

Fusion Quarterly Review Presentation

**South Hams District Council
West Devon Borough Council**

Period : April - June 2022

July 11th 2022

Quarterly Review

Agenda

- Performance Update:
 - Marketing
 - Sport and Community Development
 - Participation
 - Memberships
 - Customer Satisfaction
 - Health and Safety
- Moving Forwards

Performance Overview

Quarterly Review

Marketing – Key Campaigns

- Rolled out the new Spring campaign 'WIN the DAY'. New digital artwork was created, and new collateral artwork was sent out to sites to distribute round the Centre.
 - Supporting offers include 50% off first payment & JF, join now & pay nothing till 15th July and 50% off initial payment
 - Campaign was introduced via social and all digital platforms, including email to casuals, prospects and members.
- Continued promotion of refer a friend but had refreshed artwork to work with our 'WIN the DAY' campaign
 - Addition to the refer a friend campaign was refer a friend and both parties receive a month free.
- New memberships in SHWD were introduced and went live beginning of June. This was communicated and promoted via social and email
- Promoting new free swimming for under 2's initiative via email and social for all SHWD sites

Quarterly Review

Marketing

- Easter and May half term family swim sessions were promoted 21 days in advance, this was communicated via social, email and app.
- Community days were held at centres in April, this was well received by the community and fun activities were taking place throughout the day.
- Ivybridge Leisure Centre were entered into Regional and National Centre of the Year category at the UK Active Awards 2022 and became finalists.
- Birthday party information was sent out to Quayside, Totnes and Ivybridge Swim School members via email
 - Supporting limited time offer of 25% off
- Half-term crash course information was sent out to Swim School members via email, also promoted via social and app

Quarterly Review

Marketing

- Class alerts list was introduced to each centre for GEX, promoted via email to all members.
- Drowning Prevention Week was promoted via social, alongside 'Get Safe for Summer' Swim School campaign.
- Pushed family swim across social and digital platforms
- Fit for Sport Summer Camps promoted via social, app notifications, web banners and articles for relevant sites.
- Gym bookings were removed which was communicated via app and social.
- Promotion of racquet sports across all social platforms was pushed in line with the start of Wimbledon.

Quarterly Review


Local Marketing – Social Media

Ivybridge Leisure Centre
20 May

This is Jenny 🙌

Jenny has learning difficulties and struggles to balance and sometimes walk in a straight line. She is a regular at the Leisure Centre and loves to swim as well as workout in the gym. Her progress with our fitness instructor, Liv, in the last 8 weeks has been excellent! She's always excited to come into the gym and loves following her program. This has helped her a lot and she says her favourite part is " Making friends with the team, especially Liv who I'm always looking forward to seeing."

Great work 🙌 Be like Jenny!



118 likes, 13 comments, 2 shares


Meadowlands Leisure Centre
20 June at 14:35

How about this for #Mondaymotivation Assistant Manager Oli Kenway attempts a 250KG deadlift! 🙌🙌

Want to be as strong as Oli? Apply for a FREE pass on the below link! 🙌🙌

<https://www.fusion-lifestyle.com/.../meadowlands-leisure-.../>

#Mondaymotivation #MeadowlandsLeisureCentre #FusionLifestyle #Gym #Fitness #Tavistock



41 likes, 8 comments, 3 shares

Dartmouth Leisure Centre
25 June at 09:01

Looking for some bouncing fun? 🙌🙌

Bouncy Castle Fun, available EVERY Saturday morning !!

🕒 09:30 - 10:30 / 11:00 - 12:00

Did you know you can also hire our inflatable and hall for birthday parties 🙌🙌


📞 Book TODAY on 01803 837010

OR

👉 Follow the link below 🙌

<https://www.fusion-lifestyle.com/.../dartmouth-leisure-.../>

#Dartmouth #leisure #bouncycastle #weekendfun #familytime #familyfun



29 June at 15:39

Parklands Leisure Centre


Junior Gym! 🙌

Kieran came in for his first junior gym session yesterday and we are super happy to hear that he loved it! We hope that you come back for more next week! 🙌

If you're interested in our junior gym sessions they run every Tuesday and Thursday 3.30pm-4.30pm with our instructor Emma!

Our junior membership at just £20 a month includes, unlimited use of the pool & junior gym sessions!

#ParklandsLeisureCentre #OkehamptonLeisureCentre #Okehampton #FusionLifestyle #JuniorGym



24 likes, 2 comments, 1 share

Meadowlands Leisure Centre
25 June at 14:23

Tavistock Pride 🙌

We hope all attending the Tavistock Pride Festival had a fabulous day! 🙌

Oilly the Octopus had a little wonder though the festival, here's his best bits! 🙌

We also have 50% off our fantastic memberships this weekend only!! Call the centre on 01822 617774 🙌🙌

#TavistockPride #Tavistock #MeadowlandsLeisureCentre #FusionLifestyle



Dartmouth Leisure Centre
20 June at 15:03

Team Dartmouth making the most of today's Sunshine 🙌🙌

To claim your FREE Gym or Swim pass follow the link below 🙌

<https://www.fusion-lifestyle.com/offers/free-pass-.../>

#Fusion #Dartmouth #FreePass



Quarterly Review

Sports and Community Development



Quarterly Review

SCD - Increasing Participation and Physical Activity

- Youth Leisure Nights

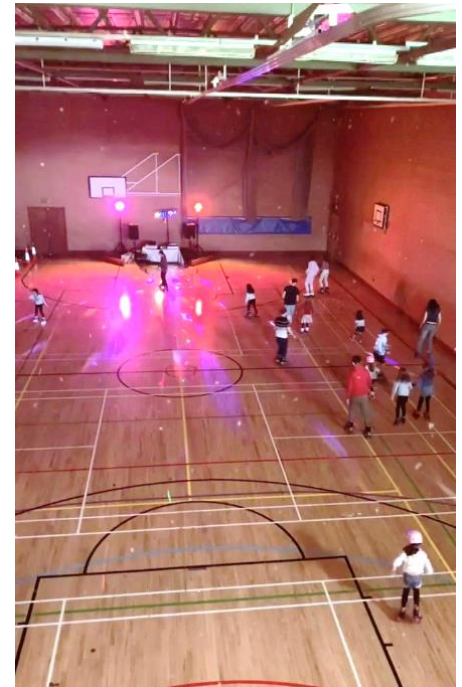
- Dartmouth – Further roller discos as well as basketball sessions provided by Dartmouth Youth Group. The group are now hiring the centre at a reduced rate for Youth Nights and organising and promoting sessions themselves.
- Ivybridge – 220 attendances between Feb and June. 40 young people identified in June by pastoral team at Ivybridge Community College to receive 10 week free passes.

- Roller Discos

- Tadpool kindly offered to support a few Whizz Kidz Roller Discos for Totnes Leisure Centre and the first took place at the end of the Easter holidays with 54 people taking part. Planning for 4 more roller discos in the autumn.

- Community Outreach

- Online consultation organised by Active Devon during June for Bickleigh & Cornwood residents to help identify physical activity needs. Closing date 3rd July.
- Postcode data of Fusion members has been analysed by SH Wards.
- New Outreach Development Officer Role Agreed – 20hrs week.



Quarterly Review

SCD - Increasing Health & Wellbeing

- Exercise on Recommendation (EOR)
 - Total of 89 referrals in Apr/May/June. Target of 250 for 2022

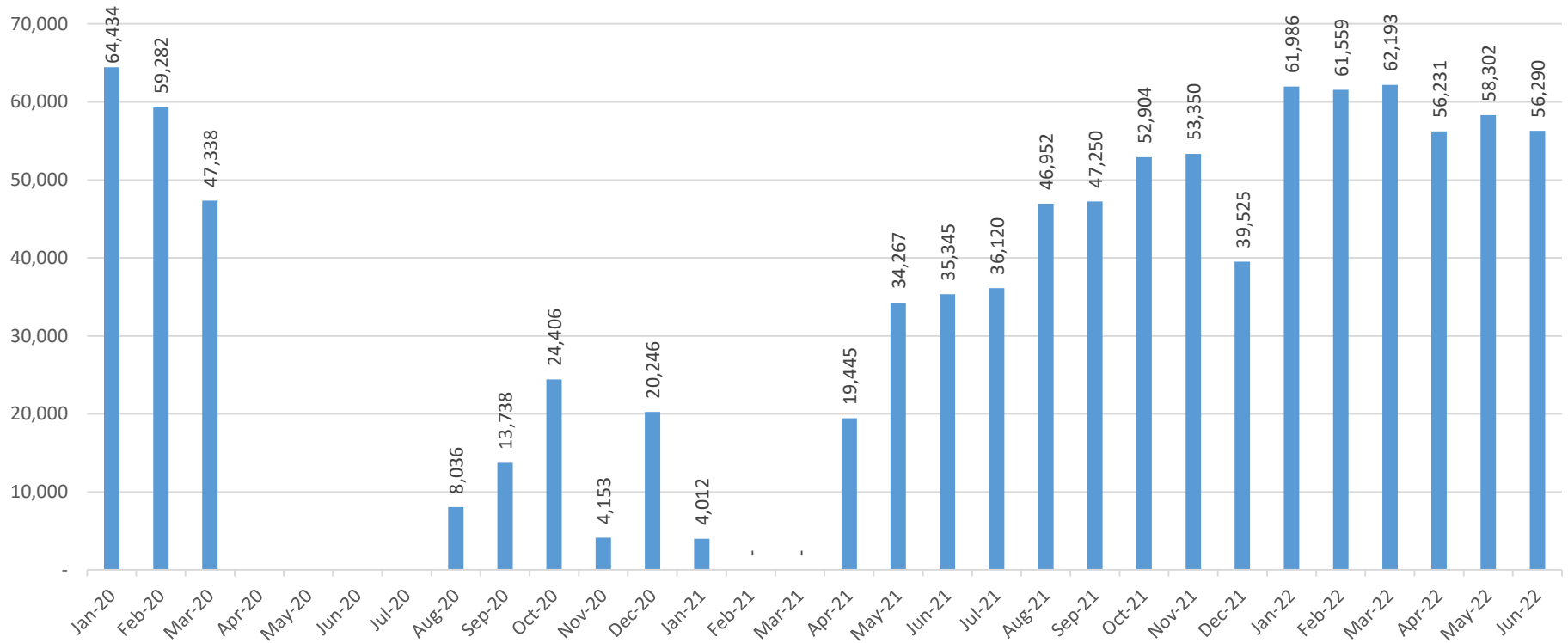
	APR	MAY	JUN	Total
Quayside	9	6	7	22
Totnes	5	4	1	10
Ivybridge	7	8	10	25
Parklands	8	6	10	24
Meadowlands	0	0	0	0
Dartmouth	5	3	0	8
	34	27	28	89

- YTD in 2022 there have been 157 referrals across the 6 leisure centres. Of these 74% have started the 12 week supported programme
- Of those who started, 28% have completed the 12 week programme and of these 81% are still exercising with Fusion either on a DD membership or pay as you go

Quarterly Review

Participation

- Total Q1 Participation: c.170k
 - South Hams – c.120k
 - West Devon – c.51k

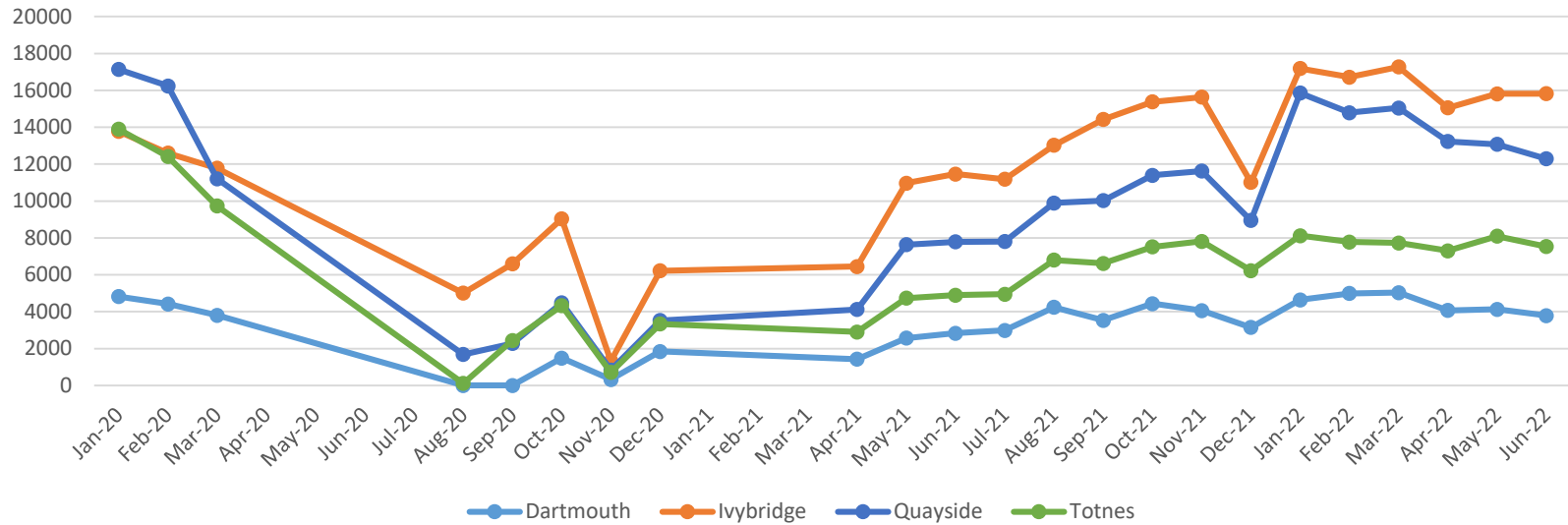


South Hams / West Devon

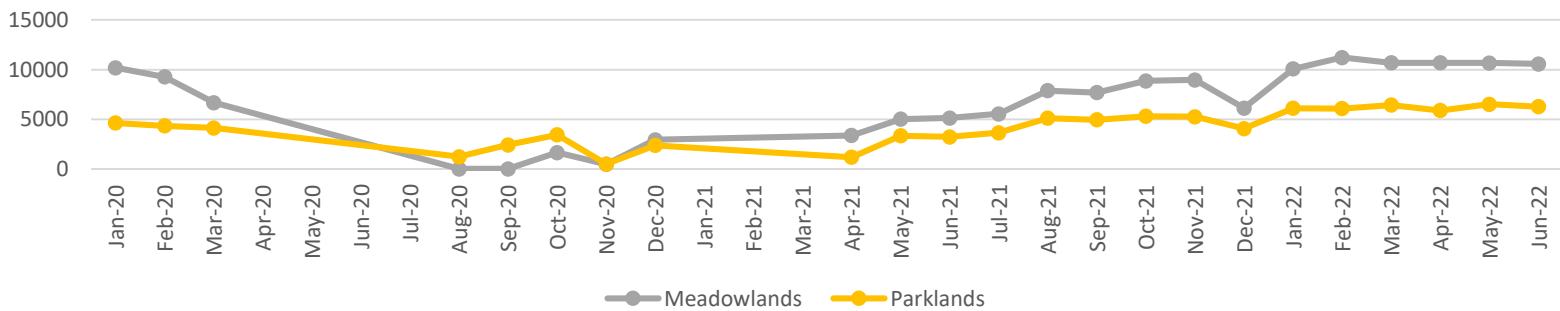
Quarterly Review

Participation

Participation by Centre - SH



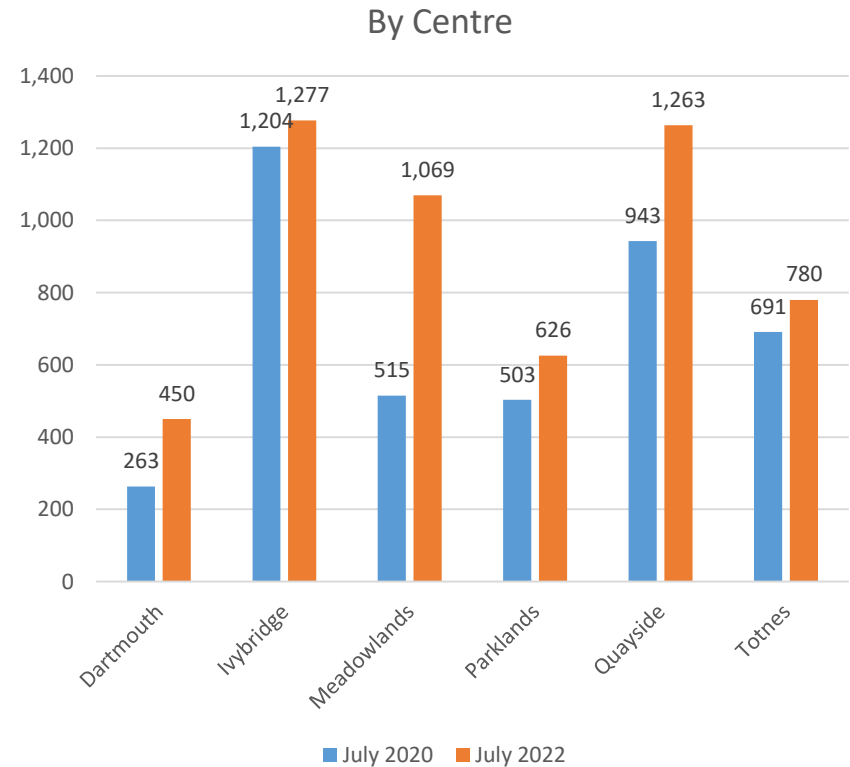
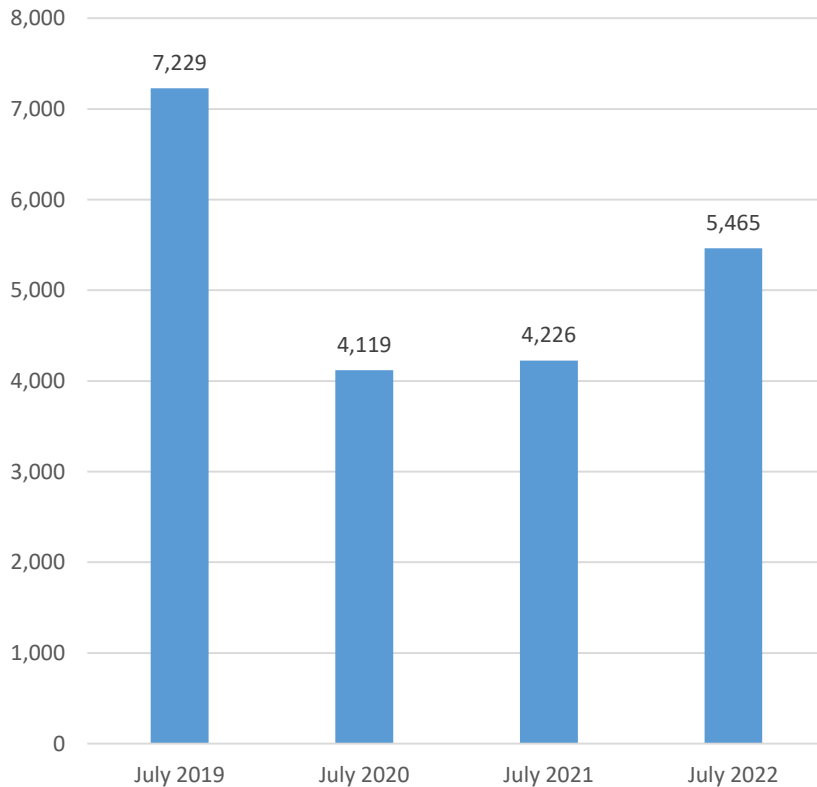
Participation by Centre - WD



Quarterly Review

Memberships

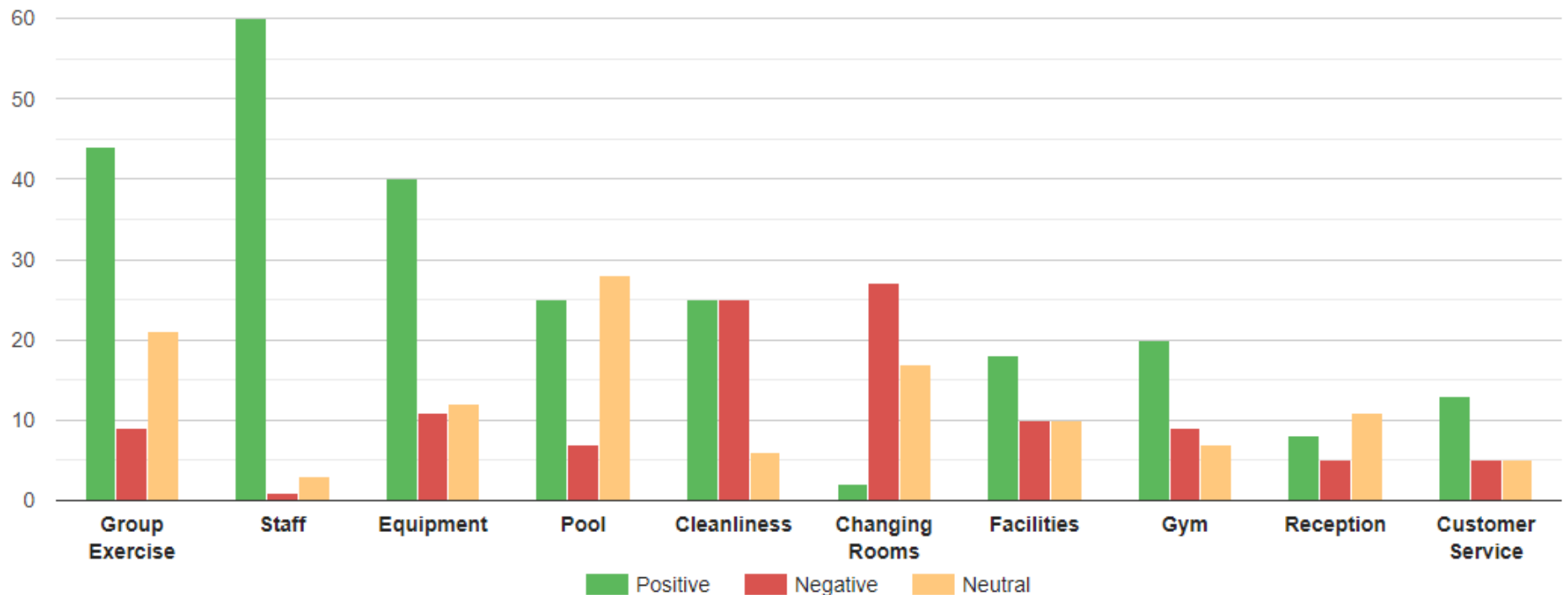
- Total Memberships: 5,465 (at 80% of Pre-Covid)



Quarterly Review

Customer Satisfaction

- NPS Score; +34 (up 6 on last quarter)
 - Promoter mentions: Staff, Pool, Group Exercise, Equipment
 - Detractor mentions: Changing Rooms, Cleanliness



South Hams / West Devon

Quarterly Review

Health & Safety

	Accidents				
	Total	A1: Near Miss	A2: Minor First Aid Given	A3: Cuts & Bruises	A4: Hospital Minor Injuries
	23	4	15		4
Dartmouth LC	2		2		
Ivybridge LC	10		10		
Meadowlands	2		1		1
Parklands LC	5	4			1
Quayside LC	4		2		2
Totnes LC	0				

Incidents	
Total	I5: Violence / Antisocial Behaviour
1	1
0	
0	
1	1
0	
0	
0	

Quarterly Review

Moving Forwards

- Solar / Renewal Energy
 - Report to Council 14th July 2022
 - Anticipate works to start summer'22
- Fitness Engagement
 - Improvements to fitness journey and customer engagement
 - Increase GP referral instructors
- Outreach
 - Partnership working with SH&WD to coordinate key areas and needs in the local region
 - Heat map created based on customer postcodes
- Ivybridge LC
 - More roof off swims and lido style experience & moon light swims
 - Summer holiday programme – fun family activities

Quarterly Review

Moving Forwards

- Café
 - Tenders send out to 19 interested potential operators
 - Discussion in progress to secure a local provider
- Website
 - Review of content and accessibility
- Membership options
 - New Young Adult 16- 18, increase awareness
 - New Staycation option 1, 2 & 3 month, target summer trade
 - Increase in off peak concessionary access
 - Review of family membership – excluding swim school
- Totnes Development
 - Business Case to be developed alongside financial arrangement
 - Develop timeline

Quarterly Review

Moving Forwards

- Recruitment
 - NPLQ – free course for potential Recreation Assistants
 - Recruit new Assistant Managers into vacancies
 - Back fill due to promotions
 - Increase Swim Teachers – course held at Ivybridge
 - Recruitment of new SCD post - outreach
- Fees and Charges
 - Review and start discussions with SH / WD – Sept
 - Annual review ready for 2023
- Autumn campaign
 - Priority month for membership and customer engagement
- Painting week
 - Monthly centre focus of high footfall areas

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