



NBS Case Study:

Longwell Green Circadian Trust

The National Benchmarking Service (NBS) is a partnership approach to providing critical data on the performance of leisure facilities. The partnership brings together the expertise of Sport Industry Research Centre (SIRC) at

Sheffield Hallam University and Leisure-net to work on behalf of Sport England and provides the industry with a collection and analysis of participation, financial and customer satisfaction data.

The Circadian Trust, Longwell Green Leisure Centre was the most efficient leisure centre from the 2018 NBS report; it is also the most profitable leisure centre in the Circadian Trust. It has 240,000 customer visits per year.

Longwell Green has recently undergone a £1.5m redevelopment, the refurbished centre now features a gym with 86 of the very latest in strength and conditioning equipment, including the latest innovations from Technogym with new wave running, climbing and rowing machines. Longwell Green also provide an extensive live and virtual Les Mills fitness class programme, and also offer a range of yoga, aqua-fit and group cycling sessions.

The investment into Longwell Green Leisure Centre went hand in hand with new housing in the area. 5000 new homes have been built, for an additional 7500 people. Ben Beasley, Director of Commercial Development, Circadian Trust says: “

“The increase in the local population was an opportunity for us to increase capacity and customers. The growth in population has naturally led to more competitors in the area, we therefore had to get our offers, marketing and facilities the best they could be. I’m pleased that our biggest profitability comes from our Swim England Learn to Swim programme with 3100 swimming students and our health and fitness memberships, where we have 3400 pre-paid members”.

“We’ve worked really hard to deliver on South Gloucestershire Council’s investment, to ensure that Longwell Green Leisure Centre is efficient in all aspects of its operation. The leisure centre does not have a sports hall and squash courts, these large open spaces can reduce an operators profit per square meter, as they cost a lot to run and heat, and don’t necessarily bring in much income.”





Longwell Green Leisure centre runs 37 live classes in its studio each week, and has 24 Less Mills virtual classes too. Beasley says:

“Our classes are very popular, and the live classes are consistently at 90% capacity, which is a fantastic testament to our expert instructors. In addition we use the Les Mills Virtual Classes to enable us to profitably run classes at non peak times. The content from Les Mills changes every quarter, and lots of our customers say it’s a fantastic way to try out a new or different class. Using virtual instructors helps us to reduce the overhead costs of live instructors at quiet off peak times.”

The team at Longwell Green Leisure centre have made every effort to run the site to be energy efficient with sustainable solutions and best practices– in doing this not only have they saved money, but it has also been a popular with its customers and in line with the Circadian Trust’s ethos, to balance commercial reality with social conscience.

Longwell Leisure centre has a 24/7 building management system in place, pre-programmed to turn on and off lights and air conditioning, so nothing can be left on by mistake. The facility also uses energy saving LED lights throughout the site, it uses solar panels to generate electricity, has an combined energy saving heat and power system, and a data logger that measure gas and electricity use in real time. The swimming pool uses a heat transfer pump, which uses heat from the waste water, saving the centre £12,000 a year alone.

Beasley concludes:

“The NBS keeps our business in check, our report shows we did achieve good results in all areas. However, we never get complacent, we continue to roll out and seek improved ways to be more energy efficient. In addition, the NBS findings have led us to look at our secondary income, as this was an area for improvement. We have since met with our retail supplier to discuss ways we can promote sales, and also have plans for customers to be able to purchase additional services in the future that will enhance their overall ‘lifestyle’ experience.”



You can find out more about NBS by visiting the website at www.questnbs.org or www.leisure-net.org