



ABBEYCROFT LEISURE

INSPIRING A HEALTHIER YOU



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

www.acleisure.com

WORKING WITH
Forest Heath & St Edmundsbury councils

West Suffolk
working together

 **Abbecroft Leisure**
INSPIRING A HEALTHIER YOU

Abbecroft Leisure is a charitable trust managing a range of leisure centres and gyms, a yoga and wellbeing centre and a varied physical activity and wellbeing community programme.

VISION AND VALUES

S

Supportive - supporting people to be the best they can be

O

Ownership - taking ownership over what we do

C

Caring - care about our role and what we are there to achieve

I

Informed - remain informed about the service we provide and communicate clearly

A

Adaptable - adapt to the environment around us so that we can overcome challenges

L

Local - remain at the heart of our community by delivering local services and employment for local people



WELCOME AND THANK YOU

I am pleased to introduce this report which showcases the excellent work that the organisation has carried out during the year which is further reinforced by the positive feedback provided by customers.

The breadth and scale of the services provided to communities is fantastic to see and certainly goes a long way to meet the organisations overall mission "Inspiring a Healthier You". The range of facilities and services on offer really does provide people with choice and gives them the opportunity to engage in an activity that they will enjoy and change their lives for the better.

The year has seen a focus on some of the social initiatives that we operate and, with partners, funding has been secured to assist some of the initiatives to move forward, with the ability to deliver these across a broader geographical area. It is particularly pleasing to see the Active Mums programme gaining momentum and integrating with other aspects of the healthy lifestyle service for Suffolk.

The achievements with the programmes would not have been possible without the fantastic relationship we have with partners and stakeholders. Forest Heath District Council, St Edmundsbury Borough Council and Public Health Suffolk really have provided great support to deliver a leisure service that goes far beyond the four walls of a leisure centre.

Once again we have delivered a significant event programme which has enabled a number of communities to try something different with the right level of support. This has ranged from local events, such as "Women On Wheels", through to international events such as the 2017 Women's Tour. This approach has not only provided the chance to take part in physical activity but has showcased our towns to a national and regional audience.

It is also pleasing to note that the organisation has seen its performance improve in some key areas resulting in throughput increasing by 3%. The work that has been carried out to improve our swimming lesson programme, Swim Academy, is seeing a record number of people learning to swim in West Suffolk.

When I look back at the year I am in awe of the work that our staff, trustees and volunteers undertake. They really do change peoples' lives for the better and I am unbelievably proud of what they achieve. I would like to express my sincere thanks to everyone involved in ensuring that Abbeycroft Leisure is a real success story.

Warren Smyth, CEO



When I look back at the year, I am in awe of the work that our staff, trustees and volunteers undertake. They really do change peoples' lives for the better and I am unbelievably proud of what they achieve.

IMPACT



1.75 million+
visits



£8.5 million
turnover



32
volunteers



16
Health & Wellbeing
initiatives



£8,900
raised for charity



13
facilities

3%

increase in gym
memberships

8%

increase in
class attendances

52%

increase in
Teen Fitness

7%

increase in Swim
Scheme members

2%

increase in Swim
Lesson attendances

WHAT'S NEW?

For customers

New Indoor Cycling equipment was installed at Bury St Edmunds Leisure Centre

Abbeycroft Leisure Customer App

A new customer journey, the STEPS programme, was launched offering a more personal approach to supporting members



For staff

Abbeycroft Academy was rolled out across the organisation, with regular workshops focused on creating a cultural change and to develop staff skills that would underpin better customer service

Abbeycroft Leisure Staff App

EXERCISE ON REFERRAL

A 12 week supported exercise programme aimed at meeting specific health needs

83%

of those who started, completed the programme

380

clients were referred

86%

of clients moved into a membership

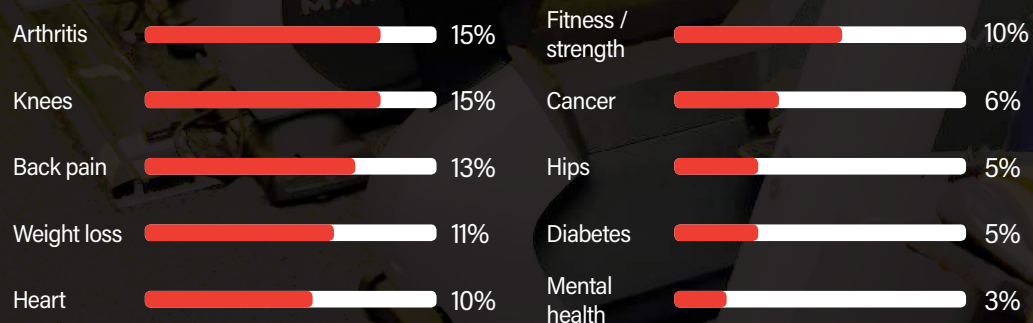
54

health partners

People attending the scheme reduced their reliance upon support services by

16% on average

Top 10 reasons for referral



The Office of National Statistics wellbeing measures were used and show individuals experienced an improvement in all areas (figures show average improvement per person)

16%

Worthwhile

15%

Happiness

15%

Life satisfaction

4%

Anxiety



An antenatal programme that works with expectant ladies with a high BMI and aims to provide support, information and techniques to implement lifestyle changes in order to reduce risks for the baby and mum-to-be during pregnancy and birth, with these changes lasting far longer than pregnancy



average birthweight of babies
(in line with the national average)



average weight gain during pregnancy
(a positive result for these women with the expected weight gain in pregnancy 10 - 12.5kg NHS, 2011)

Of 10 women that were monitored

90% had a vaginal delivery

(compared to a National Average of 16% Compared to the Maternity services statistics 2018)

providing a cost saving of £9,324 to the NHS

(based on the cost difference of a vaginal birth compared to a caesarean birth being £1,400, costs provided by the West Suffolk Midwifery Team)



Women benefit from a friendly, non-intimidating environment, socialising with other expectant mothers in group discussion where a number of key topics are covered



“They say it takes a village to raise a child and I truly believe Active Mums gave me that village.”



“Good value for money, great experience for our young people and expertly led by Frank.”

“It was a fantastic experience for all who attended.”

“Both Frank and Tristan were amazing with the customers, gently encouraging and enthusing them to attempt something new. Some of the customers had mobility difficulties, but Frank and Tristan adapted the activity so they were able to participate. The customers came away from it with a huge sense of achievement from an activity many considered they would never be able to do.”

EXPLORE OUTDOOR

6808+
participants

Explore Outdoor is a mobile outdoor education programme delivering exciting and educational activities across East Anglia and beyond!

We're now working with primary schools to deliver Forest Schools sessions to younger children.

We've worked with...

- 7** businesses
- 21** schools
- 31** community events





SCHOOL'S OUT

School's Out is a children's holiday club providing sport, activities, and arts and crafts to children every holiday across West Suffolk.

**9,897 ATTENDANCES
ACROSS 5 LOCATIONS**

"MY SON WAS AT SCHOOL'S OUT TODAY AND HIS LITTLE FACE LIT UP AS HE TOLD US ALL ABOUT THE MINI OLYMPICS AND HIS NEW FRIENDS! THANK YOU TO ALL THE WONDERFUL COACHES AT BRANDON'S SCHOOL'S OUT."



SUPPORTING LOCAL COMMUNITIES

5

community events supported across

4

towns with a total of

6797

participants

10

events and initiatives were delivered in non-Abbeycroft sites across

53

different settings

600

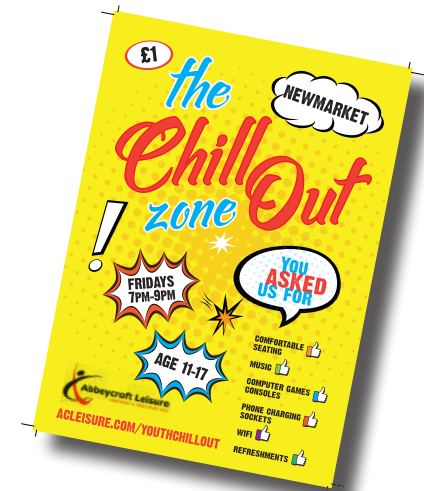
community based sessions saw

8195

individuals taking part



An ambition to secure a lasting and sustainable increase in physical activity for those who demonstrate the lowest levels of participation.



Youth Chillout

A new range of youth activities were launched in Newmarket. Youth Chillout provides a safe place for 11-19 year olds to spend time with friends, play computer games and try out new sports and activities.

Working in partnership with the PCC and West Suffolk Council to reduce anti-social behaviour. **453 attendances were registered over 26 sessions**, seeing an average of 17 young people attending each week.



**WE ARE
MACMILLAN.
CANCER SUPPORT**

Working in partnership with Macmillan to provide weekly group swim sessions for individuals referred by the hospital. The aim is for each person to feel less isolated on their road to recovery and to play a role in contributing to a successful recovery. On average, 6 people attend each session with a total attendance of around 288 individuals.

Cancer Swim

Delivered in partnership with Public Health Suffolk, and working with Sentinel Leisure, Places for People, South Suffolk Leisure and Everyone Active. Six courses were delivered to increase wellbeing through physical activity and develop employability skills for 16 - 25 year olds not in education, employment or training.

17 people completed the courses and the biggest change participants experienced were in their awareness of the benefits of an active lifestyle; motivation levels; ability to make life choices; and increased sense of life satisfaction. CV writing and interview skills were most noticeably improved as a result of the course.

Make Your Move

Funded by Sport England to encourage inactive people to become active through a programme of varied activities.

Over 55s enjoy activities such as boccia, archery, table tennis, walking football, walking netball and chair based exercises, and social time is key to the success of these sessions. Delivered in community settings as well as on site, there has been 4,728 attendances.

14 - 25 years olds enjoy free activities such as street sports, a dance academy and girl's multi sports, taking place in Brandon, Mildenhall and Newmarket with 649 attendances.

**"I FEEL FAR MORE
MOTIVATED AND
CONFIDENT NOW THAN
WHEN I STARTED."**

**"FANTASTIC SESSION!
VERY ATTENTIVE AND
ENTHUSIASTIC."**

Abbeycroft Leisure

**KEEP
ACTIVE**



A pilot programme started in January 2018 to enhance the experience of West Suffolk College sixth form L3 Active Leisure and Tourism Course students



12 students received 150 hours of work placements, plus gaining the National Pool Lifeguard Qualification. Work placements were tailored to their interests and supplemented by employability skills and project work



5 of the 12 students have moved into paid employment with Abbeycroft Leisure, working around their education



“This pilot will help to develop future collaboration and development expanding the options for sixth form students.”

Apprenticeships

9

apprentices were recruited in a variety of roles across the organisation

3

of the 9 apprentices have moved into further employment with Abbeycroft Leisure

Areas apprentices work

Finance

Leisure Assistants

Maintenance

Explore Outdoor assistants

EVENTS

Tour of Britain

5000 participants
50 people engaged
in community activities

Women on Wheels

220 participants
8 volunteers
£8,900 raised

Bury St Edmunds Running Festival

912 participants

Street Velodrome

120 participants
10 volunteers

Haverhill Running Festival in partnership with Haversports

319 participants

West Suffolk Sports Awards

250 attendees
12 sponsors
144 nominees

£8,900
raised for charity

Haverhill Parkrun

Parkrun is a physical activity initiative which has successfully proven to get and keep people active both locally and nationally. Alongside Suffolk County Council, Haverhill Town Council and St Edmundsbury Borough Council, Abbeycroft Leisure supported the launch which took place in Puddlebrook Playing Field on 10th March 2018. 120 people attended the first event and since then over 450 people have taken part with an average of 70 people running each week.

Walking Netball

Walking Netball is taking a step in the right direction at Abbeycroft Leisure. After the success of the session running in Newmarket Leisure Centre, Councillor locality funding has supported the start-up and delivery costs for a session to take place at Bury St Edmunds Leisure Centre every Friday at 5.15pm.

Walking Football

Walking Football is becoming ever more popular across the country and building on the success of the walking football session in Newmarket Leisure Centre, both borough and town council locality funding have supported the start-up and operational costs of the delivery of a session taking place at Howard Community Primary School every Wednesday at 5.15pm. An average of 10 people attend on a weekly basis.

Women on Wheels

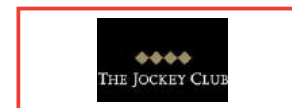
Women on Wheels entered its fourth year and it was bigger than ever, running from the previous year's success; on the 8th July 2018, 223 ladies took to their bikes over 10, 25, 50 or 70 mile routes across the West Suffolk countryside. The Bury St Edmunds Women on Wheels still proves to be the most popular of the 8 events across the county.

PARTNERSHIPS

Abbecroft Leisure would like to express their thanks and appreciation to the organisations that supported, through funding, sponsorship and/or in kind support specific areas of work throughout 2017/18.

Without this support, the positive effect the work Abbecroft Leisure has had on many individuals' health and wellbeing would not have been possible.

This includes, but is not limited to...



CUSTOMER

FEEDBACK

"I WOULD LIKE TO LEAVE VERY POSITIVE FEEDBACK FOR THE FIRST AIDERS. VERY QUICK RESPONSE. THEY HAVE DONE EXTREMELY WELL."

"EXCELLENT FACILITIES AND VERY REASONABLE PRICES."

"UNKNOWN BENEFIT FOR MY HEALTH, I HAVE FOUND THIS 12 WEEK ACTIVE LIVING SCHEME A REALLY POSITIVE EXPERIENCE BOTH MENTALLY AND PHYSICALLY. I HAVE REALLY ENJOYED THE SESSIONS! I'M MOVING HOUSE SOON AWAY FROM THIS AREA. ALL MEMBERS OF STAFF HAVE BEEN FRIENDLY AND KNOWLEDGEABLE. THANK YOU."

"ALWAYS ENJOYED ARCHERY ON MONDAYS, COMMUNITY ACTIVITIES ON WEDNESDAYS, AND TABLE TENNIS ON THURSDAYS, AND HAS DEVELOPED OUR SKILLS IN THESE SPORTS. ALL STAFF ARE VERY HELPFUL AND POLITE."

"MY CHILDREN ARE DOING THEIR 3RD SWIM LESSON AND I'M BLOWN AWAY! HE HAS BEEN AN AMAZING TEACHER! THEY HAVE ALL DONE SWIMMING WITH HEIR SCHOOLS SINCE RECEPTION AND I THINK THEY HAVE LEARNED MORE IN 3 LESSONS WITH TERRY THAN THEY HAVE IN MANY, MANY YEARS OF SCHOOL SWIM LESSONS! HE IS GREAT, AND THE KIDS LOVE HIM TOO!"

"STAFF POLITE AND HELPFUL. I WAS JUST AN OBSERVER WHILE MY GRANDCHILDREN WERE SWIMMING AND SEVERAL PEOPLE CHECKED I WAS OKAY."

"THANK YOU VERY MUCH. IT'S A BIG HELP - FUNNY HOW A SPORTS CENTRE IS THE CENTRE OF THE COMMUNITY - YOU GUYS ARE DOING SOMETHING RIGHT!"

THE YEAR AHEAD

The year ahead will be extremely busy with a number of strategic projects commencing that will see Abbeycroft Leisure continue to develop. This will involve both organisational development as well as a significant increase in the size and scale of the organisation.

The new strategic partnership agreement with West Suffolk Council will see significant investment in the facility portfolio and there will be a focus on delivering this programme. The Haverhill Leisure Centre Development will see the leisure centre transformed with facilities for climbing and a health and wellness suite included. In addition to the work on the development of co-located leisure facilities, work will continue to progress to create a truly integrated service to its local community. These developments alone will see Abbeycroft Leisure managing a number of high quality leisure facilities, whilst it looks to improve the rest of the portfolio.

The New Year will see Abbeycroft Leisure embark on a new journey with South Suffolk Leisure, a leisure trust operating in Babergh and the surrounding area. Following a feasibility study and detailed due diligence process the trustees of both organisations agree that the best way to deliver services to its communities in the future is through a merged entity. Therefore Abbeycroft Leisure will merge with South Suffolk Leisure on the 1st October creating the largest leisure provider in Suffolk. Both trusts and its management teams are really excited about this development as it creates an organisation shaped to continue to provide excellent services to the communities and people of Suffolk, whilst protecting services, and retaining the ability to deliver locally, with the benefits of a larger organisation.

Whilst the services still attract in excess of 1.7 million visits there is still a need to attempt to develop activities that continue to engage the broader population, particularly those that do not currently take part in physical activity. Therefore the organisation will continue to examine and deliver the optimum range of activities that attract and enthuse as many people as possible, with the aim of ensuring that they remain physically active in the long term.



FACILITIES

Brandon

Leisure Centre
Church Road, Brandon,
Suffolk, IP27 0JB

Bury St Edmunds

Leisure Centre
Beetons Way, Bury St Edmunds,
Suffolk, IP33 3TT

Haverhill

Leisure Centre
Ehringhausen Way, Haverhill,
Suffolk, CB9 0ER

Mildenhall

The Gym
College Heath Road, Mildenhall,
IP 28 7EY

Mildenhall

Swimming Pool
Recreation Way, Mildenhall,
Suffolk, IP28 7HG

Mildenhall

The Dome Leisure Centre
Bury Road, Mildenhall,
Suffolk, IP28 7HT

Newmarket

Leisure Centre
Exning Road, Newmarket,
Suffolk, CB8 0EA

Thurston

Sports Education Centre,
Norton Road, Thurston,
Suffolk, IP31 3PB

Port of Felixstowe

The Gym
Dock Road, Felixstowe,
Suffolk, IP11 3SY

Trumpington Sport

Trumpington Community College
Lime Avenue, Cambridge,
CB2 9HB

Skyliner Sports Centre

Rougham Tower Avenue,
Bury St Edmunds,
Suffolk, IP32 7QB

The Self Centre

Unit 4, Suffolk Business Park,
Kempson Way, Bury St Edmunds
Suffolk, IP32 7AR

Ipswich

The Gym
St Matthews Court, 4 Civic Drive,
Ipswich, IP1 2QA



FINANCES



7.3%

increase in Total Income
(excluding management fee)



14.35%

**increase in Swim
Academy Income**

£212,157

Capital Investment and spend in facilities

Registered Office

Abbeycroft Leisure,
Haverhill Leisure Centre,
Ehringhausen Way, Haverhill,
Suffolk, CB9 0ER

Registered Charity No.

#1117138



7.75%

increase in Membership Income

COMPANY DETAILS

Senior Leadership Team



Warren Smyth
Chief Executive Officer



Lynda Pope
Finance Director /
Company Secretary



Alison Blackwell
Development Director



Karen Points
Strategic Director

Trustees & Directors



Sarah Howard MBE
Chairman



David Howells
Vice Chairman

Ian Runnacles • Terry Clements • Anne Greenfield •
Anthony Preece • Eloise Saunders • Lois Wreathall •
Simon Burton



CONTACT US

TO TALK ABOUT

01. Corporate Partnerships

02. Corporate Team Building

03. Health Partnerships

04. School's Work

05. Sponsorship Opportunities

Or to make any general enquiries about our work or anything in this document, please email warren.smyth@acleisure.com

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