

UNITING COMMUNITIES THROUGH ACTIVITY 2021 - 2022

MISSION

To encourage our customers to undertake 30 minutes of activity five times a week, two of which are in our centres

everyone
ACTIVE



WHAT WE PLAN TO DELIVER IN OUR COMMUNITIES:

1. COMMUNITY EDUCATION & EMPLOYMENT PROGRAMME

Providing education, training, and employment programmes in local communities.

- Kickstart
- Apprenticeship
- Community Online Learning

2. CLUB SUPPORT PROGRAMME

Our Community Club support programme will consider:

- Flexible programming
- Flexible pricing
- Club funding advice and support
- Club digital marketing campaigns
- Club open days
- Talented Athlete Memberships

We will work with Sport England and Active Partnerships on the Club Matters Programme

3. EXERCISE REFERRAL PROGRAMME

- Adult Exercise Referral
 - Fitness, Swim and Group Fitness
- Children's Exercise Referral
 - Family months activity pass
- Working with local GP's and school nursing teams

4. INEQUALITIES SUPPORT PROGRAMME

- Targeting the following groups to provide free activities to support them re-engage with communities;
 - Looked after children
 - Carers
 - Young offenders rehabilitating
 - Low income families
- Working with local authorities to identify these people

5. NATIONAL PARTNER & LOCAL NETWORK PROGRAMME

Work with national and local partners to explore free community slots in our sports hall and meeting space to local network support groups.

Disabled Users - Activity Alliance
Children & Young People - Save the Children
Older People - Age UK
BME - Sporting Equals
Volunteering - NCVO

6. COMMUNITY DIGI-ACTIVITY PROGRAMME

Explore the potential to offer free access of our Everyone On Demand platform to target groups and organisations.

Care homes
Disability and Special Care Homes
Special Support Schools
Rural community places such as schools