

SANDWELL LEISURE TRUST
annual report

2008/2009



CREATING AN ACTIVE SANDWELL

In partnership with





Foreword...



Lois Taylor
Chair of the Board

We are delighted to report on a very successful fifth year for Sandwell Leisure Trust. We have built on our previous achievements and have exceeded many of the targets agreed with Sandwell MBC for 2008/09.

Increases in active attendances and memberships, supported by continued investment, have ensured our ability to drive forward continuous improvement of the service. We have obtained significant external funding, working with a range of partners, and have delivered increased outreach activities within the community to help increase participation in physical activity within Sandwell.

We have not only continued to demonstrate our ability to act as a key ambassador for sport and physical activity, leading on key initiatives such as commissioning of Holiday Programmes, but have also continued to balance our social ethos with growing the business to enable investment back into services. Sports Development has also continued to harness and grow significant success of young people, with proven sporting excellence in athletics and tennis.



Paul Slater
Chief Executive

We are committed to providing safe, quality services. This is proven by being one of the first UK Leisure Trusts to receive and maintain the RoSPA gold award for Health and Safety for the third consecutive year and by maintaining the leisure industry 'QUEST accreditation' quality award for our centres. Our commended and highly commended centres are now benchmarked with some of the top operators in the UK. We were also delighted to achieve QUEST accreditation for Sports Development, a key target agreed with SMBC.

We relish the challenges ahead and continue to work with SMBC to increase the Value for Money that we provide. Sandwell Leisure Trust will continue to develop services and work in partnership to fully contribute to the Local Area Agreement targets including that of increasing adult participation in physical activity. We also continue to increase and seek new opportunities to deliver outreach services at sites other than those we manage.

Our success would not have been possible without the commitment of our employees, our Board, Sandwell MBC and all our other partners. We thank them all for their contribution.

We are confident that with excellent leadership from the Board, the commitment and expertise of our employees, and the support of SMBC, we will continue to be successful and to make a valuable contribution to 'Creating an Active Sandwell'.

Lois Taylor
Chair of the Board

Paul Slater
Chief Executive

More Active...



Once again Sandwell Leisure Trust's performance has flourished with over 1.78 million visits during 08/09. This upward trend includes all active visits by those enjoying regular sport and physical activity.

We also delivered outreach activity to over 37,000 participants of whom over 10,000 were aged 16+, clearly supporting Sandwell's Ni8 target to increase adult participation.

Leisure Pass membership has grown healthily with over 12,000 members that are Sandwell residents. Despite the tough economic climate Sandwell Leisure Pass concessionary members grew by over 4% to 7,075. This is a positive result in targeting those on low income who also need and want to access affordable exercise.

Leisure Pass Gold all inclusive memberships grew by 29% on the previous year still proving excellent value for money following the decision by SLT to hold the membership price.

The major investment at Haden Hill Leisure Centre's fitness branded 'SynerGym' made an instant impact on attendances and further improvements across the portfolio have pumped up gym attendances to over 220,000 visits.

Fitness Classes have also continued to grow in popularity with 88,355 active attendances, an 11% increase on the previous year.

SLT delivers a comprehensive and inclusive swimming lesson programme for all ages and abilities. This is why Sandwell residents have continued to splash out on swimming lesson enrolments which have increased from 137,965 to 139,665.

Everyone Included...

2008 has been an exciting year with the launch of REDi Fitness - an outreach delivery initiative. REDi Fitness takes a variety of high quality physical activities out to the community. Sessions are available for people of all ages, young and old and include a mobile dance mat system and a variety of sessions including Street-Cheer, Sports coaching and fun fitness sessions.

The sessions are delivered in a variety of venues including schools, community centres, churches and youth clubs. Many groups and people who attend the sessions are new to Sandwell Leisure Trust and would not normally attend a traditional session at a leisure centre. This outreach service enables SLT to deliver services to those who may not be able to access local sport and leisure services or who may feel typical sport and fitness activity is not for them.

REDi Fitness has also supported a number of community events including an event for the Confederation of Indians, Children in Need and an event for the Lawn Tennis Association amongst others.

REDi Fitness continues to deliver outreach physical activity in Sandwell at a wide variety of venues. Partnership funding enables us to deliver on behalf of Primary Care Trust, schools and wider community. REDi Fitness has NEW activities for 2009 including Balance-ability (early year's bike skills) Cyber-Coach (virtual fitness instruction) and Breakdance.

Sandwell Leisure Trust delivered 1,304 community based sessions in 2008/09 with 37,117 total attendances that was made up of 10,428 Over 16's and 26,689 Under 16's.

The new Physical Activity Development Officer, based in Smethwick, has collaborated with the Cardio Vascular Disease network and supported their "healthy heart" event with information about physical activity opportunities in the area. These joint partnerships are essential to maximizing growth potential in these areas.

The second phase of ladies swimming lessons started at Smethwick Swimming Centre in January, as did a new ladies-only aquafit session at Thursday lunchtimes. This session in particular has been very well attended with a weekly average of 15-20 ladies.

The main focus of her work has been establishing a regular activity session at Harry Mitchell Leisure Centre based on the Taster Activity Day which proved so successful with over 85 ladies attending. This weekly session will build to even stronger attendances as it develops. This session is

supported by our gym and fitness team in conjunction with an Active Sandwell Outreach Officer from Sandwell Primary Care Trust.

We continue to support Sandwell's corporate parenting role by providing and actively promoting our Leisure Pass for 'Looked After Children'. This scheme provides a wide range of free and concessionary priced activities for 'Looked After Children', their carers and their carers' dependents.

Our Leisure Pass targeted concessions have continued to prove popular, providing affordable fitness and swimming in Sandwell for those on low income, full-time students and everyone aged 60+. Getting more people active is a key role for SLT and target for Sandwell overall. Concessionary membership has continued to increase.

We continue to work in partnership with Sandwell Primary Care Trust to provide prescribed exercise as part of Physical Activity Referral scheme. Referred patients receive 12 weeks discounted activities in conjunction with Leisure Pass membership. SLT has now supported over 700 health referrals.

We have maintained our competitive pricing enabling customers to have the choice to either pay and play or enjoy a range of discounts, all inclusive direct debit and family membership options with Leisure Pass.



Seal of Approval...

We continue to put our service through the Quest Assessment process ensuring that quality is a major focus. Following a comprehensive two day assessment, Sandwell Leisure Trust Sport Development Team has been awarded Approved Status by Quest, the UK Quality scheme for Sports Development.

The team who lead on the delivery of the four focus sports, agreed with SMBC, of Athletics, Football, Swimming and Tennis were praised by the Quest Assessor, who commented that the team were motivated, committed and very capable. The Sport Development Team also leads on adult participation, holiday development, coach education, and the delivery of local and national sporting initiatives.

There is still much work to be done, and the team will continue their excellent work and respond positively to the emerging PE & Sport Strategy due to be launched in June 2009, as well as focusing on increasing adult participation in sport and active recreation in Sandwell.

Our sport and leisure services have also contributed to Cultural Service's success after they scored an improved rating in an inspection by Government watchdogs, by continuing the drive to raise standards for the people of Sandwell. Cultural Services gained a three-star rating in the Comprehensive Performance Assessment (CPA) of Sandwell Council by the Audit Commission. This means it is "performing well". The rating moves the service up from the two-star "adequate" score it received the previous year.



Our Staff, Our Customers...



Our two Charters, the Staff Charter and the Customer Charter, clearly set out our commitment to both these important groups of people. We continue to make investment in our staff to ensure we deliver a quality service for all our customers.

To strengthen this, a significant investment has been made by holding our third Staff Learning Together event; a full day of training in December 2008 delivering training to all staff on cultural diversity and customer care.

In addition, we have also invested 25% of our Learning & Development Fund on Health & Safety training for our staff, further enhancing our ability to meet our commitment set out in our customer and staff charters.

Once again we held our Annual Awards Evening at WBA FC in December, celebrating many of our achievements with colleagues from across the service being recognised for their hard work and contribution to SLT.

In partnership with Sandwell Council a Non User Survey was commissioned to determine the reasons why people do not use our leisure centres. Via street surveys, focus groups and e-surveys, opinions were captured to provide us with reasons for non usage.

This information supports our business planning and assists in future projects with particular focus on outreach working and identifying potential effective partnerships to overcome barriers to participation.

Mystery shops have also been conducted along with ongoing customer feedback through community user groups, partnership meetings and direct feedback at leisure centres.

Location and transport were key issues that were highlighted by non-users. Overall services are reflected as good value for money for range and quality of activities available by service users.

There is still a need to continue to raise awareness and actively encourage more adults to participate in physical activity, a key National indicator for Sandwell, and we will continue to work with SMBC and other partners to improve awareness.



Focus on Sport...

Sandwell Minor League at Sandwell Valley adopted 9 a-side for Under 11's and is one of only a handful of leagues to do so in the country. It has been a tremendous success with a league of 14 teams. Mini soccer has also been provided at both Under 7,8, and 9 age groups this season seeing King George V Playing Fields hosting 1000 people every Sunday and Tuesdays during the Spring evenings.

The Minor League has been chosen to fly the flag for the Football Association's Respect Campaign, there are only two Respect Leagues in the West Midlands. This campaign helps to promote better understanding and relationships with referees.

Sandwell's Football Development Group has also been set up this year with partners from SLT, Education, The FA, County FA, SMBC, WBA Community Programme and West Bromwich Referees Association. This group has adopted the National Agenda of 'Your Game, Your Say, Our Goal'.

Primary school leagues have been set up in West Bromwich, Smethwick, Rowley Regis and in Wednesbury with 32 schools participating.

Football Foundation Projects are continuing to deliver a joint coach education programme. This has encompassed the long term unemployed and asylum seekers by assisting them with gaining qualifications to get back into work.

Tipton Sports Academy was amongst the first tennis venues in Staffordshire to achieve the 'Tennis Club Mark' award. This award recognises the high standard, safe and professional environment for young people to come and take part in tennis activities in Sandwell. The Academy once again also achieved the status as an accredited LTA satellite Performance Club, one of two tennis facilities in Staffordshire bringing a higher profile and more support funding from the Lawn Tennis Association to Sandwell.

Altogether the tennis programme worked with 23 primary, 4 high and 2 special schools. A total of 422 hours were delivered in schools during 08/09 period.

The tennis development programme at TSA and Uplands Manor Primary is still going strong, with approximately 300 attendances each week. Around

58 young people are in our performance and mini tennis futures programme, 23 are ranked in the top 10 in their County, 7 of which are ranked within the top 200 in Great Britain. We also have 1 girl who is world ranked on the WTA tour (Pro).

Tennis has been delivered to various groups of disabled children, including the Meadows Special school. Plans are in place for us to host the next SMILE Racquets event, where we will deliver tennis coaching and other racquet sports to various Black Country special schools.

TSA hosted its first \$15k Men's tennis event and a British Tour event for the fourth year running, both events proving to be a great success. As part of the LTA's 'Blue Print for British Tennis' Tipton Sports Academy also hosted 60 indoor junior tennis tournaments and mini tennis events.

We continue to operate the largest and most comprehensive swimming instruction programme in Sandwell. The junior programme provides lessons at a variety of levels with progression pathways to local clubs. For the fourth year the swimming instruction programme continues to grow with now over 139,000 attendances.

We have continued to work closely with Sandwell Education Partnership Development Managers to provide additional swimming sessions to Sandwell school pupils through the Top Up Swimming programme. The outcome from this partnership enabled targeted schools to increase their swimming sessions.

Working in partnership with over 80 Sandwell Schools we continue to provide opportunities to participate in quality swimming tuition through our school lessons programme and water safety programmes. Inter school galas held in partnership with Oldbury college of Sport.

We are also working with the education Quality Partnership Manager to provide training for education teaching staff through the Top Swimming programme in conjunction with the Amateur Swimming Association.

Pre-school children are also catered for with Parent and Toddler and Tadpole classes where children are encouraged to develop their aquatic skills through

play and structured delivery. Sandwell Leisure Trust also provides a comprehensive range of targeted swimming sessions including Junior Lifesaving, adult only, lane fitness swimming, '50+ Young at Heart' sessions and disability swimming sessions and lessons for all ages.

The swimming development team provides delivery of professional training courses for employees and the public including Pool Lifeguard, Poolside Helper and Swimming Teacher courses. Qualifications gained from these courses have enabled candidates to find employment within the leisure industry. The high quality of training provision has also been recognised by the Swimming Teachers' Association.

The Sandwell Indoor Athletics league is one of the largest in the UK. This year's league has seen our best attendances ever with in excess of 1,500. It is also the only league regionally to cater for key stage three pupils [11 to 14].

The Girls in athletics leagues for year 7/8//9 had 100% attendance with all schools fielding a full team for each match. The championships programme was attended by over 600 pupils with the year 7 Triathlon challenge hitting record figures with over 200 youngsters taking part with 48 making the championship finals. The Competition Structure in Sandwell is also one of the largest and most competitive in the country, 20 events were hosted in the indoor winter season alone and a strong programme of track and field events hosted in the summer, all outside of the curriculum.

We also hosted both the indoor and outdoor regional championships winning all three titles, the primary schools, under 15 championships and the year 7 triathlon challenges and also hosted an English Schools Cup Final.

The Sandwell Girls performance Squad were featured on BBC Midlands Sport, after an amazing success story that has seen Sandwell girls established as one of the leading squads in the country based at Tipton Sports Academy.



- 17 Girls qualified for the national championships finals
- 75% of the National Championship winning sprint relay team was made up from Sandwell girls
- 60% of the regional under 15 girls team selected for the English schools finals the youngsters Olympics were Sandwell girls
- The whole Team selected to represent the Midlands for the English schools under 15 girls Pentathlon in Milton Keynes were from Sandwell
- 12 National medals were won
- 14 National inter county titles were won
- An unprecedented 60 regional and county titles over the year

Education continues to be an important focus in our development plan with the athletics programme supporting Sandwell's GCSE results for young people. We work with both the Sandwell North and South Sandwell Sports partnerships offering 'come and try it' days and also deliver a gifted and talented programme that includes young people with disabilities.

Once again SLT managed Sandwell's team in the Black Country Youth Games. Over 100 young people competed in 9 Sports events including 18 young people with disabilities. Sandwell finished joint 3rd. SLT also supported the annual Race for Life event at Sandwell Valley. Two races were held, attracting in excess of 3000 female participants.

We also deliver a comprehensive school Holiday Camp activities programme and support a wide range of Sandwell's community events and festivals to promote physical activity and sport.

Building Quality...

Again in 2008/09 we have continued to make significant improvements to our facilities. In partnership with Sandwell MBC we have refurbished the front of Smethwick Swimming Centre bringing it back to its original 1930's look. The scheme cost £50,000 to complete and has restored an iconic building back to Smethwick, and has received excellent media coverage, including TV, linked to history of the facility. The Trust also provided the original Art deco look to back to the pool hall with new flooring costing £14,000.

SLT has continued to upgrade its portfolio of fitness facilities, branded Synergym, with a significant investment of £77,000 in new fitness and exercise equipment including an extensive redecoration of Wednesbury Leisure Centre's gym. Building on the recent major improvements to the changing facilities, these improvements are helping to retain customers and encourage more Sandwell residents to visit this key local facility in Wednesbury.

Hadley Stadium also received an upgrade of its gym and we provided a new changing block for customers to use during busy periods.

Maintaining excellent quality, affordable gym and fitness facilities is a key element in supporting and encouraging a healthy growth in adult participation for Sandwell.

Tipton Sports Academy received essential maintenance to its athletes track, having it recovered and cleaned at a cost of £14,000. This investment helps to ensure TSA is one of the Midlands leading athletics performance training venues.

Sandwell's golf course facility, Brandhall, also received some much needed investment with major refurbishments to the putting green and club house area. We also made course improvements to the drainage and bunkers costing £17,000 in total. These improvements have not only created a welcoming environment for golfers of all abilities but

also helps to secure Brandhall Golf Course as an excellent quality and affordable local facility for golf in Sandwell.

Recognising the importance of maintaining all our facilities is an ongoing priority for the Trust which is why we also invested £60,000 to make improvements to the quality of decoration and floor coverings across all the Trust's sites.

We would also like to thank Sandwell MBC for their continued support in joint funding the continuous improvements and ongoing maintenance to Sandwell's sport and leisure facilities. This partnership work has enabled Sandwell Leisure Trust to maximise the improvements to our facilities.



Key to Success...



Our agreement with Sandwell MBC contains a number of Key Performance Targets that we are contracted to achieve. Each target has a weighting, reflecting the importance that SMBC attaches to that target.

We exceeded many of the targets agreed with SMBC for 2008/09.

We work hard to deliver a range of agreed targets whilst continuing to invest in services and maximise our efficiency to demonstrate good value for money.

The following table provides a summary of our performance.



● - Achieved Target
 ● - Exceeded Target
 ● - Target not achieved

Attendance of Fitness Gyms	● ●
Total Visits	● ●
Active Visits	● ●
Number of Concessionary Members who are Sandwell Residents	●
Maintain Quest Accreditation	●
Maintain IIP Accreditation	●
Maintain ROSPA Gold Award	●
Deliver agreed actions in Tennis Development Plan	● ●
Deliver agreed actions in Football Development Plan	● ●
Deliver agreed actions in Athletics Development Plan	● ●
Deliver agreed actions in Swimming Development Plan	● ●

Focus on the Future!

The next few years are going to be particularly challenging for SLT as, in difficult economic circumstances, we face successive reductions in the Management Fee whilst retaining the ambition to continue to improve our facilities and services. We must ensure that we emerge from this period with a strong sustainable business. To facilitate this we will seek external funding wherever possible to augment our own resources.

We will continue to work in partnership to support Sandwell's Building Schools for the Future programme and wish to establish a firm partnership with the Council's approved contractor.

We are pleased that the funds for a replacement of Oldbury Leisure Centre have been secured. We will continue to play our full part in the decommissioning of the current centre and the development of the new facility, which is to be called the Portway Lifestyle Centre.

We will work with other partners through the Physical Activity Board and produce and deliver an action plan which will harness the enthusiasm generated by the Olympics to help increase participation.

We have submitted a proposal to Sandwell MBC to manage The Public a new innovative arts building in West Bromwich, and look forward to working with the Council to ensure its success. This will be an exciting development for SLT as it will, for the first time, expand our responsibilities. In addition, with the support of SMBC, we will pursue business opportunities outside Sandwell, where appropriate, provided that these do not detract from our core business.

One of the biggest challenges in 'Creating an Active Sandwell' is to encourage people who would not ordinarily exercise to take part in some physical activity. We will work in partnership to develop new opportunities for participation in physical activity. In particular, we will develop programmes in non SLT sites, concentrating on areas of the borough, like West Bromwich, where there is currently a lack of leisure facilities.

Following the agreement of the new Physical Activity, PE & Sports Strategy we will consider the role the Sports Development Service can play in increasing participation in sport and physical activity. We will lead the review which will determine future focus

activities consistent with the aims of the strategy. SLT will also work in partnership across the Black Country to develop sport and will play an active role in the Black Country Sports Partnership.

We have played a major role in the development of this strategy and in the self evaluation of the Physical Activity Board using the Cultural Services Improvement Toolkit which has informed many of the actions emerging from the Strategy.

We will play a full role in the implementation of this strategy and in particular will participate in the NI8 project group, develop new focussed activities aimed at increasing participation and employ, on behalf of the Physical Activity Board, a number of Physical Activity Co-ordinators.

One of our overriding priorities is to increase Value for Money provided to Sandwell MBC. As our management fee from SMBC is reducing our performance targets are increasing. This clearly demonstrates that Value for Money for SMBC is also increasing. SLT is also committed to developing further facilities which will increase participation and generate additional net income, thus further increasing Value for Money.

Sandwell is participating in the Government's free swimming scheme for Under 16's and Over 60's grant funded until 2011. With the current notified level of reduction in the Management Fee, we do not feel this initiative is sustainable beyond the duration of the grants. However we will discuss an exit strategy with SMBC during 2009-10.



Finance Matters...

Finance Analysis 2008 - 2009

SANDWELL LEISURE TRUST

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR TO 31 MARCH 2009

[NB FIGURES SUBJECT TO AUDIT]

Finance Analysis 2008/09	2008/09 £000s	007/08 £000s	VAR £000s
Headlines - Income & Expenditure			
Total Incoming Resources (Income)			
SMBC Management Fee	4,209	4,118	91
Unrestricted Income from Charitable Activities	3,674	3,348	327
Other Income	59	51	8
Trading Activities	337	290	47
Investment Income	85	149	(64)
Restricted Grants	240	372	(132)
	8,605	8,328	277
Total Resources Expended (Expenditure)			
Staff Costs	5,059	4,844	(215)
Other Employee Costs	79	77	(2)
Premises	1,317	1,493	176
Transport	24	32	8
Professional Fees	204	199	(5)
Other Expenditure	1,150	866	(283)
Trading Activities	178	172	(5)
Governance Costs	68	64	(3)
Restricted Expenditure	108	339	231
	8,186	8,087	(99)
Other Recognised Gains (Losses)			
Actuarial Gains (Losses) on Pension Scheme	694	179	515
Net Movement in Funds	1,113	420	693
Source: Statement of Financial Activities (SOFA) for the year to 31 March 2009 (unaudited)			
Headlines - Balance Sheet			
	2008/09 £000s	2007/08 £000s	VAR £000s
Fixed Assets	1,019	932	87
Current Assets (non cash)	493	537	(45)
Cash at Bank and In Hand	2,309	1,841	467
Creditors - due within 1 year	(1,145)	(1,436)	291
Creditors due after 1 year			0
Net Assets (excluding Pension Scheme Liability)	2,675	1,874	800
Pension Scheme Liability	(759)	(1,174)	(415)
Net Assets	1,916	700	1,215
Source: Balance Sheet as at 31 March 2009 (unaudited)			

SLT Sites...

Haden Hill Leisure Centre

Barrs Road, Cradley Heath, B64 7HA

Hadley Stadium Leisure Centre

Wilson Road Smethwick, B66 4ND

Harry Mitchell Leisure Centre

Broomfield, Smethwick, B67 7DH

Langley Swimming Centre

Vicarage Road, Langley, Oldbury, B68 8HS

Smethwick Swimming Centre

Thimblemill Road, Smethwick, B67 5QT

Tipton Sports Academy

Wednesbury Oak Road, Tipton, DY4 0BS

Wednesbury Leisure Centre

High Bullen, Wednesbury, WS10 7HP

Brandall Golf Course

Heron Road, Oldbury, B68 8AQ

Oldbury Leisure Centre

Newbury Lane, Oldbury, B69 1HE

Tipton Swimming Centre

Queens Road, Tipton, DY4 8ND

Sports Development

Tipton Sports Academy Wednesbury Oak Road, Tipton, DY4 0BS

Registered Head Office

Castlemill, 4th Floor, Burnt Tree, Tipton, West Midlands, DY4 7UF

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Brands



TIME TO GET ACTIVE



Awards and Accreditations



INVESTOR IN PEOPLE



Promoting ethnic diversity across sport & physical activity



YOUNG PEOPLE'S CHARTER AWARD
Reaching the standards of young people

This annual report is available in large print, please contact Sandwell Leisure Trust to request a copy.



CREATING AN ACTIVE SANDWELL

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Sandwell Leisure Trust

A Company Limited by Guarantee

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Sandwell Leisure Trust is a Registered Charity (England and Wales Registered Number 1102431)

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