**Everyone Active Report – Willink LC**

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**July 23 – June 24**

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1. **Executive Summary**

Willink Leisure Centre is based within the grounds of The Willink School and provides a leisure facility for both Burghfield Common and the surrounding area.

Our mission is to help everyone in the local community to enjoy a wide range of activities for at least 30 minutes five times a week. To help us do that, our Centre is packed with outstanding facilities. This includes a well-appointed gym, a 25m swimming pool, group exercise studio, four court sports hall, floodlit artificial football pitch as well as outdoor netball/tennis courts.

In the last year since the transfer of the business to Everyone Active on July 1st, 2023, we have welcomed over 130,000 visitors, delivered swim lessons to over 30,000 attendees, 14,000 gym visits and over 25,000 block bookers playing football on the artificial pitch, playing netball or karate to name but a few.

We offer a full range of memberships, whether you want to swim, use the gym or attend one of our classes there is an option for you. If you are not ready for a membership, or do not use the Centre on a regular basis then a “pay as you go” access is also available. Anyone can use the Centre on a casual basis. All you need to do is register for an Everyone Active card, which will enable you to start booking classes and activities online or via the Everyone Active app. However, bookings and information can still be made at site or over the telephone. For residents of West Berkshire, registration allows you use facilities, on a casual basis, at a reduced rate and we also offer concessionary rates for those that are aged 60 and over, disabled, on selected benefits, looked after children or care leaver, registered carers and military service veterans (specific access times apply).

Everyone Active offer a complimentary membership for people living with Parkinson’s. Free membership is also available to carers to provide support if needed. In addition, free membership is available for children in care and care experienced young people.

We are really proud of the facilities on offer and look forward to another year providing leisure activities for the local community.

1. **Attendances**

Our first year of operation resulted in 134317 visits to the Centre across all activities. Swimming was the most popular activity representing 39% of all visits, which also included lessons. Block bookings supported football pitch hire from local youth teams, school swimming lessons and sports hall activities.

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| **Activity** | **July 23 – June 24 Visits** |
| Swimming Visits | 21211 |
| Swimming Lessons | 31300 |
| Gym Visits | 14232 |
| Indoor Activities (Sports Hall & Classes) | 10274 |
| Outdoor Activities | 1800 |
| Block Bookings (club bookings & school swimming | 24848 |
| Other (Spectators) | 30652 |
| **Total** | **134317** |

1. **Membership**

Membership levels fluctuate throughout the year with the table showing the numbers as of June 2024. Membership allows access to the gym, studio classes and swimming and allows access to all the leisure sites within West Berks. Later this year the site has programmed in to redecorate the gym and introduce some new equipment to promote membership levels and retention.

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| **Gym Membership** | **Membership Total July 23** | **Membership Total June 24** |
| Direct Debit | 302 | 280 |
| Annual | 17 | 53 |
| GP Referral | 20 | 20 |
| **Site Total** | **339** | **344** |

At Everyone Active we offer a total of 11 stages of swimming lessons for children aged from just four months old. All our teachers are Swim England (or equivalent) and are delivered using Swim England’s Learn to Swim framework. We currently deliver 94 classes throughout the week, 50 weeks of the year for 568 children.

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| **Swim Lessons** | **Scheme Total July 23** | **Scheme Total June 24** |
| Willink Leisure Centre | 591 | 568 |
| **Site Total** | **591** | **568** |

In addition to a full Centre membership, we also offer a swimming option which allows unlimited swimming throughout the duration of the membership. The membership level for June 2024 was 61. This is slightly down on the same period last year, but numbers fluctuate month on month with between 60-70 members at any one time.

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| **Swim Membership** | **Membership Total July 23** | **Membership Total June 24** |
| Willink Leisure Centre | 70 | 61 |
| **Site Total** | **70** | **61** |

1. **Health & Wellbeing Plan**

Everyone Active ran the ‘Everyone is Family’ campaign again this year between 13th July 2024 and 31st August 2024 with the aim to help those that need it most by providing affordable, fun-filled and flexible activities for families to take part in throughout the summer holidays. The sessions cost £2 per person to encourage participation from target family groups and those in the local community who did not already use our centres regularly. With the Olympics and Paralympics taking place this summer, it was a great opportunity to engage with our local communities. Further information can be found: [Everyone Is Family - Get Active As a Family This Holiday. (everyoneactive.com)](https://www.everyoneactive.com/promotion/everyone-is-family/)

We were thrilled to collaborate with Let’s Play to host their activity camps during the holiday periods, and their success was truly remarkable. On average, over 45 children attended each day, reflecting the program's popularity and quality. Feedback from both children and parents was overwhelmingly positive, with many praising the wide range of engaging activities and the friendly, energetic atmosphere. These activities included swimming, bouncing on the inflatable castle, participating in multisports, and enjoying the astro turf. The camps clearly became a highlight of the holiday calendar for many local families.

In addition to the Let’s Play camps, we have also organised some internal activities, including some coached football sessions. While the turnout was lower than expected with three children attending, those who did participate had an excellent experience and thoroughly enjoyed the session. Their enthusiasm shows that there may be potential to grow this initiative in the future.

Our family swim sessions have also proven to be a major hit, providing families with the opportunity to enjoy quality time together in a safe, welcoming environment. These sessions have been well-received by all who have attended, offering a fun and healthy way for families to stay active and bond.

We recently met with Swings & Smiles to discuss offering assisted swimming sessions at Willink. After taking a tour, they were impressed with the inclusivity and accessibility of our facilities and expressed interest in collaborating. They are currently assessing their available resources with the aim of working together soon. We look forward to developing this partnership and providing meaningful activities for their community.

We have inquired about hiring Mortimer Community Hall to explore opportunities for running outreach programs following a consultation period. One of the options we are considering is offering a senior circuits class to engage older adults in fitness activities. However, we are currently waiting for confirmation on the hall's availability before proceeding with plans. We look forward to hearing back soon and potentially offering this new program to the local community.



1. **Quest Assessment & Improvement Plans**

Quest continues to be the Sport England recommended Continuous Improvement Tool for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service. Willink Leisure Centre are in the process of getting accredited Quest status.

1. **Environmental Performance**

Everyone Active has a proven history for sustainable success and is Energy Management ISO 14001 accredited. Our achievements in energy management are directly linked to our desire for quality, customer and client satisfaction.

The company has three main objectives:

* Making our Head Office (support Hub) net zero
* Making our corporate operations net zero by 2030
* Ensuring net zero facilities and buildings in the long term

Each site within West Berks, including Willink LC have a Carbon Reduction Co-ordinator to promote good practice and ensure that all staff, customers and suppliers are contributing to the company’s objectives. Meeting each month to share and deliver good practice across the sites.

1. **Customer Complaints and Feedback Summary**

The company monitor us on customer comments and feedback. The table below shows the performance in our first 6 months compared to the last 6 months. The average response time for the site has improved to 21.14 hours. Achieving the company target of 24 hours or under for replying to a customer.

**Table 1 – Feedback and Enquiry Summary**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Region** | **Period** | **Open tickets** | **Number of tickets raised in defined period** | **Number of tickets responded to in defined period** | **NPS** | **Average score** | **Ave Response Time (Hours)** | **Positive tickets** | **Negative tickets** | **Neutral tickets** |
| West Region | 01/07/23 – 31/12/23 | 17 | 831 | 644 | -95 | 2.45 | 46.45 | 298 | 178 | 271 |
| West Region | 01/01/24 – 30/06/24 | 9 | 735 | 529 | -86 | 3.14 | 21.14 | 274 | 172 | 213 |

1. **Repair/Maintenance/Satisfaction**

Willink LC ensures that all statutory compliance is completed within timescales and all remedials are completed. All applicable compliance tasks are then uploaded to the WBC ‘Crest’ portal.

The Planed Preventative Maintenance programme and re-active tasks are managed through the company Everyone Active Quality Management System (EQMS).

1. **Risk**

The company aim to have less accidents than the previous year or < than 5 accidents per 10,000 visits. The table below shows that we had 3.28 accidents per 10,000 visits meeting the company objective. With only 44 accidents in the first year this equates to less than one per week. All accidents have been minor, except two which required hospital treatment, but only as a precaution. There were 28 accidents that took place within the pool hall, which represented 64% of all incidents. No obvious patterns were highlighted from the incidents.

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|  | Accident Data | | | | | |
| Site | Public Accidents | Colleague accidents | Contractor accidents | RIDDOR reportable | **TOTAL accidents** | **Accidents per 10,000 visits** |
| Willink LC | 43 | 1 | 0 | 0 | 44 | 3.28 |
| **Contract** | **11** | **1** | **0** | **0** | **44** | **3.28** |

1. **Staffing**

Willink LC currently have 54 staff consisting of a General Manager, 3 x Duty Managers, 1 x Recreation Assistant and 1 x receptionist in full time positions. The rest are a combination of contracted and casual staff in positions of recreation assistants, receptionists, swim manager, swim teachers, studio instructors and coaches.

All staff must complete the training modules related to their position and attend on-going training (e.g. Pool Plant Operation, National Pool Lifeguarding Qualification). Personal development is available through national and local schemes, and we actively encourage internal promotion and development.

Most staff are recruited from Willink School through our partnership working with the sixth form students. Positions generally utilised are reception, recreation assistants and swim teachers. Staff levels have been healthy throughout the last year; however, we did lose a studio instructor earlier in 2024 who at the time delivered 60% of all classes. Most of the classes were covered quickly, but we had not until recently covered the Thursday Aquafit class. As this was a particularly popular class this did impact on a number of our users. More recently we have increased the number of classes we deliver each week by ten sessions to twelve. Historically, the site has found it difficult to recruit studio instructors, due to the relatively remote location of the site, we have often had to offer back-to-back classes to attract instructors as one means of attracting staff.

1. **Social Value**

Social Value displays the value generated through physical activity at leisure centres. This is broken down per site and per person and by the following key indicators – physical and mental health.

The social value for Willink LC is £249,498 based on the total number of participants generating social value at 3111 with the average social value per person at £80.00. This is based on June 2024 figures.

1. **Marketing**

Please see below the social media activity for our first year of operation.

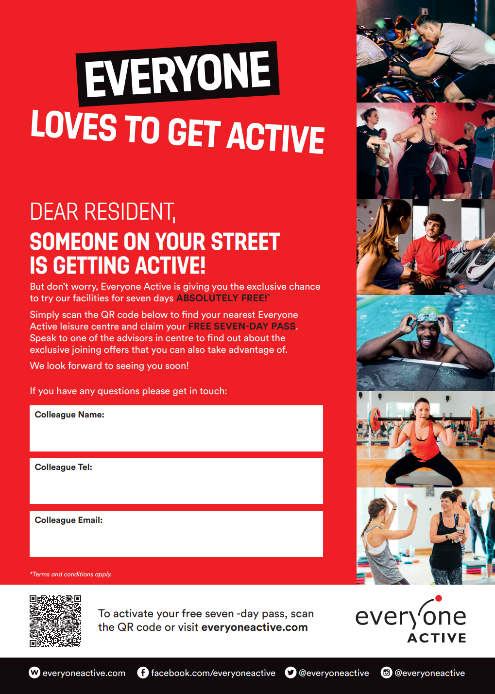
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| Month | Facebook Reach | Instagram Reach |
| July | 1,777 | 159 |
| August | 1,129 | 95 |
| September | 3,076 | 151 |
| October | 609 | 101 |
| November | 14,120 | 212 |
| December | 13,215 | 481 |
| January | 21,258 | 675 |
| February | 16,462 | 352 |
| March | 16,561 | 293 |
| April | 13,253 | 281 |
| May | 11,289 | 214 |
| June | 13,150 | 390 |

In October, we made a strategic decision to employ an individual who actively monitored and managed our social media presence. As the data reflects, this initiative resulted in a noticeable and sustained increase in reach on both platforms. Facebook Reach saw a dramatic increase from 609 in October to 14,120 in November—a 2,200% increase. This upward trend continued, with consistent reach levels exceeding 13,000 in the following months, peaking at 21,258 in January. Our Instagram Reach also experienced growth, increasing from 101 in October to 212 in November, and eventually reaching a high of 675 by January. Both platforms continue to show higher numbers compared to pre-November levels.

This surge in reach can be attributed to the focused efforts of our new social media manager, who likely implemented better engagement strategies, timely content posting, and more effective audience targeting. By closely monitoring trends and interactions, we can capitalise on opportunities to grow our online presence.

Each month, we launch several national marketing campaigns that are designed to reach a wide audience and promote our brand on a larger scale. These campaigns are complemented by targeted local promotions, tailored to engage and resonate with the specific communities we serve. In addition to our internal efforts, we actively collaborate with the West Berks Communications & Marketing Officer for any joint promotional activities. This partnership allows us to align our messaging with local initiatives, ensuring cohesive and consistent communication across different channels. By combining national exposure with localised outreach, we can maximise our impact and effectively engage both broad and niche markets.

Below are some examples of recent promotions.



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A group of people in a pool

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