

WHY CHOOSE BETTER WINDRUSH?

November 2019

There are many reasons for choosing a leisure centre in your local area, but why choose Better Windrush?

A CHARITABLE SOCIAL ENTERPRISE

We are a not-for-profit charitable social enterprise, which means we work for the benefit of everyone: the public, the communities we work in, the environment, our staff and our partners. As a result, we're proud to be the first leisure operator in the UK to be awarded both the Social Enterprise Mark and now Social Enterprise UK badge, as well as the Prime Minister's Big Society Award. But there are more benefits...

- We don't have shareholders like some private companies or any bonuses to pay out. Instead, we reinvest any financial surplus we make back into our services and facilities.
- We act as a charity and are here for the benefit of the communities we operate in. We are passionate about making a real difference.
- We believe social values are just as important as financial performance, if not more so.
- We are owned by our staff and society members, who have a non-dividend-paying share. That means our workforce is empowered, motivated and involved in making important decisions that affect the company.

HEALTHWISE SCHEME

The Better Windrush Healthwise team provide tailored physical activity and exercise programmes at an affordable rate for patients with risk factors for medical conditions or for those with existing long-term conditions – it's a programme designed to help people manage and improve their health. Don't just take our word for it...

Christine says, "I feel that I have benefited from attending the gym in many ways. The exercises have helped alleviate my pain and built my strength so that I am so much more capable of performing normal daily tasks. I am more confident of attempting activities I was unable to do before. There is a social aspect also, meeting other people in the same position. The staff are friendly and helpful. Life is better for me since attending the gym".



GLL SPORTS FOUNDATION

We are committed to supporting athletes across West Oxfordshire to reach their potential and achieve sporting success. We develop athlete support programmes including financial, training memberships and sport science to improve athlete performance. This year, sixty athletes from West Oxfordshire have received awards from the GLL Sports Foundation, totalling £35,500 in value.



@Better_WestOxon



@windrushleisurecentre



better_windrush_leisure_centre

BETTER
the feel good place

ACCESSIBLE FACILITIES

One of our key commitments with West Oxfordshire District Council is to ensure that our centre is accessible to all, especially the key focus groups, which are:

- young people
- people with disabilities
- concession
- 60+

To help us achieve this goal, we offer concessionary pricing options, a comprehensive inclusion programme, and subsidised activities such as kids swimming for a quid.



DIVERSE WORKFORCE

It's important to us to have a diverse workforce and offer employment opportunities to all. One of our success stories this year is Reece Vizor, who started undertaking voluntary work here in partnership with MENCAP. Reece is now a paid Better employee and achieved our employee of the month recognition in August.



WORKING ALONGSIDE LIKE-MINDED CHARITIES

At the Windrush LC we like to work with like-minded charities to help benefit our local community. An example of this can be seen in our excellent café facility, which is operated by Yellow Submarine. Why not visit the café for a coffee and check out their website for more details on the Yellow Submarine's great work? www.yellowsubmarine.org.uk



SOCIAL VALUE CALCULATOR

Better are working with partners 4 Global to identify the social value to the local community of our customers being more active. Our Social Value Calculator identifies a financial benefit locally due to reduced crime, improved health, subjective well-being and education attainment.

At the Windrush, over the last 12 months Better can demonstrate that on average, each person who uses our centre generates £3.05 of social value for every £1 they spend.

ENVIRONMENTAL IMPACT

Over the last 12 months we have invested over £200,000 in improving our environmental impact. Investment includes:

- upgrading LED lighting
- installing a new building management system
- upgrading the air handling on poolside and changing areas
- introducing new recycling stations
- innovative water-saving technology in showers

The above investment has allowed us to significantly reduce energy consumption and increase our recycle rate well above the national average.