

**EVERYONE**

**The Brentwood Centre  
and Hartswood Pavilion**

**Performance Presentation**

September

2023

# Agenda

- Introduction
- Attendance
- Facility Improvements
- Community
- Swimming Lessons
- Fitness Memberships
- Events
- Q&A

# Introduction

Overview of partnership between  
Brentwood Borough Council and Everyone Active

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- Contract commenced October 2021
- Expires 31<sup>st</sup> March 2025
- Continuous dialogue between authority and operator
- Fortnightly meetings
- Monthly reports
- Open, supportive and progressive partnership

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- Growth on swim scheme
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- Sensitive price increases (below rate of inflation)
- Price freeze on key activities (general swimming and Tag Active)

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- Increased fitness membership base
- Facility investment
- Growth on swim scheme
- Awareness through marketing
- Sensitive price increases
- Price freeze on key activities (general swimming and Tag Active)
- Introduction of additional clubs and activities

# Attendance Growth

2022/2023 YTD	203,837	(40,767 visits per month)
2023/2024 YTD	243,288	(48,658 visits per month)
Percentage Increase	19.4%	

Participation comparison figures based on April to August inclusive

# Facility Improvements

## Brentwood Completed

- Fitness Suite equipment upgrade
- LED lighting conversions
- Reception upgrade
- Swimming Pool viewing area upgrade

## Brentwood Planned

- Ground and 1<sup>st</sup> floor Toilets reconfiguration and upgrade
- 1<sup>st</sup> Floor refurbishment including extension of Holistic Hub
- Introduction of Sauna and Steam Room area
- Upgrade of Soft Play Area
- BMS System

# Facility Improvements

## Hartswood Pavilion Completed

- Overflow Car Park
- Upgrade of Soft Play Area
- Additional F&B Storage (Splash Pad)

## Hartswood Pavilion Planned

- Provision of Staff Office

# Community

- Autistic FC
- Brentwood Artistic Swimming Club
- Brentwood Central Amateur Boxing Club
- Connect Health
- No Strings Badminton
- Sasha Corbin Netball Masterclass
- Sport 4 Confidence



Venue: The Brentwood Centre    Age: 12+

Date: Thursday 16<sup>th</sup> February 2023    Cost: £35

Time: 13.00 – 15.30

For more information and to book visit <https://amasterclasses.digitickets.co.uk>

**SPORT FOR CONFIDENCE**

**Brentwood**  
The Brentwood Centre,  
Doddinghurst Road CM15 9NN

<b>WEDNESDAY</b>	10:00 60 Mins	Exercise for Confidence
	11:30 45 Mins	Boccia
	14:00 60 Mins	Love to Move
<b>THURSDAY</b>	10:00 60 Mins	Supported Gym
	11:30 45 Mins	Kurling
	13:00 60 Mins	Multi-Sports

FREE PARKING AVAILABLE

Occupational Therapist [sportforconfidence.com](mailto:info@sportforconfidence.com)

ALL SESSIONS £3.50 (CARD PAYMENT ONLY)

Sport for Confidence place an Occupational Therapist and Coach into a leisure centre to make reasonable adjustments and break down barriers to enable everyone to participate in sport and physical activity and experience positive outcomes in their lives.

For further information email [info@sportforconfidence.com](mailto:info@sportforconfidence.com) or contact the Lead Occupational Therapist Kim Dutton 07561 853044

Interested or know someone that would be? Please scan the QR code to register!

**Play Your Part™**  
[sportforconfidence.com](http://sportforconfidence.com)

Logos for everyone ACTIVE, ActiveEssex, and other partners.

# Swimming Lessons

- Swim England Swim Operator of the Year
- Scheme Growth
  - 671 October 2021
  - 1,119 August 2023
  - 67% Increase

# Fitness Membership

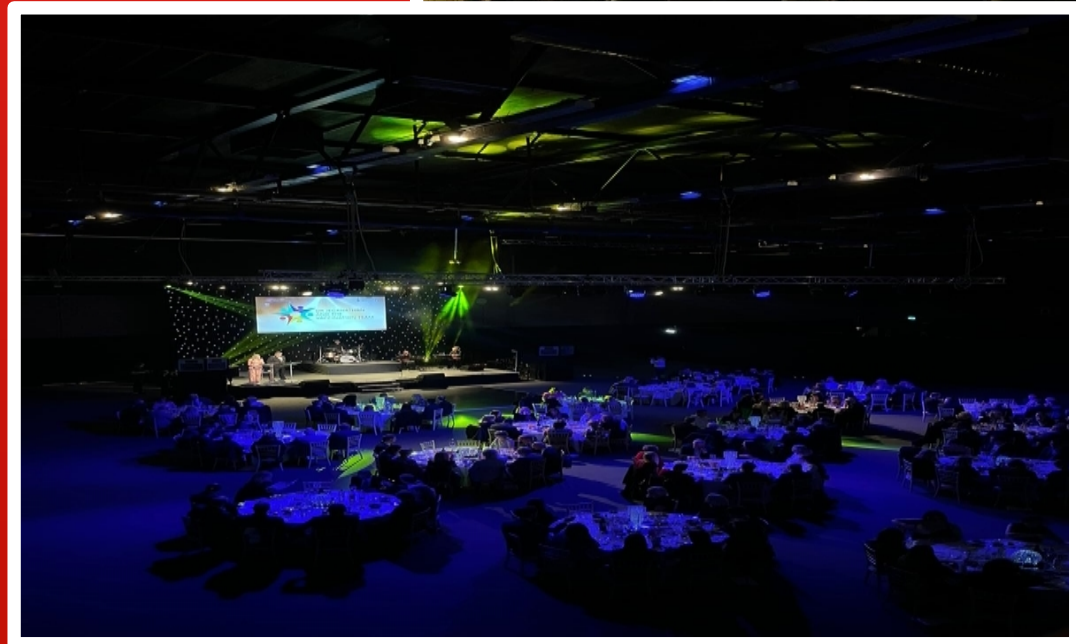
- Membership Base
  - October 2021 1,512
  - August 2023 2,913
  - Increase 93%
- Group Exercise participation





# Events

- Delivered large-scale events
- Matchroom
- English Open Snooker
- Tribute Acts
- Jack Whitehall
- Paulo Di Canio
- Boxing Events
- Varied Programme



# Events Since January 2023

- Antiques Fair
- Professional Boxing – Top Tier
- West Ham Vs Fiorentina Live Show
- Networking Essex – Business Show
- Comic Con
- Live Music
- World Pool Masters
- The Big Sing
- Judo
- Nash Dance School

# Events still to come in 2023

- English Open Snooker
- Festive Food & Drink Show
- London Festival of Gymnastics
  - Jimeion
  - Jack Whitehall
  - Bingo Loco
- Essex Healthy Schools
  - Rock Orchestra
- Hutton Choral Society – Xmas Show

# Charity Events – Partnerships

- National 3 Peaks Challenge
- EA successfully completed the challenge within 24 hours
- Contributed over £1.5k of the £50k raise overall for cancer research



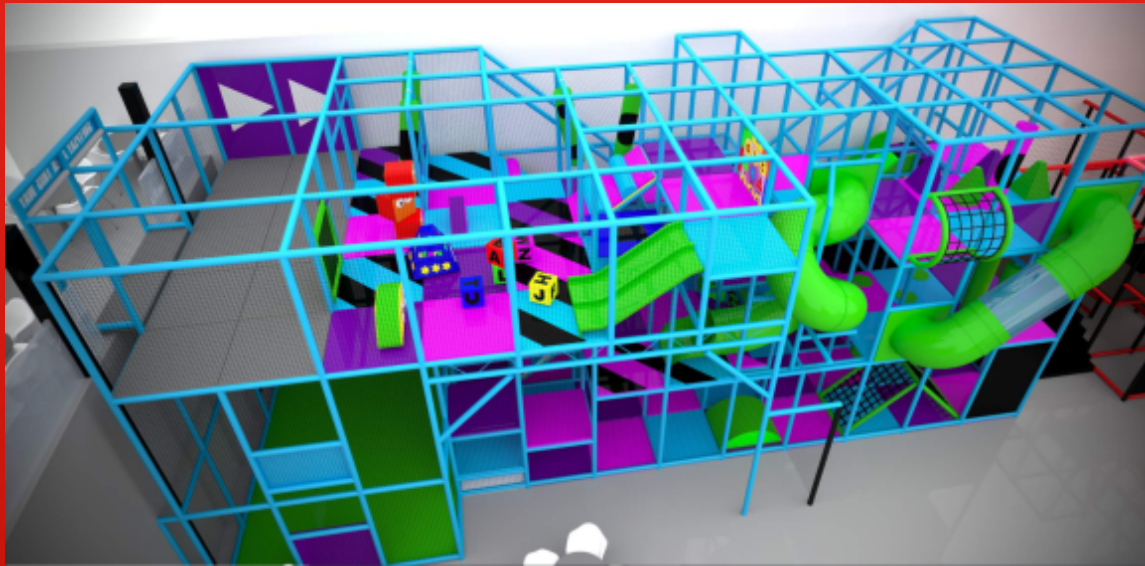
# Hartswood Pavilion Soft Play

- EA invested over £20k improving the Soft Play facility

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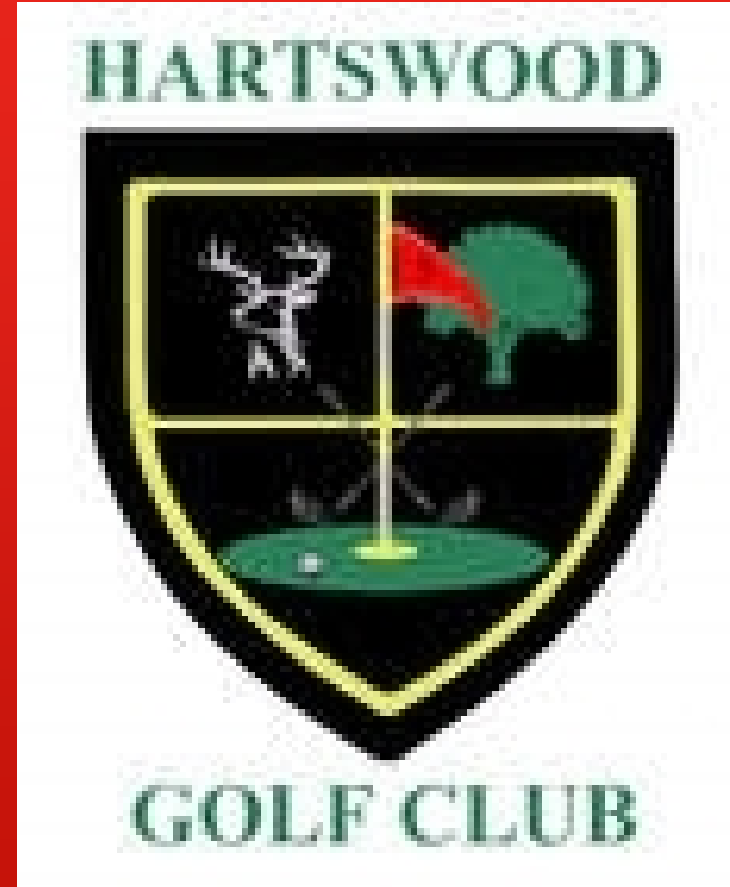
- EA invested over £20k improving the Soft Play facility
- Investment has seen a 12% rise in usage

# Hartswood Pavilion - Soft Play Upgrades



# Hartswood Pavilion – Developing Relationships

- Now booking societies together
- Successful Captains Day
- Working together to develop F&B
- Increased Membership for HGC



# Future Targets & Milestones

- Fitness Membership to 3,000 by October 2023
- Swim Scheme to 1,250 by March 2024
- Continued development of Events programme
- Refurbishment of The Brentwood Centre
- Continued development of community-based activities
- Football Hub
- Investigate viability of Soft Play and Tag Active memberships



**EVERYONE**

**IS READY TO ANSWER  
QUESTIONS...**