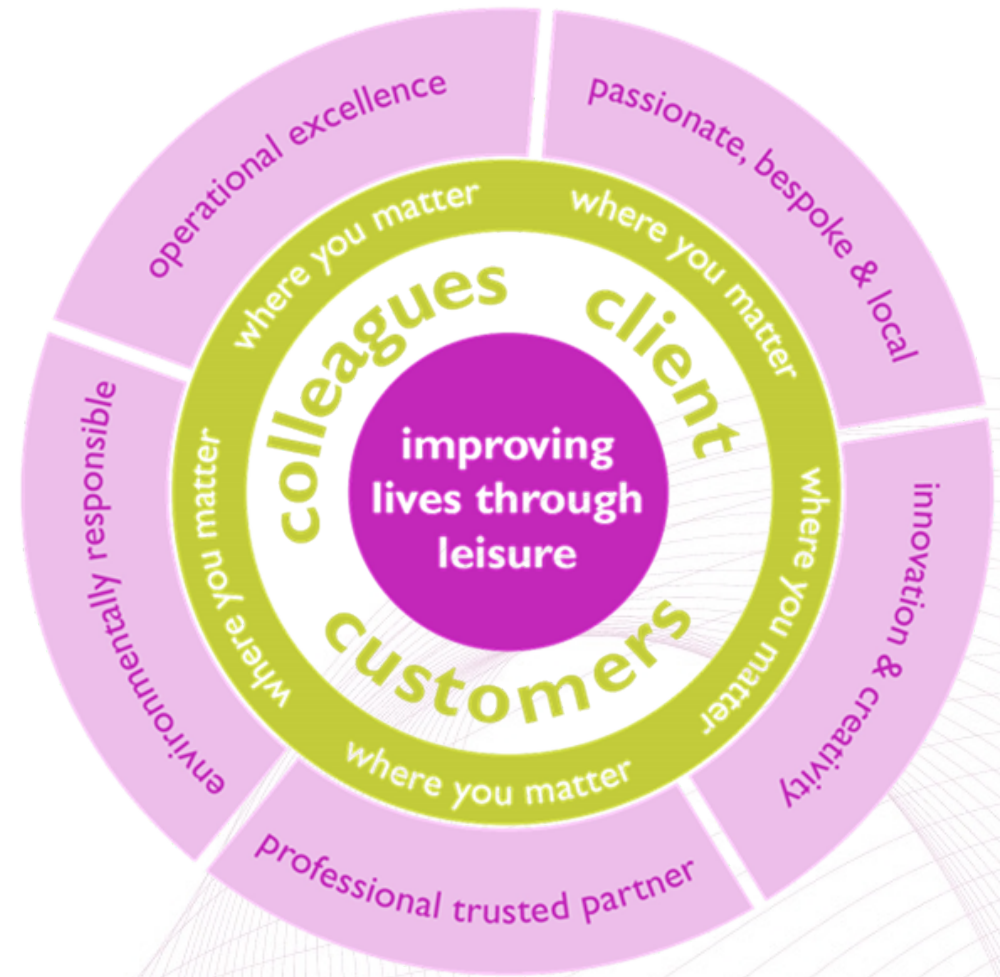
**Process**  
Operational excellence / environmentally responsible



**Customer**  
Professional trusted partner

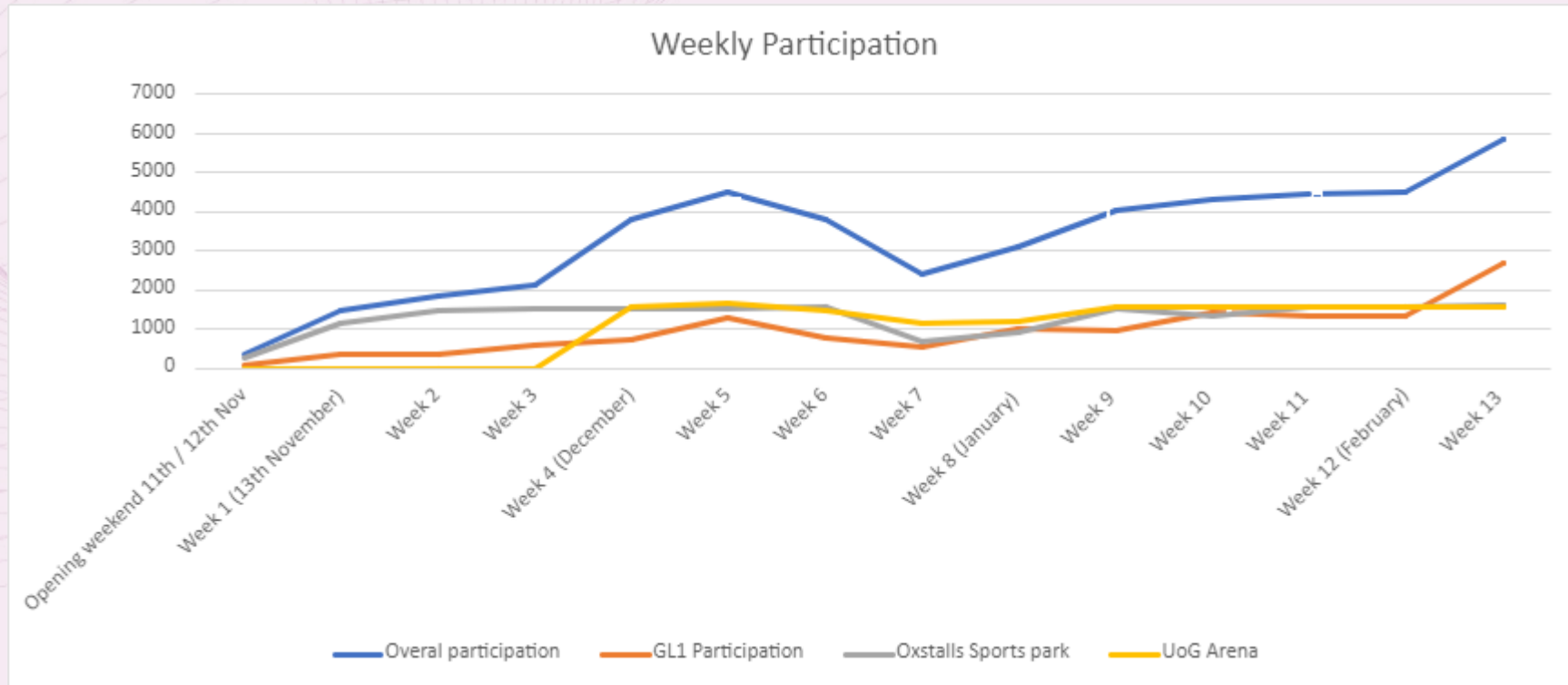


**Product**  
Innovation & creativity





# Participation



**46,685**  
Total visitors



**6,585**  
Swim visits



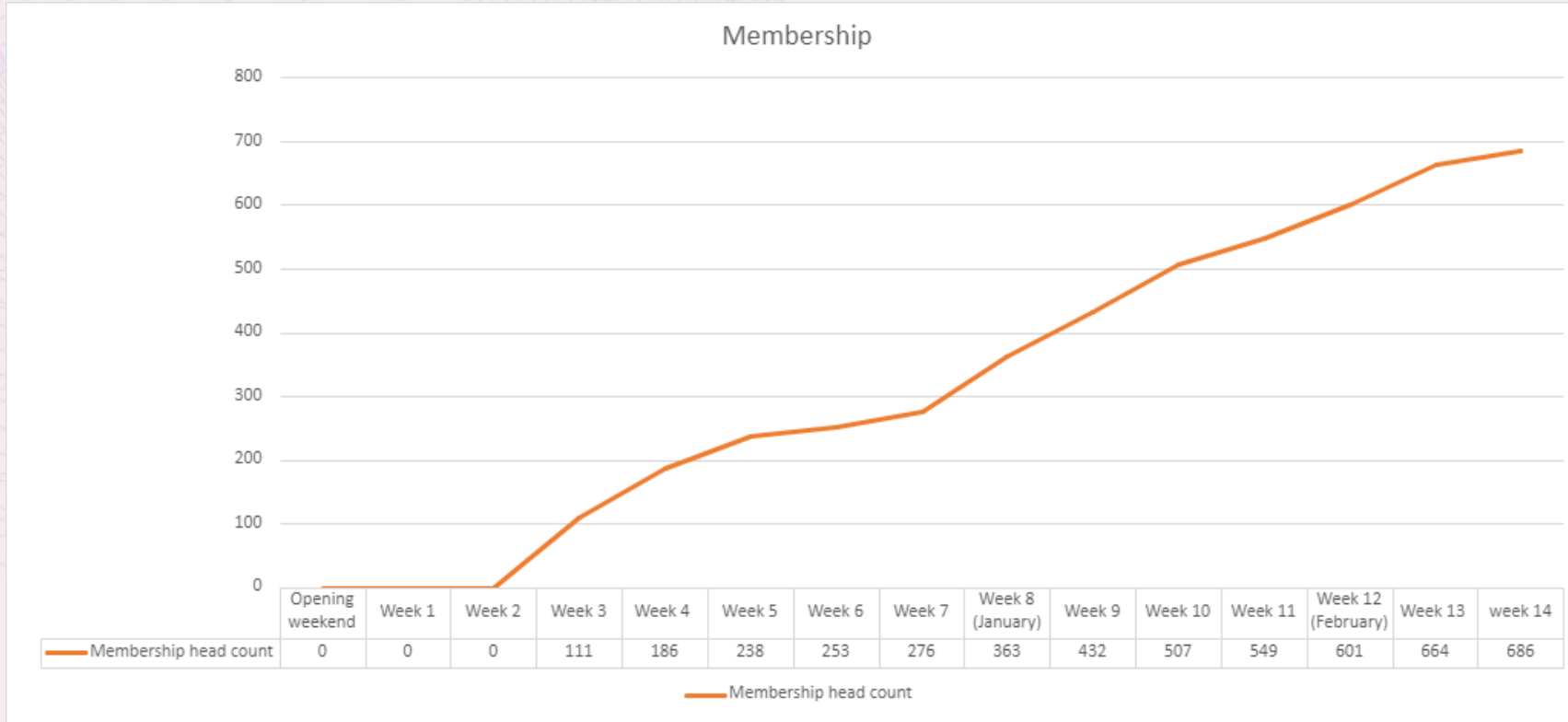
**2,565**  
Tennis visits



**6,788**  
Gym & Group  
Exercise visits



# Performance - Membership

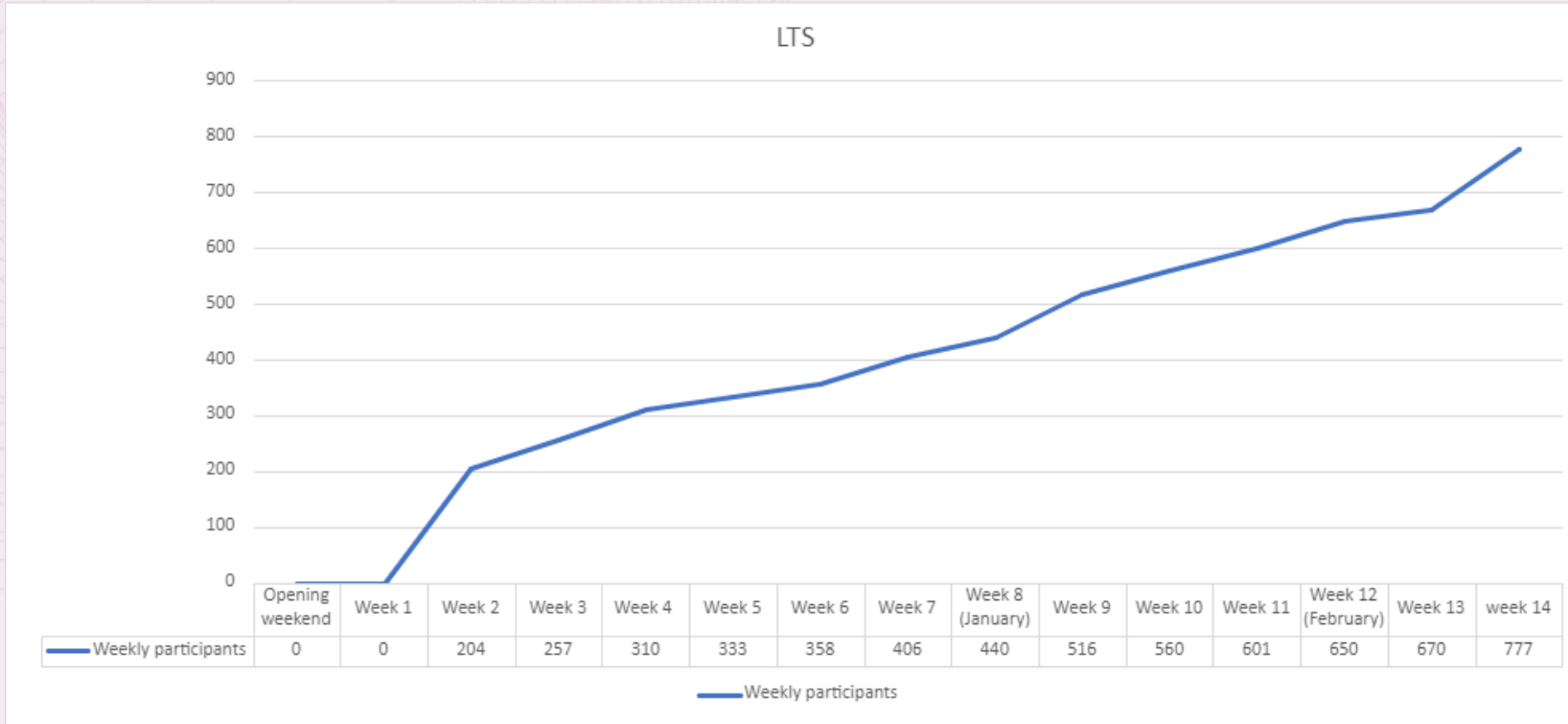


**Pre-closure:  
1,032**





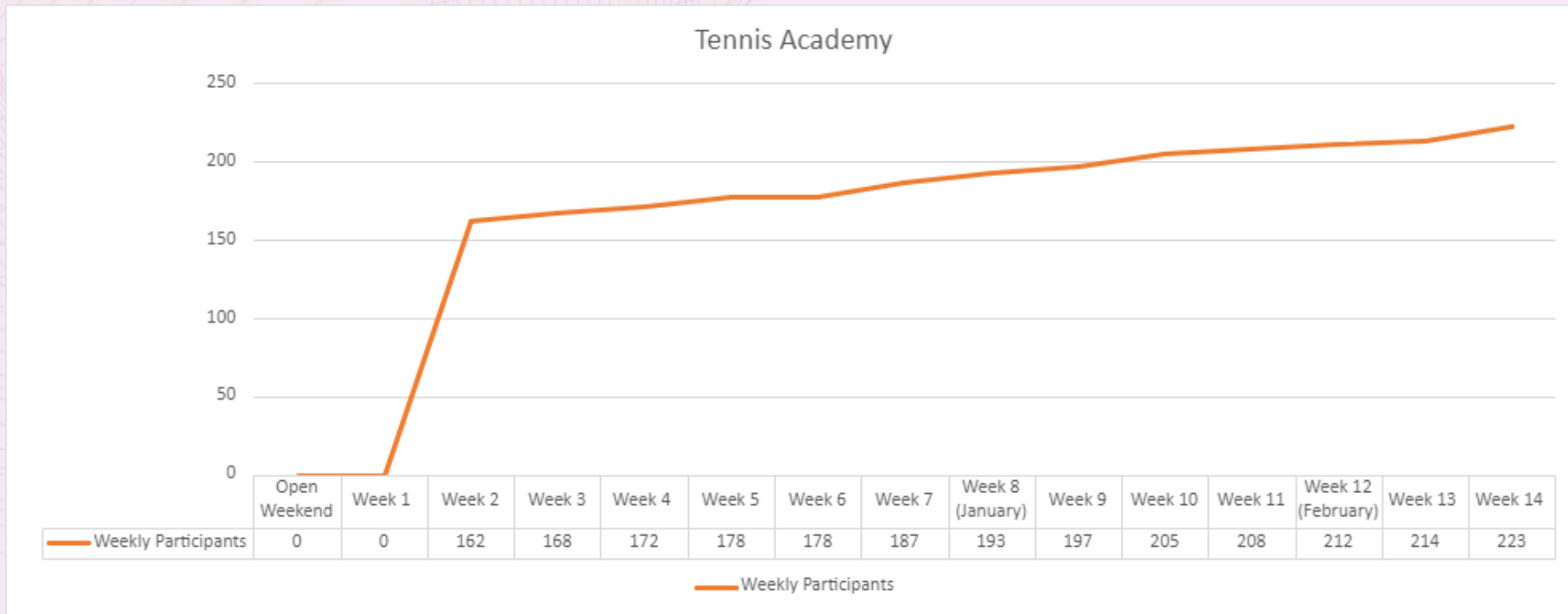
# Performance - LTS



**Pre-closure:  
1, 313**



# Performance – Tennis Academy

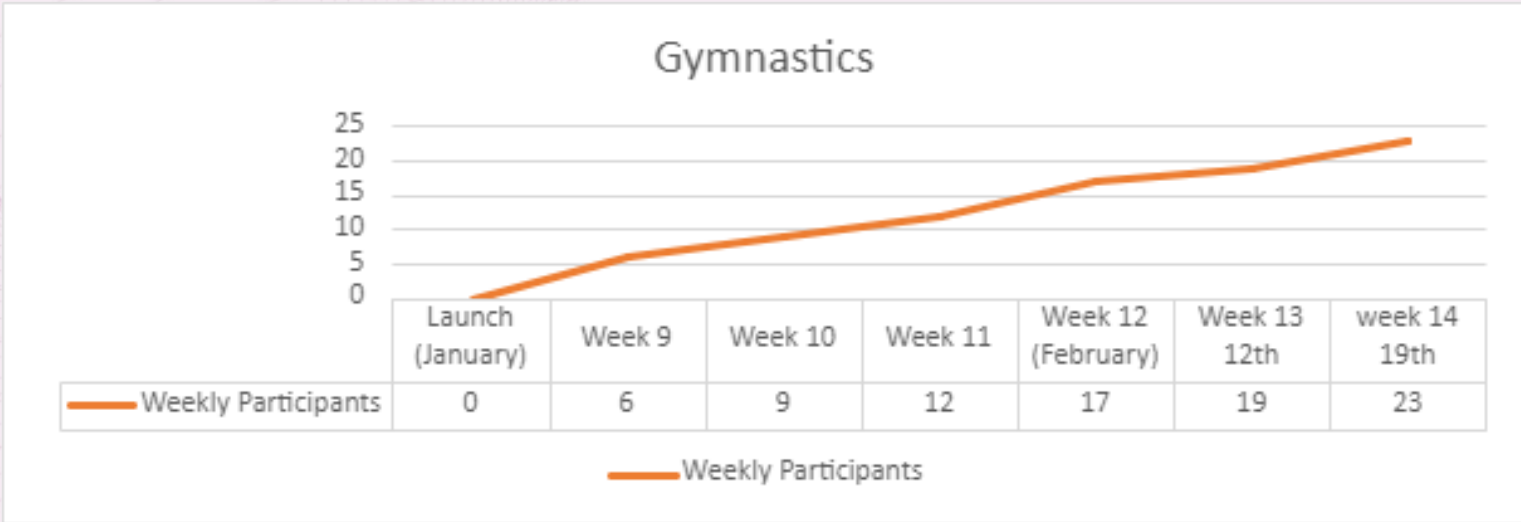


**Pre-closure:  
251**





# Performance – Gymnastic Academy



**Pre-closure:  
72**



## Half term week headlines

**5,864**



**Total visitors**  
**24% increase**

**1,699**



**Swim visits**  
**61% Increase**

**263**



**Tennis visits**  
**13% Increase**



**57%**



**Casual income**  
**increase**

**1,008**



**Gym & Group**  
**Exercise visits**



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## “You said, We did”

“Can we have Adult swimming lessons?”

We introduced 2x adult swim lessons on Mondays, we currently have 14 on the programme.

“How can we stay up to date on new information about the leisure centre if we don't have access to social media?”

We have now launched a monthly customer newsletter (Next slide)

“Can the gym be opened earlier on weekends?”

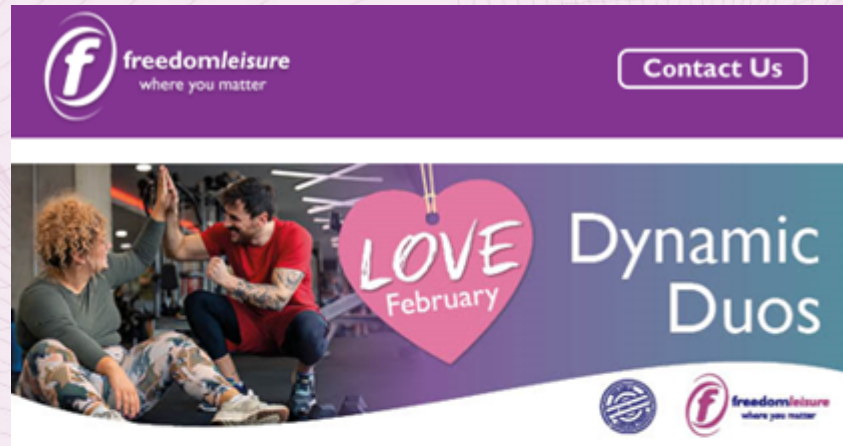
Following a number of customer feedback, we will be opening the gym earlier, at 7am on a Sunday morning effective 2<sup>nd</sup> March

“There is a lack of access to hot drinks”

A hot drinks vending machine being introduced at GLI w/c 12<sup>th</sup> February. Additionally, new vending machines in Oxstalls and the Arena. Furthermore, The café will open on a Wednesday at Oxstalls.

“The new parking arrangement with ASDA is a great improvement on the car park at GLI. The app is easy to use and you don't have to go and feed the meter in between classes. Thank you Freedom!”

We will include this update within the latest customer newsletter



## Welcome to GL1 Leisure Centre's Newsletter!

Welcome to the first newsletter from Freedom Leisure Gloucester, the new operator of GL1 and Oxstalls Sports Park. Freedom Leisure are excited and thrilled to have the opportunity to work with the people of Gloucester and support them in their pursuit of a healthy and active lifestyle.

### Park for FREE at Asda

We've struck a great deal with Asda supermarket for our customers to use their car park absolutely free of charge and allows customers to park for in excess of two and a half hours enabling you to spend more time with us!

Simply visit reception to scan and download the parking QR code to your phone. At the time of parking, just open the QR code, enter your vehicle registration number and you're good to go.

## The Freedom Leisure app is ready to download

Our app makes it quicker and easier than ever to book classes and activities, and keep up to date with your local centre news.

If you enable notifications you'll be the first to hear all the latest news and offers from your centre too.

[Find out more here](#) or [click here to download](#)



## February offers for you and your friends

We're sharing the love in Valentine month!

Members, you can share the love too! - bring a friend or two, or three to any of our great exercise classes, **absolutely FREE of charge.**

**PLUS . . . Refer membership to a friend and you BOTH get next month half price!**

[Click here to refer your friend or family](#)





# Customer newsletter

## Learn to Swim at GL1!

Our LEARN TO SWIM programme is now fully operational and some spaces are still available. Plus the adult LEARN TO SWIM programme is also now open for bookings.

To book, please call 01452 396666 or register your interest by [clicking here](#).



## Looking to try some new exercise classes?

You can view our great exercise class timetable by [clicking here](#)

For Aqua Fit lovers, in response to customer demand we've now added new classes: **Tuesday at 12:05pm and Wednesday at 7:15pm.**



## Looking for Tennis lessons? Oxstalls can help!

We have lessons available for Adults and Children. Our lessons are always fun, great exercise and will develop your tennis skills!

All our lessons will be delivered by our team of experienced and highly trained coaches - hurry as spaces are limited.

Visit the website link for prices and lesson timetable [here](#)



## Gymnastics is back at GL1 - first session FREE!

Our extensive gymnastics programme is the perfect addition to your child's development. Our highly trained instructors will lead fun, safe and engaging lessons designed to improve your child's balance, stability, mobility and flexibility.

Find out details including price and how to book by [clicking here](#)



## Find out more about Freedom Leisure

Freedom Leisure is one of the UK's leading not-for-profit charitable leisure and cultural trusts.

We operate over 100 leisure, cultural and entertainment venues across the UK. Our mission is to 'improve lives through leisure'.

Want to find out more about Freedom Leisure? [Click here](#)



## Are you following us on social media?

Our Facebook and Instagram pages are full of exciting news and the photos/videos of our fantastic customers enjoying their visits! Click the links below to follow our pages:

Facebook- [click here](#)

Instagram- [click here](#)

Thank you for your continued support and we hope you are enjoying using our facilities at GL1!



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# Site Graphics update



Full site re branding – W/C 19<sup>th</sup> February



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# Site Graphics progress






## Key investment and R&M

1. Re-lamping of Tennis courts - **Complete**
2. Pool inflatable – **Launched Saturday 10<sup>th</sup> February**
3. **Outdoor Tennis courts surface deep clean- Complete Friday 9<sup>th</sup> February**
4. **Pool grating GLI – Estimated delivery 19<sup>th</sup> March (8 week lead time)**
5. **Water Polo goals- National Age group championships Saturday 20<sup>th</sup> April**
6. **LTA License**

 Oxstalls Sports Park  
1 d · 🌐



 Oxstalls Sports Park  
3 d · 🌐

The indoor court lights are being improved this week, Will is the first to experience court 1 😊🗨️

The rest to follow over the course of this week 😊

Watch out for some outdoor court updates too 😊🗨️

**GoCardless Swim England Water Polo National Age Group Championships U17 & U19 2024**

Sat 20 Apr 2024 - Sun 21 Apr 2024

 National, South West  
Events and Competitions



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## Colleagues

GL1 Leisure Centre - Gloucester  
1 d · 🌐

We love getting feedback about our amazing swim team.

Today it's Matt's turn! Matt is one of our swimming teachers who specialises in adults with anxiety in the water.

Andrea who had her first lesson with him on Monday said 🙌 ... See more



No of Employees

92

Regional manager Lee Thomas said the closure had a profound impact on staff and the community but clients had come back to the centre quickly.

"There's clearly a need for facilities like this to be open," he said.

"When it's the heart of a community, many people have social connections and emotional attachments to the site and being back open allows them to continue them, which you can't get everywhere."

- BBC News



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## Gloucester City Council

- **Monthly performance meeting**
- **Monthly Operations meeting**
- **Quarterly presentation**

## University of Gloucestershire

- **Daily check in with on site management team**
  - 8:30am
- **Weekly Operational planning meetings**
  - 8am every Monday
- **Monthly Operational Meeting**
  - 11am 3<sup>rd</sup> Friday of each month
- **Monthly sports facilities management board**
- **February – Community Committee Meeting**



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# Customers

GL1 Leisure Centre - Gloucester  
4 January · 🌐

First Synergy class of 2024  
So much fun this morning  
[freedom-leisure.co.uk/centres/gl1](https://www.freedom-leisure.co.uk/centres/gl1)



GL1 Leisure Centre - Gloucester  
12 January at 10:11 · 🌐

Competition Winner 🥁 Drum Roll...🎵  
The winner of our Annual Membership Competition was... Sarah Cox!  
Congratulations from everyone at GL1 Leisure Centre!  
Thank you to everyone who entered.



👍❤️ 34

2 comments 1 share

## Social media analytics (January)

|                |       |
|----------------|-------|
| Reach          | 27.3k |
| Profile visits | 6,186 |
| Followers      | 853   |
| Posts          | 84    |

GL1 Leisure Centre - Gloucester  
25 January at 16:19 · 🌐

Saturday 11AM come on down to Kings Square in town we have zumba, free guest passes and a chance to win a month's free membership! We have staff available for all the questions you have regarding the new changes we have to offer aswell as a tour of GL1 also running to show you all the amazing areas of our facility. 🥁🎵🎉

We hope to see you there!

Enquire here-

<https://www.freedom-leisure.co.uk/centres/gl1/enquire-now/>



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## Local & National outreach

- **Swim England**
  - *Swim teacher campaign*
- **Active Gloucestershire event scheduled for 24<sup>th</sup> February**
  - *Glos Police*
  - *Glos City Council*
  - *Community Builders*
  - *Active Glos*
- **Cancer research & Marie Cure cancer charities**
  - *Swimathon 26<sup>th</sup> – 28<sup>th</sup> April*
- **Eastgate shopping centre**
  - *Active Work force week 4<sup>th</sup>-10<sup>th</sup> March*
- **Gloucester Rugby Club**
  - *150 year celebration April 2024, focus on Ladies rugby*
- **CIMSPA- Sport and Physical Activity Skills Board Gloucestershire**
  - *Skills survey audit*
- **Lawn Tennis Association (LTA)**
  - *Tennis plan development*



**FREE ACCESS!**

**Active Workforce Week**  
In partnership with Eastgate Shopping Centre

**Monday 4 - Sunday 10 March 2024**

Use GL1 Leisure Centre and Oxstalls Sports Park for FREE - No strings attached!

**KW** KING'S WALK GLOUCESTER  
**@eastgate**  
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Successful PR %

100%

[GL1 leisure centre: 'It's amazing to be back where I belong' - BBC News](#)

[Gloucester flooding: Residents evacuated as water continues to rise - BBC News](#)



# NEWS

Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture

England | Local News | Regions | Gloucestershire

## GL1 leisure centre: 'It's amazing to be back where I belong'

© 24 January



Simone Douglas was among 150 staff to lose their jobs when Aspire went into liquidation



# Marketing campaigns



**February Half Term Indoor Tennis camps**

|   |   |
|---|---|
| <p>For under 8yrs:<br/>Tuesday 13 February<br/>10.30am - 12.30pm<br/>£20 per player</p> | <p>For 9yrs+:<br/>Wednesday 14 February<br/>9.30 - 12.30pm<br/>£30 per player</p> |
|---|---|

Gloucester City Council 

**We've got Gloucestershire covered!**



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


**ENQUIRE NOW!**

Gloucester City Council   





**REFER A FRIEND**  
& get one month **HALF PRICE** each!

**Your NEW Freedom Leisure app is ready!**



Download now from your chosen app store  
Search 'Freedom Leisure' & choose YOUR centre!

Available on the App Store 

Gloucester City Council 

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  

**LOVE February** Likeminded Peeps



**JOIN TODAY!**



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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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