



DC Leisure & IFI

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DC Leisure

DC Leisure Overview

- Total Sites - 103
- Total 'Fitness' Sites - 78
- Divided into 30 contracts
- Far reaching across UK
- Approx 7,000 employees
- 25 million visits pa
- IFI Corporate Commitment Award 2008

IFI Site Breakdown

- 40 Sites overall
- NSF = 25 sites
- Main Scheme = 15 sites

Millchase LC

- Total visits from 2008= 2,170
- Total visits from 2009= 2,856
- Total annual casual income £4000+
- 12% Member use by IFI Users
- Nominated for IFI award – against other sites set up purely for disabled access.

Millchase Team



Benefits

- Improves site accessibility
- Improves customer interaction on gym floor – good atmosphere
- Improves awareness & PR for the site in community
- Links into local & national health & participation agenda
- Improves off peak usage
- Enables staff training and development
- Extends DC Leisure's profile

Key Partnerships

- Improves local authority engagement
- Attracts 3rd party partnerships eg PCTs
- Assists in winning new business
- County Sports Partnerships

Opportunities

- Equipment appeals to a far reaching variety of users (able bodied & disabled)
- Increased sport/club access due to equipment range
- Awareness leaflets produced for Olympic teams referencing all sites & facilities available
- All sites encourage elite & grass roots participation

Success Stories

- Fakenham - British Paralympics' Rugby team train regularly onsite
- Farnborough – wheelchair basket ball take place regularly
- Tolworth, free usage, David Weir Athletics & Marathon events
- Millchase – Dedicated Inclusive Fitness Role , jointly funded