

# Bolton Arena Sports Village Impact Report 2024



Building an active healthy community

# Impact Report 2024

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# Introduction

Bolton Arena Sports Village was set up by Bolton Council for the benefit of the people of Bolton and has been at the heart of the community for more than 20 years. Our mission is to inspire people of all ages, backgrounds, abilities, disabilities, and health conditions to be as active, happy and healthy as they can be – in body and mind.

We welcome over 1.2 million visitors every year who take advantage of our excellent exercise, sporting and business facilities, confidence-boosting health and wellbeing programmes, and a range of classes that have something for everyone.

But what really sets Bolton Arena Sport Village apart is our charitable status that underpins our sustainable business model. We are NOT here to make a profit. We are here for YOU.

Every pound of our surplus operating revenue is reinvested in our facilities and services to benefit the community. So, by supporting Bolton Arena Sports Village, you are helping to support the local communities of Bolton.

## What's important to us at Bolton Arena?

- ♥ All profits are reinvested back into Bolton Arena, keeping the Bolton pound in Bolton.
- ♥ Proportionate universalism – health actions must be universal with the scale and intensity that is proportionate to the level of disadvantage.
- ♥ Committing to making every contact count.



# Partnerships

We are proud of our partnerships that make Bolton Arena Sports Village the base for a variety of local sports clubs, which take advantage of our fantastic facilities – organisations such as the historic Horwich RMI Harriers, the Hot Wheels cycling club, Lancashire Road Cycling Club, three badminton clubs, and Little Kickers children's football club.

Our newest partnership is with the University of Bolton, enabling students to access our sport and leisure facilities and activities, not only academically, but socially, to benefit their health and wellbeing. We are a member organisation of GM Active – a 12-strong collective striving to make it possible for communities across Greater Manchester to be physically active – and we partner with CLUK (Community Leisure UK), a nationwide association that specialises in supporting charitable trusts delivering public leisure and culture services.

# Community & Holiday Camps

Our open-door policy also makes Bolton Arena Sports Village a welcoming space for all. We host a variety of local sports clubs, and a Community Run Group. Our school holiday sports camps are an excellent way for children to stay busy and active.

Our tennis and gymnastics camps help youngsters develop and improve their skills and our multi-sports camps give children the opportunity to learn and develop skills in a variety of team and individual sports.

## Bolton Hot Wheels & Wheels for All:

Over 1,000 riders attending weekly learning and disability cycling groups using our 400m outdoor track.

# 1,471

## bookings this year to date

We host regular walking netball (and other sports) sessions in the Arena each week.



We are an active partner with GM Active's Prehab 4 Cancer programme and are looking to increase our involvement in this initiative as we move into 2025.



## Holiday Activity Funding (HAF)



# Over 2,000

supported places offered for free Holiday care & lunches provided during Easter, Summer, and Christmas school holidays.

## Schools Outreach

# Over 2,000



young people participating in tennis or gymnastics

# Over 25



schools visited delivering sport



## Charity Partners

We host regular fundraising events for our charity partner, Bolton Hospice (Santa Dash / Colour Run / Bake Sales / Book Sales)



## Deaf Society Initiative

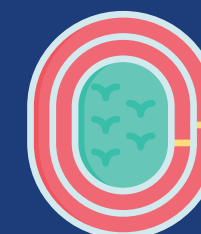


## Age UK Strength & Mobility sessions



## Parkinsons / Neurological programme

Weekly programme for 25 participants attending group activity



## Horwich Harriers & Chorley Harriers

Over 500 athletes train on a weekly basis



## Bike Library

We have introduced a brand-new initiative working with TFGM whereby people in the community can borrow a bike from our bike library FREE of charge. We have 10+ bikes to choose from!

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# Gym

Our state-of-the-art gym is open 24/7 and boasts an extensive range of cardio and resistance equipment, including treadmills, stationary bikes, elliptical trainers, and rowing machines, alongside free weights and functional training areas that offer gym floor classes for all ages and abilities.

There is also a sauna and steam room to relax after your workouts. Health and wellbeing is at the heart of what we do, with over 80 group exercise classes per week that range from yoga and Pilates to circuits and spinning classes, that support all levels of fitness.



## FREE Community Run Group

2 x Sessions a week  
Tuesday 10am Track Session  
Wednesday 6pm Road Session

**Over 1,250**  
attendances this year  
Session coached  
by Andy Dunleavy

## Access Statistics

### Digital Access



**135,000+**  
scans since  
January 2024



**3,262**  
Unique  
users



**42**  
Scans / Visits  
on average  
per unique  
user in 2024

### 24-Hour Usage



**7,345**  
individual scans into  
our 24-hour gym  
since April 2024



**606**  
individuals out  
of hours users



**87%**  
of our 24-hour  
users are still  
members  
with us

### Membership Growth



**601** Members  
Net gain (Jan-Oct)

**2,996** Total members  
including corporate  
members

**2,246** Live paying members  
(Increase from 1,645)  
36.5% increase

**376** New membership Arena  
Gym – introduced in  
April, currently counts  
for 376 of those



Online joiners have increased from 20% (2023) of total sales, to 45% (2024) of total sales (2024)



DD Income – £38k January 2024 – £46.3k October 2024 (due to increase in November).  
38% Increase DD in January £33,500



**245**

Record sales month in  
October 2024

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# Football

We have several football pitch hire options, capable of hosting all formats, from 5-a-side to 11-a-side, and everything in between – all floodlit with changing facilities and showers available.

We host adult (16-plus) 5, 9 and 11-a-side leagues, a youth league, and a business league. Our football pitches also play host to men's, women's, and mixed walking football sessions.



## £500K Facility Enhancements

In 2024, we completed a major investment in the resurfacing of the 7v7 and 9v9 pitches, including the installation of a new extensive drainage system. This upgrade has not only improved the quality of play but also increased pitch utilisation, allowing us to confidently expand access at both peak and off-peak times.



## Weekly Football Utilisation

Our facilities support one of the most active football communities in the region, with an impressive 3,000 footballers utilising our pitches weekly. Our six weekly walking football sessions reflect our commitment to inclusivity and catering to all ages and abilities.



## Increased Partnerships and League Fixtures

This year, our pitches have become the venue of choice for a number of new, high-profile partnerships and league fixtures, including:

- **BWFC International Academy and Community Trust:** Expanding our influence in youth and academy football
- **Lancashire Football Association:** Engaging in collaborative programmes to support local football development
- **Bolton and Bury League:** Hosting regular 9v9 league fixtures, bolstering community engagement and competitive play



## Walking Football Programme Growth

Our walking football programme continues to grow, establishing itself as one of the largest in the country. Key statistics include:

**WFA National Cup:**  
Winners for three consecutive years.

**WFLA National Cup:**  
Secured the title twice.

**National Success:**  
Our standout team, the BA Women O40's, has achieved unprecedented success, including:

**FA National Cup Finalists:**  
Reached the finals in the prestigious inaugural tournament held at St. George's Park, marking a major milestone.



## Walking Football League Teams

With **22 regional** and **14 international players**, we have the highest numbers of competitive walking football participants in the region.



## Registered Players

A robust and expanding community of players.



Our Football Manager, Marcus, has refereed over **13,000 matches** at all levels of grassroots football.

Marcus was **1 of 12 officials** selected from a nationwide pool of referees to officiate at the Football Association's inaugural National Cup Finals for Walking Football, held at the prestigious St. George's Park.



## Conclusion

The substantial investments and strategic partnerships of 2024 have not only enhanced the quality and accessibility of our facilities but also significantly strengthened our community impact. Through expanded programmes, partnerships, and achievements, we are positioned as a leading football hub in the region.

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# Gymnastics

Our all-encompassing gymnastics programme covers everything from fun-filled introductions for tots, through to advanced modules for teens.

**Gym Tots** – walking to 4 years

**Pre-school** – 2.5 to 4 years

**Beginner and Intermediate** – 4 to 16 years

**Advanced** – 7 to 16 years



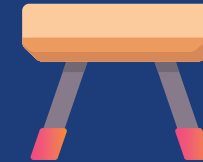
## Coaching team

At the start of 2024, we operated with a coaching team of **4 or 5 coaches**, including our head coach. By recruiting a group of volunteers and assisting them in becoming fully qualified by April, we successfully expanded our team to **9 coaches**.



## DD Payments

We have transitioned from a 10-week block payment model to a direct debit system, making payments more affordable and consistent for our customers.



## Equipment investment

To enhance the quality of our classes and make optimal use of our available space, we have invested £20,000 in new gymnastics equipment. This significant investment allows us to improve the overall experience for participants, ensuring that our facility is equipped with high-quality apparatus.



## Weekly Programme changes

Since the beginning of 2024, we have expanded our operational days from **5 to 6 per week**, providing greater accessibility and flexibility for customers.

In September, we also reintroduced the Gym Tots parent-and-child class. Due to high demand after introducing one class, we have added an additional Gym Tots session, enabling us to accommodate more families interested in this programme.



## New customers / Numbers

We offer taster sessions, allowing new customers to experience the classes before committing to direct debit payments. The success rate of these sessions has been high, with 80% of tasters choosing to enrol in our programmes.

Our programme enrolment has seen a significant increase. Starting at **420 participants** at the beginning of 2024, we have grown to **565** as of mid-November.

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# Tennis

We welcome tennis players of all ages and abilities – from would-be Wimbledon champions attending the Lawn Tennis Association’s Regional Player Development Centre for the Northwest based at the arena, through to adults playing socially and children swinging a racquet for the very first time. All our facilities are indoors, making tennis a year-round sport.



## LTA Funded Centre

One of only 13 Regional Player Development Centres in the country

**HEAD**

## HEAD Sponsorship

Full sponsorship package for players / coaches / facility



## LTA Relationship

Bolton Arena is one of the UK’s premier venues for hosting international, national, and county-level tournaments throughout the year



**3**

International tournaments

**6**

National tournaments

**14**

County tournaments

**23**

local / In-house tournaments



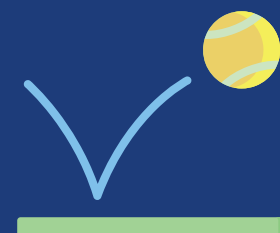
## Tournament Host

Bolton Arena proudly hosts numerous local, national, and international tournaments annually. Among the highlights are the Grade 1 Tennis Europe U14 Junior International in January and two ITF Wheelchair Tennis tournaments in February. These prestigious events attract players from across the globe, solidifying Bolton Arena’s reputation as a premier tennis venue.

Bolton Arena is the ideal venue for hosting national and international tennis tournaments. The Arena’s dedicated staff, top-tier facilities, and surrounding amenities provide seamless support for tournament hosts. With players travelling from across the globe, its excellent transport links further enhance its appeal as a premier tournament destination.

**Hollie**

## Tennis Coaching Programme



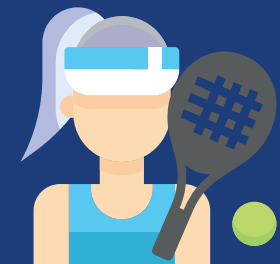
### Development

Over 300 children on Tennis Development



### Performance

Over 150 children



### Adults

Over 70 (for all abilities – beginner, intermediate and advanced... weekly coaching sessions)

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# Business

We have six contemporary meeting rooms of varying sizes, the largest capable of hosting gatherings of up to 150 people. All rooms are air conditioned and equipped with audio-visual equipment.

We can offer a range of hot and cold catering options to suit all budgets. There's free parking and we are easily accessible by road and rail.

## Event Attendances



1,120

Pickleball



3,976

Jungle Fever Dance Competition



2,560

Wedding Fair



3,500

Tool Fair



1,920

CrossFit



## Café

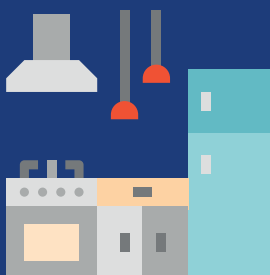
Here at the Bolton Arena we offer a catering service that runs 7 days a week.

The service supports all conference bookings and events as well as running a daily café service to all visitors to the Arena and providing a diverse range of hot & cold food and drink.



£20k

Kitchen Refurbishment



## Conferencing Refurbishment



Furniture – Chairs & Tables

Wall Mural – History of Bolton Community – A storyboard of local Horwich and North Bolton history

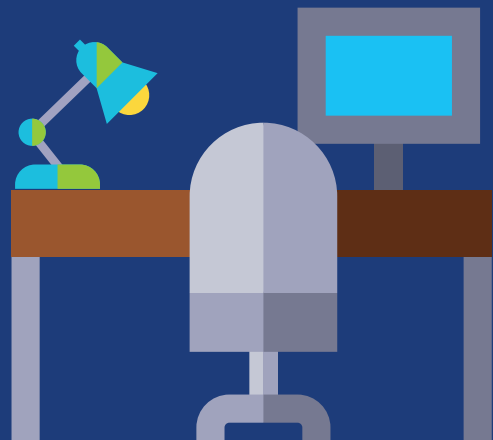
Interactive TV Screens

Welcome reception screen and conference room iPads!

## Partners

We share office spaces across our facility, with a total of 15 different offices occupied within the facility.

The companies in these offices vary from financial planners, accountancy, insurance brokers, call centres, physios, PT and health care (MRI).



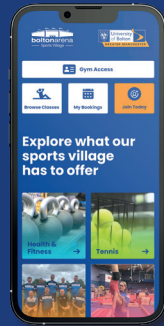
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# Reinvestment

We are extremely proud to have charitable status. This means every penny of our surplus revenue is reinvested into our facilities and activities to enrich our community, by inspiring and encouraging everyone to be active, happy, and healthy in body and mind.

## Bolton Arena App

We redeveloped our Bolton Arena app to improve customer experience, and to ensure our customers are exposed to what we have to offer across all areas of our facility instead of just for booking purposes.



App downloads have increased from **7,824** to **13,000** since January 2024.

## Access Control POD

(Coming Soon)

**£32k**

We have invested £32k to improve the customer journey for our 24-hour users with a new Access Control POD.



This will improve security for our 24-hour gym, to ensure customers feel safe using our facility at late / early hours – this will be installed in January 2025.

## Badminton Courts



**£22k**

Invested on 4 rolldown mats



**£88k**

External LED Lighting



**£850k**

Air Handling Units & Boilers



**£90k**

Toilets & Changing Facilities



**£10k**  
New TV Screens

Invested £10k in brand new interactive TV screens for our conferencing set-up to improve visitor experience and encourage alternative group engagement within their sessions.

# Staff Development

We held a staff wellbeing week where staff benefited from wellbeing massages; free breakfasts, snacks, and hot drinks; and a prize draw. We ran a staff away day to The Anderton Centre where we did axe throwing and tree climbing.

We are part of the GM Active Transformational Leaders Programme which some staff have completed, and we are introducing other staff to the course.

We have invested in time with our managers to review our strengths and weaknesses, and how we can better work as a team, as part of the Clifton Strengths Assessment.

## Staff Celebration Week

24th – 30th June 2024

<b>Monday</b> Free breakfast* for all staff on duty from our Refresh Cafe	<b>Thursday</b> Free hot drink and a cake for all staff on duty
<b>Tuesday</b> YOLO Wellbeing on site with bookable wellness massage sessions*	<b>Friday</b> Fun Friday prize draw and office fun
<b>Wednesday</b> One free ice cream for all staff on duty	

Join us for a week of celebrations

\*Subject to price cap. \*\*Booking details to be confirmed.



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Company No. 4165498

## Get in touch today

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