

Swale
Community
Leisure

SWALE
COMMUNITY LEISURE

Impact Report 2019

2020 vision
A Strategic Plan
for 2015-2020



Introduction

It has been an exciting year for Swale Community Leisure (SCL), which was originally formed in 2004, and has managed leisure facilities and delivered charitable activities across Swale since this time.

A major refurbishment project started in 2018, which saw many improvements at both Swallows Leisure Centre in Sittingbourne and Sheppey Leisure Complex in Sheerness. The diversification of the activities that resulted from this, reflected changing need and gave a more contemporary feel to the leisure centres. Exciting additions such as the family orientated 'Active Zone' and the 'Health Studios' for those requiring a more supportive exercise opportunity,

meant a much broader and exciting leisure offer for local people and visitors to the Borough.

The all important Community Team projects have continued and expanded, successfully engaging hard to reach families and individuals, as well as providing support to young people who have been unemployed or in need of training.

A key aim of SCL's '2020 Vision Strategy', was the granting of an extension to the Swale Leisure Contract, and this was successfully granted until 2025 by Swale Borough Council. This will allow SCL to continue to make a positive impact on the lives of groups and individuals in Swale as well as to

Andy Booth

Chairman Swale Community Leisure

Dave Harcourt

Chief Executive Officer

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Our Facilities



SWOLE
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Our Programmes



2020 vision
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Our User's Thoughts

“Excellent improvements in the gym. I like the new equipment and the feeling that I am getting the benefit from using them regularly”

“Very helpful and co-operative staff, they excel themselves to offer help and assistance. Place is very clean and tidy”

“The new weights area is lovely and bright”

‘Amazing! William really enjoyed himself, thanks to the hard work of the staff. This has given him the opportunity to take part in activities he would not normally be able to do.’

Parent of participant

“I think that anything that promotes inclusion and facilities for children with SEN/AEN is very important in the local area”

Member of the general public





The Health Studio at Sheppey

Specialist exercise equipment for individuals with low mobility thresholds, recovering from injury, or requiring support to become active. Joan has lost over 7 stone in weight and can now

2019 Statistics

	2019
	651,047 visits to Swallows and Sheppey LC
	329,615 visits to our gyms
	4,047 Health & Fitness Members
	141,386 swimming lessons delivered (despite a 6 month closure for refurbishment at Swallows)
	208 users of The Health Studio at Sheppey
	300 users of eGym at Swallows

2019 saw the culmination of the £2m investment project by Swale Borough Council at Swallows Leisure Centre in Sittingbourne and Sheppey Leisure Complex in Sheerness. Alongside a further £650k spent on equipment and other improvements, this has dramatically changed the outlook for the leisure facilities and the impact that can now be made to much more diverse audience across the Borough.

2020 onwards looks to be an exciting period for the organisation and the people of Swale!

2019 Projects

Community Engagement Events

9 events

Over **1,000** people engaged

Get on Track with The Dame Kelly Holmes Trust

Over **100** young people recruited

Over **80%** back into work/training

Milton Creek Funclub

5 activity clubs

Over **500** participants

This Girl Can

2 new programmes launched

Sweat & Smile and TGC Climb

SEN Funclub

2 new pilot schemes

27 children catered for

SEN Wipeout

25 SEN children participating

Community Cinema

8 screenings

2020 Vision

£1.7m Impact!

Impact since the
launch of 2020 Vision
in 2015

**An estimated Social Impact Value of
£1,651.515 delivered to the community
of Swale!*

**7,100 women
and girls back
into physical
activity**

**182 young people
back in employment,
education or training**

**5,825 people from
deprived areas
engaged through our
social engagement
programme**

	2015-2019
	3,224,654 visits to Swallows and Sheppey LC
	1,524,544 visits to our gyms
	679,747 swimming lessons delivered

**A calculation based upon a number of impact factors such as reduction in cost of GP visits, lower dependency on medication and cost of unemployment, etc.*

2020 Plus is the new Swale Community Leisure Strategy which is due to be launched early next year and will illustrate the plans the organisation has for the future.

The period up to March 2025 will see the continuation of the Leisure Contract being delivered in Swale, alongside a targeted and expanding Community Programme. Collectively these are intended to deliver an even greater impact and set the scene for expansion in new and more diverse markets. This is an exciting period for SCL, which will see more families, groups and individuals benefitting from use of the facilities and engaging in community based social impact projects.

SCL will continue to make a positive impact through Sport, Leisure, Health, Education and Culture.



“SCL intends to make a positive impact on the well-being of the people of Swale, as well as to its own employees, members and partners. It’s strategy is to work towards making a significant contribution to the intended outcomes of key partners in Sport, Leisure, Health, Education and Culture”



www.swaleleisure.org

enquiries@swaleleisure.org



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