

Fusion Annual Review Presentation

Braintree District Council

1st September 2021 to 31st August 2022

Agenda

- Context of Contract
- Progress to date
 - progress
 - participation
 - sport & community development
- Looking Ahead
 - challenges
 - opportunities

Context of Contract

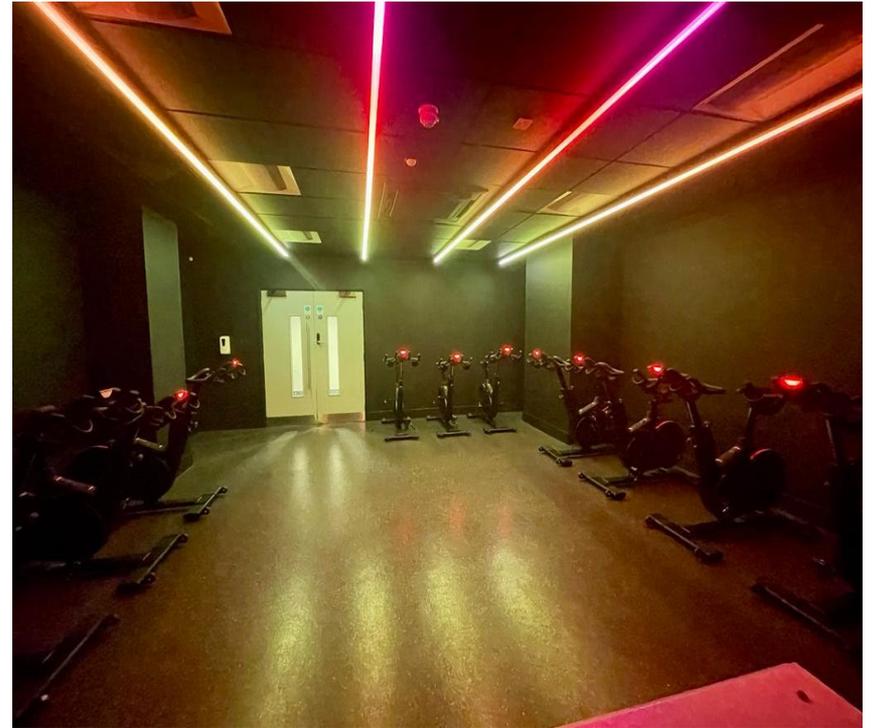
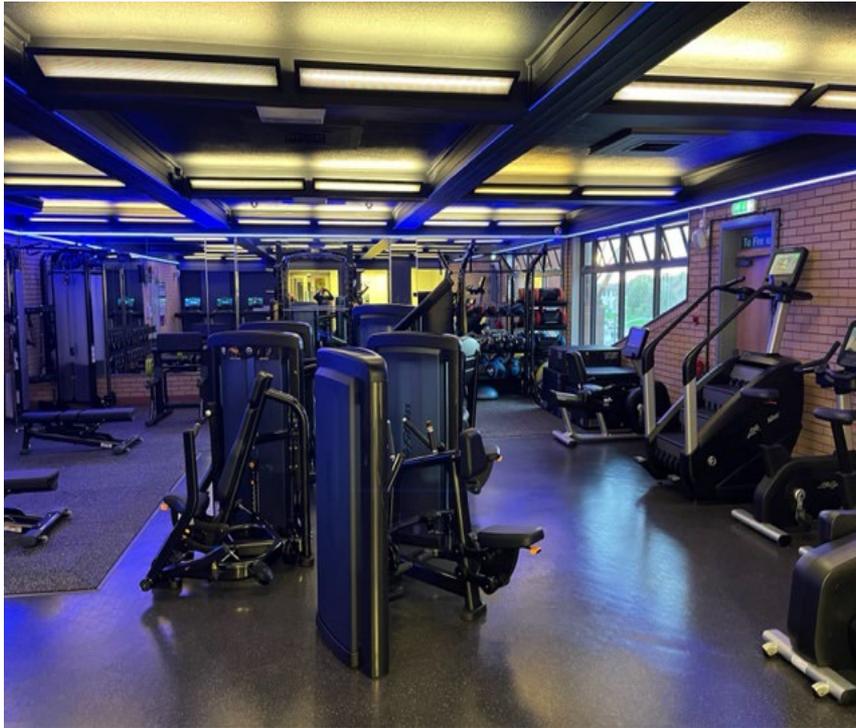
- 5 year contract extension commenced in September 2022
- Key objectives of the procurement process were to:
 - secure investment into the facilities
 - introduce a new local sport and community and development officer
 - introduce a new local marketing executive
 - Deliver on the Council's livewell strategy outcomes
- Fusion's tender proposed:
 - c£1.2million of capital development proposals
 - ongoing maintenance and lifecycle investment throughout the contract
 - Fusion to continue to take income and expenditure risk for the contract
 - increasing participation in both membership and a key focus on non membership income
 - continue to invest in a sport and community development service to drive community engagement in the District



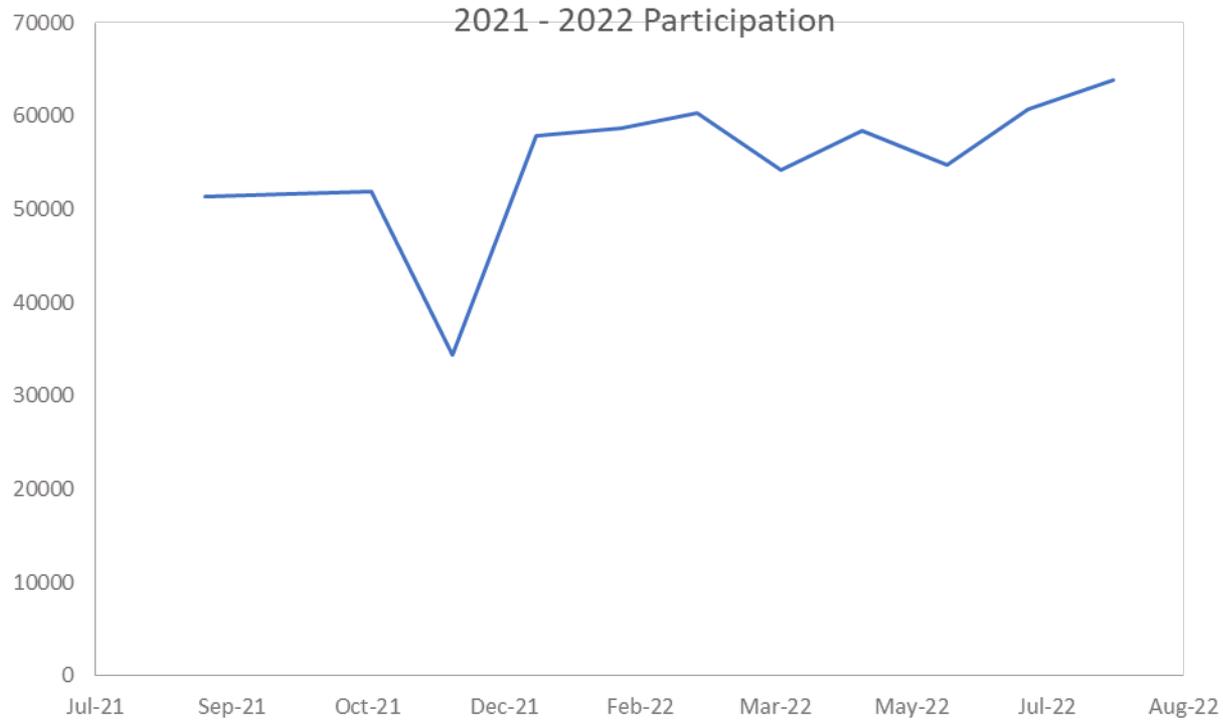
Context of Contract

- Progress to Date...
 - £1.2m development scheme commenced
 - Braintree Sport and Health:
 - replacement gym kit
 - creation of and purpose built spin studio
 - refurbishment of gym and studio
 - Witham Leisure Centre
 - replacement gym kit
 - creation of new mind and body studio
 - refurbishment of gym and studios
 - Halstead Leisure Centre and Braintree Swimming and Fitness
 - works are under way and all works will be completed mid December at both sites

New gym at Braintree Sport and Health



Progress to Date Participation



Progress to Date Participation

- 27.5% increase in membership 2021/2022
- 28.6% increase swim school 2021/2022
- Membership 26% down against pre-covid
- Swim School 20% up against pre-covid
- Overall Participation down 37.4% against pre-covid

Progress to Date

- Richard Moss our new community engagement officer
- Witham wellness café
- Funding secured via The safer streets project
- funding secured for activities in Braintree £5,000 (active rewards)
- Warm Wednesdays launch to support cost of living
- Working in partnership with the BDC we secured funding for the replacement of Halstead Leisure Centre's artificial pitch and the resurfacing of Braintree Sport and Health's artificial pitch.
- Man V Fat project launched

Case Study – Man V Fat



122.50KG
TOTAL WEIGHT LOSS

33.53
AVERAGE BMI, WAS 34.72

**“I HAVE FOUND MAN v FAT THE
KEY TO UNLOCKING MY LIFE
AGAIN”**



48
STARTERS

58%
LOST WEIGHT

17%
ACHIEVED 5%
WEIGHT LOSS

COMPLETERS

A completer is a player who attended ten sessions. A total of 10 completed, and of those:

70%
LOST WEIGHT

40%
ACHIEVED 5% WEIGHT LOSS



ALL TIME SEASON STATS

324.2KG TOTAL WEIGHT LOSS

61 PLAYERS LOST WEIGHT



Witham Wellness Cafe



Wellness
Wednesday
Café

**Wednesday 9th November
10am to 3pm**

Launch of monthly Health
and Well-being Community Event.

Free Fusion Day passes available for
swimming, classes, and gym.

Special sessions on the day including
seated exercise and mindfulness.

Community walk from the centre led by
Community 360's Braintree Walk Motivator.

Local partner agencies will be offering
information about Health and well-being
initiatives in the local area.

REFRESHMENTS WILL BE AVAILABLE

For more information please contact:
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01376 534910
www.fusion-lifestyle.com



**DON'T
MISS OUT**



Looking Ahead 2022/ 2023

- Financial challenges
 - Utilities
 - resources
- cost of living
- further investment opportunities being explored across the contract
- new Annual Service Plan – strong links to Council objectives - BeWell strategy, Active Braintree Network delivery plan to tackle inactivity
- extending the sport and community development programmes
- refurbishment of Halstead Leisure Centre dry side changing facilities
- working in partnership with BDC and their climate change strategy