

the ashford freedom flyer!



NOVEMBER 2025

PEOPLE!



Celebrate Local Heroes!

Nominations are open for the Ashford Hero Awards 2025! If you know someone who goes above and beyond for others – a volunteer, inspiring young person, local business, or helpful neighbour – nominate them today. Celebrate the amazing people who make Ashford and Tenterden special. Scan the QR code to submit your nomination by Friday 5th December 2025 at 5pm.



Celebrating Success at the ukactive Awards!

Our team travelled to Birmingham on 30th October for the ukactive Awards. Tenterden was a finalist for Regional Centre of the Year and the Stour was a finalist for the Organisation Innovation Award for Strength in Mind. We are incredibly proud of our teams for reaching the finals. A huge congratulations to our friends at Freedom Leisure Chirk for their well deserved win!



Cycle Ashford Support at Julie Rose Stadium

Ashford Borough Council's Deputy CEO and keen cyclist, Ben Lockwood, recently met with local Paralympic triathlete, Henry Urand at the Julie Rose Stadium, to discuss their support of the Cycle Ashford campaign.



Ashford Winners in Swim England Awards!

Two Ashford residents were named as winners in the Swim England South East Regional Awards. Matt Gough from Ashford Town Swimming Club won Talent Development Coach of the Year, and Erica Moo was named as Technical official of the year. The formal awards will be presented in October/November, and then the winners of each category are invited to the National Awards as finalists at the end of November.





COMMUNITY!

Wear it Pink!

We had a fantastic Wear It Pink Day at Tenterden, supporting Breast Cancer Awareness! Visitors enjoyed cakes and helped raise funds for breast cancer research. Thank you to everyone who joined us, wore pink, and made the day so memorable.



Givaudan 10K Draws 1,100 Runners to Ashford

This year's Givaudan 10K took place on Sunday 12th October, attracting an incredible 1,100 runners to Ashford. The race, which sold out in advance, saw participants cross the finish line at the iconic Julie Rose Stadium, cheered on by friends, family, and supporters. Congratulations to all finishers for making this another fantastic community sporting event!

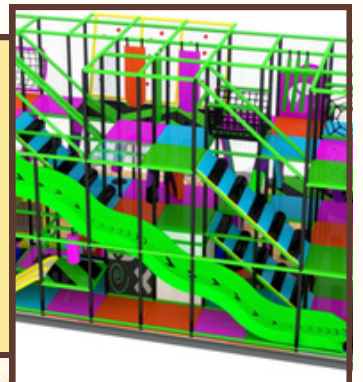


Dempsey's Boxing Academy Gains England Boxing Affiliation!

Dempsey's Boxing Academy recently had their England Boxing affiliation approved! This affiliation allows clubs and members to participate in national competitions and access resources and support from the governing body.

Big news for Tenterden!

From October 2025 to February 2026, Tenterden Leisure Centre will get a fresh new look, including an interactive soft play area, water play features in the pool, a modern café, and refurbished studios, toilets and changing facilities. The centre will stay open throughout, with updates on social media and the app, creating a modern, family friendly hub for fitness, wellbeing and fun.



Supporting Restart a Heart Day!

Freedom Leisure Ashford proudly supported Restart a Heart Day, giving visitors the opportunity to learn lifesaving CPR skills and gain confidence in responding to cardiac emergencies. At the Stour Centre, local trainers and emergency service representatives guided participants through hands-on demonstrations, empowering the community to take action when it matters most. A truly impactful day dedicated to saving lives.





FREEDOM LIFE STORIES!

Meet Keanu, our new personal trainer at the Stour Centre!

Can you tell us a bit about your journey into personal training?

My journey into personal training began when I realised that my initial career path of studying at university with the goal of joining the police wasn't going to fulfil me in the long term. Fitness has always been a real passion of mine, and after completing my degree I decided to pursue a career that would allow me to combine this passion with my desire to help others. Personal training felt like the perfect fit, as it gives me the chance to support people in pushing themselves both physically and mentally.



How would you describe your training style?

My training style combines resistance training with high-intensity interval training (HIIT), as I believe it's important to develop both strength and overall fitness.

Are there any exercises you think everyone should include in their training?

I think everyone should include free weight exercises into their routine such as the squat and deadlift as they provide a lot more benefit than training with only machines.

What do you enjoy most about training at the Stour Centre?

The best thing about training at the Stour Centre is the welcoming environment as everyone is friendly, and the gym is equipped with high-quality equipment.



What advice would you give to someone just starting their fitness journey?

My advice to anyone starting their fitness journey is to begin slowly and gradually increase the intensity and frequency of your workouts. It's also important to choose a form of exercise you genuinely enjoy, because the most effective routine is always the one you can stick to consistently.

What's your favourite success story so far?

While I'm still at the beginning of building my own client success stories, I take a lot of inspiration from people like David Goggins. His journey shows how powerful mindset and consistency can be in overcoming barriers. That's the kind of change I aim to support in my clients, helping them build resilience, not just physical fitness.



DISCOVER!



Grab your free day pass this November!

From 10th to 23rd November, get a 1 day free pass and experience everything Freedom Leisure has to offer. Whether you want to try the gym, join a class, or just get moving, now is the perfect time to see what we can do for your fitness. Scan the QR code to get started today!



Learn to swim with us!

This autumn, give your child the chance to build confidence and have fun in the water with Freedom Leisure's swimming lessons. Scan the QR code to enquire and our swim school team will get in touch to help you find the right lessons to suit your child's age and ability.

Member Testimonials



"Went swimming here and the water was warm, the slides are pretty good and the lazy river is quite cool. I do recommend."

- Jordan, Stour Centre



"My family and I visited and were not disappointed, great price, clean and a fun pool with slide, wave machine and great small kids area, would highly recommend."

- Lee-Jay, Tenterden Leisure Centre



"I was served by a girl called Rebecca on the café and she was so nice and had the most amazing service. She already helped me a week prior, very helpful. She is an absolute gem!"

- Viviane, Stour Centre



"Visited for an hour. Staff friendly and helpful. Very good facilities."

- Chris, Tenterden Leisure Centre



BE A PART OF THE ASHFORD FREEDOM FLYER!

If you have an idea for an article, an update from your area or a story to share, please email dannii.woodward@freedom-leisure.co.uk