

# Case Study

## Fitness for Ferguslie

---

*Fitness for Ferguslie community gym is a social enterprise providing affordable access for individuals and community groups. It promotes health and delivers fitness programmes to suit all incomes and fitness levels.*

---

Social enterprise Fitness for Ferguslie provides access to low cost gym facilities to individuals and community groups



**November 2018**

**Iain Cunningham -  
Third sector  
development officer**

Engage Renfrewshire is a third sector interface (TSI); this means that we support local charities and other not-for-profit groups, so that they can do even more of what they're good at. We empower organisations to be safe, resourceful and effective, and to grow and develop their services – meaning our communities are inclusive and aspirational.

Fitness for Ferguslie have been providing a social fitness gym within Ferguslie Park sports centre for a number of years, with the aim of improving fitness and social inclusion within Ferguslie Park and other neighbouring communities. The gym charges £10 per year membership and £1 per visit with all funds supporting the running costs including maintenance and renewal of equipment. The idea of the community gym came about due to the fees associated with other commercial gyms; being based in an area of high deprivation, costs and limited income were prohibiting some people within the community from engaging in a social and fitness environment. The gym is managed and run entirely by volunteers, 7 days a week from 9am–9pm.

The organisation encourages participation from groups as well as individuals through one to one support. It encourages people to become more active, not only for fitness but also to build self-esteem, reduce social isolation and loneliness, and to enhance sustained health and wellbeing.

Engage Renfrewshire is currently supporting and working with Fitness for Ferguslie on a variety of service delivery elements particularly partnerships with public, private and third sector organisations. These include:

- Renfrewshire Council – Renfrewshire Leisure
- Private sector community benefits via procurement
- Third sector funding streams

Iain Cunningham, Third Sector Development Officer at Engage said: “Fitness for Ferguslie are a long standing social enterprise and have been providing affordable and accessible fitness facilities to residents of Ferguslie park and surrounding areas for a number of years and have a positive impact on social connectedness, mental health and wellbeing as well as personal physical fitness.”

Dawn, a local volunteer said: “We really appreciate and value the continued support from Engage including opportunities to promote Fitness for Ferguslie to Renfrewshire’s Third Sector Network and Community Planning Partners and private sector community benefit procurement opportunities. Their support will enhance our scope of provision and service delivery, and furthermore it will strengthen our sustainability”



*Photo shows Fitness for Ferguslie volunteer, Dawn, receiving a cheque from Jim Stalker of Kiely Bros Ltd via Local Authority procurement community benefits initiative.*

Existing Social Enterprise? Do you want the same support and opportunities? Why not join the SE Network directory? <https://www.engagerenfrewshire.com/files/3314/9189/9940/SEN-Form.pdf>

Engage Renfrewshire can help you make your vision a reality. If you would like to find out more about how to develop your own social enterprise idea contact the Community and Voluntary Action Team on [info@engagerenfrewshire.com](mailto:info@engagerenfrewshire.com) or 0141 887 7707.