ANNUAL LEISURE CENTRE
SERVICE REPORT 2018
1st Jan 2018 - 31st December 2018

Glen Hall - Operations Director
Alex Godfrey - Regional Director
Elaine Harding – General Manager,
Staffordshire Moorlands
Overall a positive picture with 1 in 7 people in the UK a member of a gym (14.9%). Of these 1 in 20 people are members of a public sector gym (5.0%). Overall that is 9.9 million people.

The picture is changing with more than 1,000 low cost (Budget) gyms now in the UK. Pure Gym alone have more than 200 clubs.

Swimming remains the country’s most popular sport, albeit 91% of people understand the benefits of swimming yet only 50% actually do it!

Recent stories in the media show some of the challenges relating to facilities - 58% of sports halls and 60% of swimming pools are more than 20 years old. A quarter of these have never been refurbished. The total number of facilities has dropped below 4,000 for the first time since 2010.

Far greater focus within the industry on health and wellbeing - Moving away from traditional referral schemes to being more proactive with specialist groups.

Ever greater focus on technology both for operators and also for consumers - 65% of customers book online through the web or an app.

High inflation rates, Living Wage/ Nest pensions and significant increases in utility costs have all led to challenges for operators.
STAFFORDSHIRE MOORLANDS CONTRACT HIGHLIGHTS

- Health and wellbeing pilot with Swim England
- Families in Crisis partnership working with Staffs Moorlands family improvement board
- Growth in Swimming lessons with over 96 more children attending lessons
- Launch of in house school swimming a huge success. We now deliver 100% of school swimming directly to the schools of Leek.
- Successful launch of new Leisure Centre App
- Re launch of gymnastics as JUMP INTO GYMNASICS
- Average membership attrition rate of 4.9% across the contract
- 9 apprentices employed. Supported National Apprentice Week
- 19 members of staff working towards an NVQ qualification
- Further capital investments across all three centres
KEY USAGE STATISTICS

- 963,042 visits
- 2,416 members
- 2,352 lessons
- 119,235 class attendees
- 285 minor accidents
- 392,627 pageviews
- 101,882 online bookings
- 5,710 likes
KEY USAGE STATISTICS

During the period there were 963,042 visits made to the three leisure centres managed by Parkwood Community Leisure. This was an increase of 8,120 compared to the same period the previous year. This also includes the Biddulph Valley pool closure in February 2018. Biddulph was closed for 6 weeks from 15th January to 26th February to complete structural work on the columns in the pool hall. This affected the usage figures at Biddulph by approximately 6,500 visits. The work was undertaken by Staffordshire Moorlands District Council.

The breakdown of visits was as follows:

<table>
<thead>
<tr>
<th>Location</th>
<th>2017</th>
<th>2018</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>BPLC</td>
<td>351112</td>
<td>358216</td>
<td>7104</td>
</tr>
<tr>
<td>BVLC</td>
<td>315898</td>
<td>313396</td>
<td>-2502</td>
</tr>
<tr>
<td>SMLC</td>
<td>287912</td>
<td>291430</td>
<td>3518</td>
</tr>
<tr>
<td>TOTAL</td>
<td>954522</td>
<td>963042</td>
<td>8120</td>
</tr>
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</table>
ACTIVITY PROGRAMMING

- Events - Boxing, Wrestling, Charity quiz, Dance troupe, Dance shows, Dog shows.
- Continued support of Sport England’s ‘This Girl Can’ campaign.
- Walking Football sessions now a weekly block booking at SMLC.
- 228 GP Referrals completed the Steps to Health scheme.
- Large growth in Active Teen attendance (11 - 15yrs) with 22,620 attendances in 2018 compared to 6,380 in 2017. An increase of 16,240.
- Promotion of the rising stars initiative to support local athletes.
- New partnership formed with British Gymnastics to deliver sessions in 2018 onwards.
- Full review of the New Member Journey.
- Water safety talks are delivered to all schools in the Staffordshire Moorlands.
- Walking for health is going from strength to strength and there are additional small walks local to all 3 centres.
PARTNERSHIP WORKING

- SPACE
- GP surgeries
- Local schools
- PCT cardiac rehab
- Ashcombe Centre
- CIMSPA
- RLSS
- England Squash and Racketball
- Swim England
- England Netball
- British Gymnastics
- Walking for health
- Leek, Biddulph and Cheadle ASC
- Aspire
- Rotary club
- Everyone Health
- Rethink
- North Staffs Junior Football League
- A large range of local sports clubs
- Lifetime training
- Dudley College
- Leek and Buxton College
- Thinking Active
- Staffordshire Moorlands Family Improvement Board
WALKING FOR HEALTH

Countryside walks for a healthy lifestyle....

Healthy Walks have been supported by Parkwood since 2016 in partnership with Staffordshire Moorlands District Council.

These fantastic walks explore the wonderful countryside of the Staffordshire Moorlands, Peak District, and the Derbyshire and Cheshire borders.

Still supporting the programme today, the walks are proving popular with the leaders taking 30+ people out on the walks each month, with new faces joining each time.

The last walk currently scheduled is for 26th March but new walks from April 2019 are being planned.
MEMBERSHIPS DIRECT DEBIT 2018

Staffordshire Moorlands fitness members

- BVLC
- BPLC
- SMLC

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

0   250 500 750 1000 1250
MEMBER DEMOGRAPHICS 2018

AGE RANGE OF EXPRESSIONS MEMBERS

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>9.00%</td>
</tr>
<tr>
<td>20-30</td>
<td>23.00%</td>
</tr>
<tr>
<td>31-40</td>
<td>18.00%</td>
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<tr>
<td>41-50</td>
<td>21.00%</td>
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<tr>
<td>51-60</td>
<td>16.00%</td>
</tr>
<tr>
<td>&gt;61</td>
<td>13.00%</td>
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</table>

AGE RANGE OF SWIM LESSON MEMBERS

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>16&gt;</td>
<td>0.50%</td>
</tr>
<tr>
<td>10-15</td>
<td>11.50%</td>
</tr>
<tr>
<td>8-9</td>
<td>30.00%</td>
</tr>
<tr>
<td>5-7</td>
<td>30.00%</td>
</tr>
<tr>
<td>5&lt;</td>
<td>16.00%</td>
</tr>
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46% vs 54%

49% vs 51%
LEISURE CENTRE APP LAUNCH

- On average we look at our phones 180 times a day
- Introduced December 2018
- Allows members to track progress
- Participate in monthly challenges
- Earn reward points
- Improve interaction with members

Main Benefits include:
- Improve retention
- Improve online booking for customers
- Increase referrals
CUSTOMER SATISFACTION

Customer feedback is collated via:
- Customer comment forms
- Verbal comments
- www.leisurecentre.com
- Facebook, Twitter
- Annual user survey
- Annual non user survey
- Proinsight Mystery Shopper reports & visits
- Expressions members satisfaction survey
- Managers Question Times
- Customer and club forum user groups
- Client feedback
CUSTOMER SATISFACTION 2018

91% customers very satisfied or satisfied
2% increase on last year’s performance
Staff attitude the highest performing area
Cleanliness the area with the least Satisfaction—Deep cleaning programmes being put in place.
SITE UPGRADES

BPLC
- New pool cover installed
- 9 New Star Trac spin bikes
- Additional dumbbells
- Additional gymnastics equipment

SMLC
- 18 New Star Trac spinners
- New pool cover
- New coffee bar
- Pool platforms

BVLC
- Pool platforms
- Functional training equipment
- Studio music system

PARKWOOD 2019 INVESTMENT

BPLC
- Installation of 3g pitch
- Replacement of c-v and resistance kit installed on 17/01/19
- 2 x Watt bikes
- New access control system

SMLC
- Pool inflatable
- Gymnastics equipment
- Replacement resistance and c-v equipment installed on 12/1/19

BVLC
- 15 x startrack spinners
- New access control system
- Gymnastics equipment
- Replacement resistance and c-v equipment installed on 12/1/19
SITE UPGRADE EXAMPLES
CONTINUAL IMPROVEMENT - THE WAY FORWARD

- Further capital investment in 2019. Access control review to modernise and control.
- Investment into a 3G football pitch and Watt Bikes at Brough Park, Spinning bikes at Biddulph and pool inflatable at South Moorlands.
- Work closely with the Authority on landlord maintenance items and upgrades.
- All 3 fitness suites to have fixed resistance machine upgrades and new C-V equipment installed in January 2019.
- ISO 45001 Health & Safety Accreditation.
- Further partnership working with National Governing Bodies.
- Continue to develop training modules to help train and educate staff.
- Continue to develop the Modern Apprentice Scheme with Lifetime training.
- Greater focus on membership attrition rates and retention.
- Further green initiatives including installing more LED lights across the contract.
ANY QUESTIONS?