



bhlive

# BH Live in partnership with BCP Council

10 year review



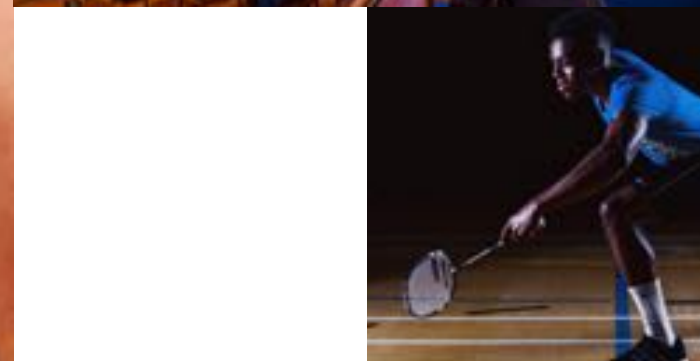
2010 - 2020





our story so far...

2010 - 2020



BH Live was born out of Bournemouth Borough Council on 1 May 2010. We launched as a charitable trust – a social enterprise to operate the town’s leisure centres and event venues for the benefit of the community. Overnight, the delivery of public services went from costing the Council £1,000,000 a year, to generating between **£440,000-£1.9 million** a year in service fees for the authority. Furthermore, the estimated charitable benefits to BCP Council have reached over **£20 million** to date.

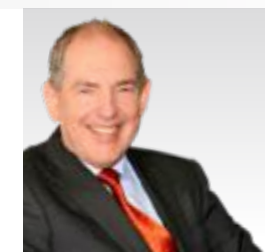
Over the decade our mission, has been to enable more people to enjoy being more active and experience cultural activities.

This has resulted in more than **28 million** sport and leisure centre attendances.


Furthermore, around **six million** event goers have enjoyed a vibrant and diverse programme of arts, entertainment, culture, conferences, exhibitions and festivals.

As well as enriching the health and wellbeing of people’s lives across Dorset, Hampshire and London, this has generated an estimated **£507 million** in economic benefit across the BCP region through business and cultural tourism.

**Michael Wright,**  
Chair







# executive summary and looking ahead

2010 - 2020

“It is an incredible milestone to reach our tenth anniversary and we are so very proud and grateful to our customers, employees and partners who have, and continue to, support our charitable ambitions and activities. This has had an immensely positive impact on the health and wellbeing of those in the communities we serve.”

The achievements are many and the impact on people's health and wellbeing has been significant. We have literally seen hundreds of thousands of people improve their health by being more active. Pioneering exercise schemes for people living with conditions such as cancer, arthritis, lung disease, Parkinson's disease and mental illness have transformed the quality of people's lives.

Our learn to swim scheme has delivered a skill for life to so many people of all ages and abilities. Sports development and grass roots programmes have instilled a passion for football, netball, tennis and gymnastics.

Cultural appreciation for classical music, popular entertainment, festivals, exhibitions, dance, drama and family friendly theatre has been broadened thanks to special performances and concessionary schemes to enable maximum participation for all. And by hosting large scale conferences, business events, exhibitions, awards, banquets and dinners we are supporting our business communities too.

However just like thousands of other charities and social enterprises across the UK, the consequences of COVID-19 on our

sector, and customers, employees and communities, has been devastating.

Because of our social enterprise model, we rely on surplus from commercial activity to support our charitable programme. To mitigate the loss of income from closures, we are working closely with our partners and suppliers to reduce operating costs while we cannot trade.

While these are difficult times we have also been touched by the warm offers of generosity from some of our customers who have either donated the value of their tickets to us or made a contribution to our theatre restoration projects.

And I think that demonstrates the value our communities place on what we do and the impact we have on people's lives.

So as we look to the future, we do so knowing that over the past ten years we have firmly established a place in people's hearts and in our communities – and that is a great foundation for us to build on as we adapt and approach the next chapter.

**Chris Symons**, Chief Executive



# facts and figures

2010 - 2020

## Annual savings delivered to BCP Council

Estimated VAT and business rates savings to BCP Council over 10 years are

£20m



## Fees paid to BCP Council in 10 year period

£13.7m (net of VAT) over 10 years, has increased by

343%

over 10 years from £440k a year to

£1.94m a year



## Investment in assets over 10 years

Over £11m

This includes all Bournemouth sites, plus capital project spend across multiple sites



## Economic benefit provided over 10 years

£507m

Economic benefit contributed by BIC and Pavilion in 10 years (Conferences and Events)



## Growth in membership numbers over 10 years

Increased by 293% from under 7,000 to over 26,000

Original 4 sites increased by 200% to over 20,000



## Growth in leisure centre visits over 10 years

Increased by 82% from 1.4m to over

2.5m

Original 4 sites increased by 52% to over

2.1m







# valuing people, developing talent

Platinum  
Awards  
2017

2010 - 2020



A significant employer in the leisure and events industry, more than **1,700 people** work for BH Live. Roles include sports and health professionals, teachers and coaches, theatre operators and entertainment specialists, chefs, baristas and hospitality servers, customer service and ticketing assistants, event organisers and technicians. And last year we launched our graduate management scheme to attract further talent into the organisation.

Because we bring footfall into our communities, our activity also indirectly underpins an estimated 5,000 jobs supporting the transport, hospitality, tourism and retail sectors.

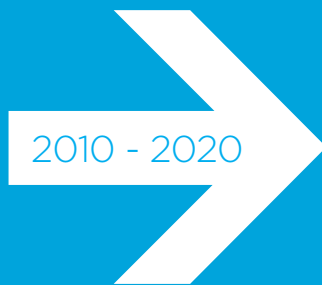






# recognising quality, diversifying services

2010 - 2020



Industry standards and awards from leading bodies such as UK Active, Quest, AIPC, Community Leisure UK and Investors in People, recognise our commitment to delivering quality services and employee training and development.

Growth and diversification has seen us develop our own hospitality and ticketing services which have been rolled out across south of England, creating further employment and supporting partner venues, events and festivals.





# charitable activity supports communities

2010 - 2020



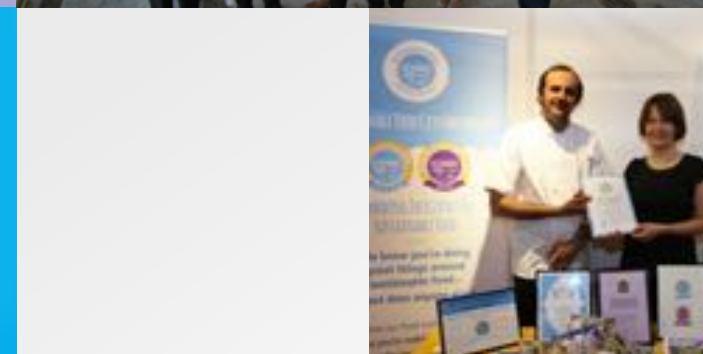
Together with revenue from leisure centre membership and events, surplus generated supports our programme of charitable activity including free-to-attend community open days and cultural performances, tea dances, children's storytelling sessions, theatre education schemes. It enables us to carry out restoration work and provide cultural subsidies to enable community performance in the arts, event concessions and art galleries.

Free children's swimming sessions, subsidised gym and exercise classes, and activity programmes for people on low income and for those living with long term health conditions, also form part of our charitable activity in our communities.



# creating better public services

2010 - 2020



Over the decade we have invested in the region of **£11 million** to improve and launch new public facilities and services.

This includes creating high ropes leisure attractions, seasonal ice and roller rinks, soft play centres, developing parks and green spaces, opening community cafés and bars, pop-up catering outlets and leisure centre expansions.

In conjunction with our local authority partners, several corporate social responsibility initiatives, such as Solar PV and LED light installations, energy saving CHP units, water recycling and building management systems, are reducing the consumption of gas, electricity and water across our centres and venues. And improved recycling, alongside socially responsible procurement for items including food and drink, supports local suppliers and other fellow social enterprises.





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Bournemouth International  
Centre, Exeter Road,  
Bournemouth, BH2 5BH.  
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