

'Making a Mark'

Mark Holder Social Impact Declaration

Abbeycroft Leisure

Abbeycroft Leisure is a social enterprise, which manages 19 leisure facilities across Suffolk and Cambridgeshire, ranging from traditional leisure centres to dual use school facilities and yoga and wellbeing centres.



As a social enterprise, we are committed to providing opportunities for everyone to be active. Because of the unique way we re-invest all our profits, we are able to offer community programmes that encourage more people to increase their levels of physical activity as well as encourage those who are not physically active at present to take part.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Abbeycroft Leisure** is Making a Mark, striving to create a positive impact on people and planet.

Increasing health and wellbeing

Our aim is to increase the number of physically active people in Suffolk, raising awareness of the benefits of a healthy lifestyle, and in so doing increasing the health and wellbeing of local communities.

By using physical activity in innovative and accessible ways we aim to impact on and influence the following specific areas:

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- Supporting inactive people to become active
- Addressing health issues
- Reducing isolation
- Supporting an increasingly older generation to stay stronger and healthier longer
- Health and Wellbeing prevention agenda

Providing opportunities for everyone to be active

We use our facilities to support a range of services beyond the sports, gym and swim activities. These include GP exercise referral schemes and disability sports sessions.

Alongside this, we run a number of initiatives outside our facilities, e.g.:

- **Make your Move** – a physical activity and employability skills course for NEETs
- **Active Mums™** - raising awareness of the benefits of a healthy lifestyle
- **Stand Tall** – working with young people to increase resilience and improve mental wellbeing
- **Keep Active** – delivered in care home settings taking light physical activity sessions to older people
- **Together Tuesdays** – supporting families to live well together

Outcomes of our services for beneficiaries

Individuals, local communities and wider stakeholders benefit from our services. For example:

- Investment in leisure facilities for local communities
- People attending our GP Exercise on Referral Programme reduced their reliance upon support services by 16% on average, with a positive impact on their feelings of worthwhile, happiness, life satisfaction and anxiety levels
- Increase in number of people physically active in West Suffolk
- Cost savings to NHS and public services

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