



Impact Report

**Elswick
Community
Pool and
Leisure Centre
CIO**

Table of Contents

- 1 Executive Summary**
- 2 Our Story & Mission**
- 3 Key Achievements**
- 4 Personal Stories & Customer Feedback**
- 5 Community Partnerships**
- 6 Financial Transparency & Funding**
- 7 Environmental and Sustainability Impact**
- 8 Future Plans and Goals**



Executive Summary

Elswick Community Pool and Leisure Centre has been a cornerstone of the local community since reopening in 2019. Since we reopened we have operated under the name Elswick Community Pool and Gym. Located in one of Newcastle's most deprived areas, our mission is to provide accessible and inclusive leisure services that improve health, well-being, and social inclusion. Through our extensive programs, partnerships, and community outreach, we have positively impacted thousands of lives. This report highlights our achievements, partnerships, and future goals as we continue to serve our community. Our facility operates over 90 hours per week, welcoming an average of 2,750 visitors weekly. We provide essential services, including swimming lessons, fitness programs, and employment training, while maintaining a strong focus on sustainability and financial resilience.

Our Story & Mission

The Pool at Elswick was originally closed by Newcastle City Council in 2015 due to financial constraints. However, a dedicated group of local residents fought to save the facility, recognising its crucial role in community health and social engagement. After significant campaigning and business planning, the centre reopened under local charitable control in 2019.

Our mission is to provide affordable and inclusive fitness and swimming opportunities to all members of the community, regardless of background or ability. We focus on **improving physical and mental well-being, increasing employability through training courses, and strengthening community ties.**



Key Achievements

- **Serving Over 32,000 People Annually:** Our facility welcomes thousands of visitors every year, helping improve physical and mental well-being.
- **School Engagement:** We currently provide swimming lessons to **20 primary schools**, ensuring children develop life-saving water skills.
- **Learn to Swim Programme:** On average, **over 2,000 children** learn to swim with us each year through school swimming lessons and our Learn to Swim programme.



- **Lifeguard & Swimming Teacher Training:** Over **60 individuals** have been trained as lifeguards, with over **80% now employed**. We have also trained **14 swim instructors**, all of whom are now working in the field.
- **Specialist Sessions:** We provide tailored activities for different groups, including over-50s and over-60s classes, gender-specific swim sessions, and disability-friendly swims.
- **Community Support Initiatives:** We partner with local organisations to offer free facility access to vulnerable groups through Public Health England (PHE).
- **Community Outreach & Events:** We actively participate in initiatives such as litter picks and local events to promote a clean and safe environment.
- **Recognition & Awards:** **Awarded:** the North East Holiday Activity Project of the Year, Best Voluntary Sector Recognition Award, SME Northern Enterprise Award. **Nominated:** Swim England Swim School of the Year and Phil, one of our swim instructors, Swim Teacher of the Year.

Personal Stories

Alexia: “At Elswick Community Pool and Gym, I had the incredible opportunity to work towards my National Pool Lifeguard Qualification (NPLQ). The course was extremely insightful, equipping me with the knowledge and skills needed to work as a qualified lifeguard here in the UK. I was also fortunate to receive full funding, which meant I could complete the course at no cost. I'm truly grateful for this opportunity — it's been a valuable step in my personal and professional growth. Thank you, Elswick, for helping me take this leap forward!”

Ayaan: Coming from a deprived area, I knew I needed a job that could support me financially while allowing me to balance school and life commitments. Becoming a lifeguard and swimming teacher has been a massive achievement for me—one that not only provides vital income but also gives me a real sense of purpose. Elswick Community Pool and Gym has played a key role in my journey. It's more than just a workplace—it's a supportive, welcoming environment that believes in developing people. The staff and management have guided me every step of the way, helping me gain my lifeguard qualification and supporting my growth as a swimming teacher.



Customer Feedback

“Fantastic facility with a real community feel. The staff are friendly and welcoming, and the swimming lessons are excellent.”

“Elswick Pool is an essential part of our community. Without it, my children wouldn't have had the chance to learn to swim.”

“The female-only sessions have been a game-changer for me. I finally feel comfortable exercising in a safe and inclusive environment.”

Community Partnerships

We believe in the power of partnerships to extend our reach and impact. We work with organisations such as:

- **Places Foundation**– funding lifeguard qualifications and CPR/First aid workshops
- **Healthworks**
- **West End Children’s Community**
- **Street Games** – assisting with funding applications for holiday activities
- **West Road GP Clinic** – collaborating on health and fitness programs for women
- **Protect UK** – using our centre as an emergency shelter if needed
- **Various local sports clubs, youth groups, and mental health support programs**
- **Patchwork**
- **West End Women & Girls**
- **Epic**
- **Hattrick**
- **Newcastle City Council** – helping us apply for funding and supporting our sustainability efforts
- **Children North East & National Citizen Service** – funding lifeguard and swimming teacher qualifications
- **Urban Green** – working together to improve Elswick Park
- **Hattrick**
- **Karbon Homes**
- **Local schools**

We also engage in community events, health initiatives, and partnerships with local schools and businesses to ensure a broad and lasting impact.



Financial Transparency & Funding

Our funding model is a **mix of earned income, grants, and donations**. In 2023-24, we generated **£856,323** in revenue, primarily from:

- Group lessons (£229,770)
- Wet activities (£195,039)
- Memberships (£147,388)
- School swimming and lane hire (£99,076)
- Club hire (£72,022)
- Various other sources

We have also secured **grant funding from Power to Change, Places for People, Carbon Homes, Sport England**, and by working with Newcastle City Council we secured funding from **The Public Sector Decarbonisation Scheme**, the **New Green Deal Fund** and **Swimming Pool Support Fund**, which helps us sustain our community programs.

Environmental & Sustainability Impact

Elswick Community Pool and Gym is currently undergoing a **£2.825 million refurbishment as part of the Decarbonisation Scheme**, including:

- Installation of **air source heat pumps** to replace gas heating
- **Solar PV panels** for renewable energy generation
- **Triple-glazed windows** and **roof insulation** to reduce heat loss
- **LED lighting** upgrades to lower electricity consumption
- **Pool covers** to improve energy efficiency

These improvements are expected to reduce energy costs by **over £1 million in the next 30 years**, ensuring long-term financial sustainability while significantly reducing our **carbon footprint**.



Future Plans & Goals

Looking ahead, we plan to:

- **Expand our swimming lesson programme** to reach more schools and community groups.
- **Increase accessibility** by offering more free and subsidised sessions for disadvantaged individuals.
- **Develop our gym facilities** to attract more members and diversify revenue streams.
- **Enhance our community engagement strategy**, including membership expansion and governance improvements.
- **Improve facility usage** by introducing new classes, well-being workshops, and personal training options.
- **Strengthen partnerships** to bring even more health and wellness initiatives to the centre.
- **Maintain financial sustainability** through careful budgeting, fundraising, and operational improvements.



Get Involved!

We rely on the support of donors, volunteers, and community members to continue providing essential services. If you'd like to help, you can:

- **Donate** to support our programs.
- **Volunteer** your time or skills.
- **Become a member** and enjoy our facilities while supporting a community-led initiative.
- **Partner with us** to bring more services to the local area.

For more information, contact us directly at info@elswickpool.co.uk.

Together, we can continue making a difference in our community!