



Sandwell Leisure Trust Annual Review 2015/16

**Creating an
Active Sandwell**



in partnership with



Sandwell
Metropolitan Borough Council

Foreword

Welcome to our Annual Review for 2015/16.

This was our 12th year of operation and we are delighted to report on another successful year, which included the opening of the new £8.1 million leisure centre in Wednesbury.

This very welcome addition to our portfolio means we now manage 9 sports and leisure centres, including 6 swimming pool facilities, and a golf course in Sandwell, as well as delivering a wide range of popular sports development activities throughout the borough, on behalf of and in partnership with Sandwell Council.

We also manage a 10th sports and leisure centre outside of Sandwell – the Ryland Centre in Bromsgrove.

It is heartening to see that in a competitive market with challenging local demographics, SLT continues to deliver service improvements and exceed targets, agreed in partnership with Sandwell Council, to increase participation in physical activity and sport throughout the borough.

A successful initiative introduced this year was the development and delivery to over 100 staff of a comprehensive sales training package. The aim was to equip key staff with the skills to maximise sign-up rates from potential members. Overall membership increased by 8,500, up 21% on last year which is great news.

Attendances at our sports and leisure centres also increased and figures show yet again how popular swimming is for all ages across the borough. Free swimming registrations increased to nearly 19,000 and there was a 28% increase in Swim School students too.

Other notable highlights include receiving a RoSPA Gold award for the 9th consecutive year in recognition of our continued commitment to deliver safe facilities for our customers to enjoy. We also maintained Quest accreditation for the quality of our facilities and our Sports Development & Physical Activity Team retained their 'Excellent' Quest status.



Importantly we also continued to receive excellent feedback from our customers on how we are changing their lives. A selection of their comments are included at the end of this report.

Sandwell Council's vision is to create a more physically active Sandwell and SLT continues to play a leading role in the successful delivery of this vision.

All of our achievements would not be possible however without the commitment and hard work of our employees, the effective leadership, expertise and innovation of our managers and Board members and the support of Sandwell Council and all our partners.

We thank everyone for their continued contribution and support.

The SLT Board

Our Board is made up of private business professionals and partner organisations and includes Council and staff representatives.

All are self motivated, forward thinking people with an interest in sport, health, fitness and customer service.

Board Members for 2015/16 were:

Andrew Fry (Chair), Neil Griffiths (Vice Chair), Miriam Sharma, Veronica Nembhard, Lynda Batemen, Penny Venables, Dinah McLannahan, Michael Tuohy (Employee Representative) and Valerie McFarland (Employee Representative), Cllr Peter Hughes (Sandwell Council Representative) and Cllr Linda Horton (Sandwell Council Representative).

Since 2004, when SLT was first set up, we have:



Generated increased income of £3.3m per year



Secured £4.5m of investment to improve facilities across Sandwell



Enabled Sandwell Council to reduce its subsidy to SLT by £2.1m per year

2015/16 Key Highlights



1.83m

Active attendances at our sport
and leisure centres



12th year
of operation



Opened **new £8.1m**
Wednesbury
Leisure Centre



Secured **£70,421**
of external funding



Received a **RoSPA**
Gold Award for 9th
year running



Maintained
QUEST Quality
Assurance Status

326,207

Gym Attendances
(up 3% from last year)

200,251

Fitness Class Attendances
(up 19% from last year)

5,580

Swim Academy
Students (up 28%
from last year)

18,726

Free Swimming
Registrations
(up 31% from last year)

72,921

Active Outreach
Attendances
Borough-wide

Membership increased to

49,146

(up 21% from last year)



389

staff

Took part in 38 different
learning activities



247

staff

Attended the annual Staff
Learning Together Day



Our Sports and Leisure Centres

SLT manages a portfolio of 9 sports and leisure centres and a golf course in Sandwell. Between them a full range of activities are on offer including fitness gyms, fitness classes, swimming sessions, Swim Academy, sports and indoor climbing.

2015/16 at a glance

326,207

Gym Attendances

↑3% from last year

200,251

Fitness Class Attendances

↑19% from last year

5,580

Swim Academy Students

↑28% from last year

18,726

Free Swimming Registrations

↑31% from last year

Attendances & membership

Attendances and membership at our sports and leisure centres increased again this year.

Active attendances rose by 26,085 to 1.83m. Fitness class attendances and gym attendances rose by 19% and 3% respectively.

Attracting new members and retaining existing members is a key objective. We continue to provide a range of membership options including pay as you go, targeted concessions, discounts and affordable membership options.

We are particularly proud of the successful introduction this year of a comprehensive sales training package, which was delivered to over 100 key staff, and contributed to **overall membership increasing by a fifth to 49,146.**

Continually inspiring interest by introducing new classes and experiences and investing in facilities and equipment to improve the

experience for our customers remains a top priority.

Two of the most recent classes introduced this year include PowerWave launched at Wednesbury Leisure Centre and Les Mills GRIT launched at Haden Hill Leisure Centre. Both are exciting additions to SLT's extensive fitness class programme.

We also engaged with Pro-insight mystery shoppers to enable us to independently assess our performance and develop it.



Customer Review

Best value for money by far! Access to 8 centres, plenty of classes to attend & 1-2-1 training! Awesome!

Save 50% when you join SLT's ONE CARD inclusive #fitness membership scheme. #swim #gym ow.ly/ZlhBq

Sandwell Leisure Trust

Heather Manser

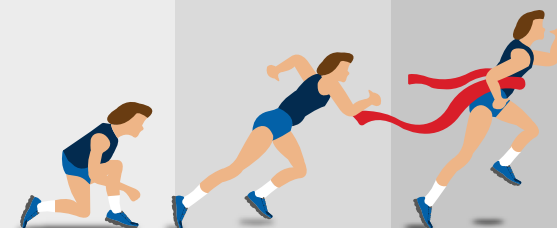


Increasing membership

2013/14
37,908

2014/15
40,644

2015/16
49,146





Swimming in Sandwell

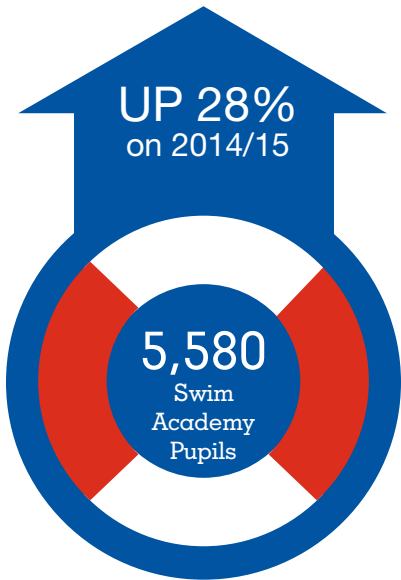
The demand to learn to swim in the borough continues to grow. This year we saw a **massive 28.4% increase** in the number of Swim Academy students which is great news.

In addition, over 26,000 national curriculum key stage 1 and 2 school swimming lessons were delivered to 94 schools.

We also continued to deliver Sandwell Council's popular free swimming initiative and there are now 18,726 Sandwell residents aged 16 and under and 60+ registered onto the scheme (up

by a third from last year) enjoying 46,676 free swims.

A new Junior Lifeguard Academy was launched this year for those aged up to 16 who have completed the Swim Academy Programme. The aim is to progressively challenge learners to attain survival and rescue skills that can really save lives. We are currently running eight sessions per week.



Free Swimming Registrations

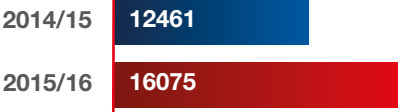
60+

↑ **47%** increase in
Over 60s



U16

↑ **29%** increase in
Under 16s



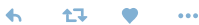
↑ **31%**
increase overall



Customer Review

@SLTGetActive lifeguards at Thimblemill baths are great. They never take eyes off the pool or sit down. So reassuring for parents.

Anne Wallwin



Improving the quality of our facilities

We continued to invest in providing quality facilities and equipment for our customers to enjoy. Here's an overview of some of the work completed this year:



Official opening of Wednesbury Leisure Centre

A major highlight for SLT this year was the opening in November of Sandwell's newest sport, swimming and fitness facility located in the heart of Wednesbury.

We worked in partnership with Sandwell Council to fast track the building of this new £8.1 million centre which provides:

- Two deck-level swimming pools (large pool 25m x 12.5m, small pool 12.5m x 7.5m)
- A 100-station fitness gym
- A dedicated spin studio
- Two dance studios hosting a wide range of fitness classes
- A 3-court sports hall
- Meeting rooms
- Plenty of free parking

On Wednesday 9th December, the Mayor of Sandwell Councillor Barbara Price, along with Deputy Leader Councillor Steve Eling, unveiled the plaque and declared the centre officially open.

The centre is already proving popular as figures from its first 5 months of operation show:

- 2,700 members
- 870 Swim School registrations
- Over 120 fitness classes per week
- Varied programme of activities including water polo, netball and karate

"We are delighted to be managing the new Wednesbury Leisure Centre which will no doubt become a major sport, leisure and fitness hub for the local community."



Paul Slater

Sandwell Leisure Trust Chief Executive

OPEN



Remembering Joel

After consulting with the family, we were honoured to name the new sports hall after Joel Richards, who along with his Uncle Adrian Evans and grandfather Patrick Evans, tragically died in the Tunisia attacks in June 2015.

It is a fitting tribute to Joel who was deeply involved in sporting activities in his home town of Wednesbury. Many thanks to Joel's brother Owen Richards who joined us to unveil the plaque.



The Ryland Centre in Bromsgrove

It's been another busy and successful year at the Ryland Centre in Bromsgrove, which SLT has been managing since September 2012.

The centre is now well on its way to becoming an established provider of affordable fitness for all, with a busy timetable of weekly activities for all ages from new born to 90! This year membership increased to 1,407, up 21% on last year.

Run Ryland group takes off

In January over 250 people joined in our 'Couch to 5k' launch. This resulted in us setting up a Run Ryland group for members to move onto after completing the nine- week programme.

We are delighted to report that members have now gone on to run regular park runs and 5k/10k charity races. Some members have even completed the London marathon! A fabulous achievement.



2015/16 achievements include:

- ✓ Introducing a new booking system to improve member experience
- ✓ Expanding the class timetable from 35 classes per week to 50 classes per week
- ✓ Introducing 3 daytime baby ballet sessions
- ✓ Launching roller disco and bubble/zorb ball party packages on Saturday afternoons
- ✓ Hosting sports relief for Bromsgrove
- ✓ Launching Pinkbelt Boxing, a small group training package which combines fitness and skills to empower women
- ✓ Hosting Fight Klubs International master class for the West Midlands
- ✓ Becoming a training venue for Bromsgrove Hockey Club
- ✓ Developing links with local cafés, hairdressers, butchers and restaurants who now offer discounts to Ryland members as part of our membership package
- ✓ Introducing a protein range for resale

Portway Lifestyle Centre One Year On...

- 7,000 climbers used the climbing wall this year - 4,550 of them were junior climbers.
- Weekly Walking Football sessions were introduced.
- Over 40 conferences were hosted for local organisations, companies and charities.
- Introduced a Trampoline Development Programme to enable local children to progress in this challenging sport.
- The weekly disability sports club had over 1,000 active attendances.
- Over 1,200 attendances were recorded at the weekly football coaching programme.
- A fast track kiosk was installed to support ease of access for customer and members.
- Hosted Big Local Offer for Grace Mary & Lion Farm estates which attracted over 400 local residents.
- Local resident club achieved top honours at the Shukokoi Karate National Championships that were hosted for the first time. The club has now qualified for the European Championships in Switzerland.
- Other events hosted included a national dog show, Irish & ballroom dancing championships.





Our Sports Development and Physical Activity Team

Once again, our Sports Development and Physical Activity Team has had a busy year encouraging residents of all ages borough-wide to become more physically active. The number of outreach attendances for 2015/16 totalled 72,921.

2015/16 at a glance



72,921

Outreach attendances
borough-wide



£70,421

of external
funding secured

We successfully secured £70,421 of external funding to support and/or deliver a variety of initiatives, and continued to support local sports clubs and associations to access Sport England small grants funding as well as CAN funding to help their sustainability.

We also continued to deliver and support a whole range of activity from local sports events for schools such as the indoor athletics league, school football tournaments and outdoor athletics championships, to Black Country-wide events and regional Boccia championships for athletes with disabilities.

Here's a selection of what's been achieved this year:

Specific Programme Achievements

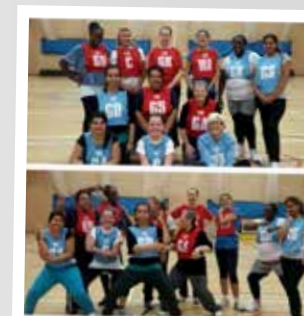
The GAMES Project

This hugely successful project, which came to an end in June 2015, was funded by Sport England and involved us working with 14 local sports clubs to deliver weekly sport and group fitness sessions borough-wide for inactive people.

We engaged with 759 individuals this year, including 108 participants who classified themselves as completely inactive. The youngest participant was 11 years old, the eldest was 94 and the total number of recorded attendances was 7,831.

Activities ranged from weightlifting to basketball, indoor bowls to yoga, and we engaged with all sectors of the community.

The project produced a number of success stories, two of which are shared below:



Touch rugby takes off

Warley Rugby Football Club was one of the first to receive funding which they used to develop a touch rugby session to get people introduced to the sport. Being non-contact, there is more focus on fitness, cardio vascular training, muscular endurance and agility rather than the physical aspect of a regular rugby training session.

The session was marketed directly by the club as well as by ourselves and attendances for the first block of sessions showed a sustained presence of approximately 50 participants.

All of these were aged 14+. The weekly figures were a huge surprise to all as, although the sessions were expected to do well, nobody could have anticipated them to be this successful.

As a result, the Club applied (with the RFU) to become a national O2 Touch Centre. This is part of an initiative to get more people involved in touch rugby and then eventually filter into joining the hosting Club's own teams. The application was successful and Warley RFU now has two fully qualified coaches who deliver the project on a long-term basis.

Weightlifting success

We worked with Sandwell Weightlifting Club to encourage people aged 14+ to try the sport of weightlifting. The project engaged with a 29-year-old male who had heard about the project through a friend, and was looking for a challenge. As the project evolved, he started bringing his 12-year-old son along who was asked if he wanted to have a go. Both father and son now train regularly at the weightlifting club. The son was also entered into the British Development Cup and Schools Championships in February and won his category.



Streetgames Doorstep Sport Clubs

This longstanding initiative takes sport to the 'doorstep' of young people aged 11 to 24 living in deprived areas across the UK.

Our successful volunteering programme now has over 50 young people registered and we continued to support the six Streetgames Doorstep Sports Clubs in Sandwell which are hosted at Portway Lifestyle Centre, Sandwell College, Shireland Academy, Hope Church, Wood Green Academy and Conygre Arts Centre.

Sandwell Minor League

Managed by SLT, the Sandwell Minor League continues to go from strength to strength and recorded 58 team entries for the 2015/16 season. The league now also operates U8's to U10's on a non-competitive basis and made use of 3G pitches at Hadley Stadium, Portway Lifestyle Centre and RSA Academy during the winter months to enable fixtures to take place.



Mamma-licious Project

We launched four pilot projects all under the heading of 'Mamma-licious', to support new and expectant mums in Sandwell over a 12-week period, offering weekly advice and support along with exercise opportunities.

The programme currently includes talks on breastfeeding and nutrition, post natal depression and mental wellbeing, as well as baby-weaning, and also offers a physical activity each week such as the life trail at Portway Lifestyle Centre, and multi-skills activities with coaches. One of the pilot projects also offers weightloss support to interested new mums.

Tennis Development

Our tennis development team delivered a number of teachers and young leaders tennis courses this year. Once again, we also worked in partnership with The Princes Trust to deliver a tennis programme to disaffected young people from three Black Country Schools, and plans are already in place to deliver a similar project in 2016/17.

Engage to Compete Programme

We continued to work in partnership with Fit For Sport to deliver a programme to encourage physical activity in primary schools across Sandwell.

Since 2014 we have supported the delivery of 20 Fitness Challenge Days in schools borough-wide, engaging with 34 primary schools in total. In July this year, Tipton Sports Academy hosted a mass participation schools legacy event. Over 700 young people attended and the Fit For Sport Team complimented SLT on its facilities and ability to host community events so successfully.

Smile Programme

We continued to support the Smile Experience programme which is the Black Country's inclusive participation provision for children and young people with additional needs.

Events hosted within SLT facilities included the mini-modern pentathlon and Smile Experience.

New InGaging InActive Programme

This new small grants programme was launched this year. The project will support a range of activity sessions including jogging groups, multi-activities in care homes, and group fitness/ bootcamp activities in parks and green spaces.



Supporting and Delivering Events

The Black Country Schools Boccia Tournament 2015

SLT successfully engaged with over 2,000 young people with disabilities who competed at a Black Country level in the Level 3 Boccia, Athletics, Tennis and Swimming competitions and Level 4 Boccia competition and we have been requested to deliver these again in 2016.

Sport Relief 2016

In March 2016 we delivered the Sport Relief Mile event in Dartmouth Park. The day was a massive success, attracting over 230 participants to complete a one mile, three mile or six mile route around the park and Sandwell Valley.



Local hero Blind Dave Heeley opened the event followed by a mass warm-up with our instructors. The event was admirably supported by volunteers from Sandwell Special Olympics and Sport Studies Students from George Salter Academy who assisted in setting up on the day and by marshalling the route. Both groups were a delight to work with and a credit to their organisations in the way in which they applied themselves and got stuck in with the spirit of the day.



Other successful events held or supported this year included

- ✓ The Indoor Athletics League
- ✓ Cross Country Championships
- ✓ Nova Games at Sandwell Valley
- ✓ Disability Sports Day
- ✓ The Sandwell Show
- ✓ CANDO Launch Events
- ✓ Sandwell Santa Dash



Awards and Accreditations

The whole Sports Development and Physical Activity Team works hard to provide a quality service so we were thrilled to receive two major awards this year.

Firstly we celebrated maintaining our 'Excellent' QUEST Quality Assurance Status for another year. Following the two day assessment, we were praised for the 'strong, passionate and committed staff team focussed on the organisation's vision and goals with excellent local knowledge and networks and expertise of working with local sport'. The assessor also commented on 'strong evidence of continuous improvement in key service areas'.

In January we were also awarded the SLT Drive for Excellence Award, having previously won the accolade in 2013. We were praised on the outreach attendances achieved by the team, with particular emphasis on our successful engagement with traditionally hard to reach communities throughout Sandwell.





Our Staff

SLT is Investor in People accredited and has over 400 hardworking members of staff dedicated to providing first class service to our customers. Developing and investing in our staff continues to be vitally important and much progress has been made this year.

2015/16 at a glance



389 staff

Took part in 38 different learning activities



247 staff

Attended the annual Staff Learning Together Day

New Performance Appraisal Scheme

We're delighted to report on the successful implementation of our new Performance Appraisal Scheme. This new scheme enables managers and staff to consider and measure individual performance in a specific job role, based on six core organisational standards; daily tasks, health and safety, customer service, personal responsibility, finance and resources and team working.

Feedback has been very positive. The new scheme has been welcomed and understood by staff, who feel it allows for an honest assessment of performance in a positive arena, acknowledging those who have gone 'above and beyond' as well as being able to highlight any areas that require improvement.

E-learning roll out

We continued to roll out the suite of e-learning courses, including Environmental Awareness, Personal Safety, Working Safely, Managing Personal Stress and Introduction to Safeguarding. We also upgraded the e-learning platform, which is internet-based, to allow staff to access the courses from desk top and mobile devices.

Sales Training Package

A comprehensive sales training package was also developed and delivered by the Fitness Development Officers to over 100 staff, with delivery to over another 100 key personnel planned for 2016/17. The aim of the training was to equip key staff in handling enquires from potential members in the most efficient manner to maximise sign up rates.

Upskilling staff

We continued to develop the skills of existing staff, supporting them through various courses run by our preferred NVQ provider ICON and Loughbough College for the Higher Professional Diploma.

These included Level 1 and 2 Swimming Teacher Awards (STA), providing continuous professional development for Swimming Instructors to deliver the brand new Junior Lifeguard Academy, STA Baby and Pre-School, Spin, Shallow Water Exercise Certificate and Level 2 Fitness Instruction.

Staff in specialist roles attended specialist training in their professional field. Essential Health and Safety training has also been key to supporting centres in maintaining the Trust's RoSPA Gold Award.

Overall, 389 staff members took part in 38 different learning activities this year and 247 attended the annual Staff Learning Together Day.





Annual Staff Awards

At our annual staff awards in January 2016, the following employees were recognised:

Drive for Excellence Award

Recognises innovation or creativity contributing towards a positive impact for SLT.

Winner:

The Sports Development and Physical Activity Team was recognised for outstanding contribution to developing and delivering sport and physical activities in Sandwell. Externally accredited as one of the top performing teams in the UK and previous winners of this Drive for Excellence Award.

This team has continued to push forward and exceed targets, form new partnerships, generate and attract new external funding and importantly champion SLT in the wider community of Sandwell.



Strive to Succeed Award

Recognises those who volunteer to support a local club, group or the local community within Sandwell, demonstrate or establish successful partnership working, achieve a lifetime sport or leisure industry related goal, become externally recognised or demonstrate a commitment to learning.

Winner:

Pauline Eades, Swimming Instructor at Wednesbury Leisure Centre. Pauline has taught swimming for 26 years, and still continues to treat every new swimmer with the same care and attention. She inspires each individual to believe in themselves, rarely if ever is there a disappointed face when they've been taught by aptly named "Aunty Pauline". Teaching older swimmers in stages 6,7,8's and lifesaving skills, it's clear to see, she has earned their respect. She also supports colleagues and offers a counsellor-like listening ear.



Pauline has also worked tirelessly with Westbury Lifesaving Club for a number of years, helping young people learn lifesaving skills, building confidence and encouraging them to be kind, supportive and work in teams.



Making the News Award

Recognises any SLT related work or project that has directly resulted in positive media exposure.

Winners:

Samantha Murray, Ruth Adams, Dan Simpson, Beth Jesson and Jonathon Hunt from Portway Lifestyle Centre. The team made a huge impact on one customer's life when he collapsed suddenly whilst on the treadmill.



Thanks to the team's prompt, calm and knowledgeable actions they worked together to successfully resuscitate him. Paramedics commended the staff at the scene, agreeing the outcome could have been very different if the staff had not been first aid trained and responded immediately. The team went on to attend a prestigious evening together and individually collected their "Chief Commissioners Award" from West Midlands Ambulance Service and supporting partners, where their efforts were not only recognised by the Chief Officer himself but also the High Sheriff.

The team has also responded to two other incidents, showing integrity and solid team work in order to ensure the safety and wellbeing of our customers.





Annual Staff Awards

At our annual staff awards in January 2016, the following employees were recognised:

Customer First Award

Recognises excellent customer service including that performed above and beyond the normal course of duty..

Winner:

Julie May, Cleaner at Wednesbury Leisure Centre for her excellent communication skills with customers, always making them feel welcome and at home when they visit the centre. Julie has come in on days off to support the induction of new staff at the centre and even worked extra hours to provide site tours with new customers. She also successfully converts potential customers into new members. All this and she also keeps the centre clean and tidy.

All the staff love Julie and feel they can go to her for support and customers love her banter and jokes.



Employee of the Year

Recognises outstanding commitment, quality of work and dedication and position as a positive role model and an ambassador for SLT.

Winner:

Mark Wildman, Marketing & Business Manager

Mark has worked initially with Sandwell Council and then SLT for over 24 years. He started a YTS student programme based at Harry Mitchell Leisure Centre and following this was successful in gaining a Leisure Attendant Post at Smethwick Swimming Centre.

Since then, he has undertaken a number of roles, including Casual Sports Coach, Duty Manager, Senior Client Services Officer, Leisure Pass Project Manager, Marketing Manager and his current position as Marketing and Business Manager, which is an important role within the Trust Management Team. He has been nominated for his continuous display of positivity and commitment in pushing the business forward, his dedication and motivation to the Trust and his all round 'Happy Chappy' attitude. He not only works within the Trust, but also works tirelessly with customers using the facilities as well. Regardless of his role, his attitude to work and his work ethic have always been consistent.



Comments from his nominees included:-

He is extremely supportive, knowledgeable and genuinely does a good job and stops for nothing.



He gives everyone the chance to put ideas forward.



I have never met another member of staff who is as motivated.



He is a good all-rounder, which is the key in linking employees within Business Support.



Marks sheer passion and determination seems be echoed across the Trust and his professional manner displays the Trust's ethos in the right light.





Our Awards and Accreditations

Maintaining and achieving external accreditation is important to SLT because it allows us to benchmark ourselves against the leisure industry nationally, so our customers can be assured they are receiving the best quality services.

2015/16 at a glance



Received a
RoSPA
Gold Award for 9th
year running



Maintained
QUEST
Quality Assurance
Status

RoSPA Gold Award

An ongoing commitment to maintaining a high level of health and safety for all customers and staff is a top priority and we are delighted to have received the prestigious RoSPA Gold Award for the ninth consecutive year.

Awarded by the Royal Society for the Prevention of Accidents (RoSPA), this award is not only internationally recognised but has fast become one of the most sought after accolades by organisations from every sector, not just the leisure industry.



Quest Accreditation

Importantly, we also maintained Quest accreditation, a continuous improvement tool and the leisure industry's only recognised Quality Assurance scheme for facility management and sports development designed to measure how effective organisations are.

Our Sports Development and Physical Activity Team was the first such team in the country to be awarded 'Excellent' status, which the team have retained from when the Quest 2012 scheme was launched. In June every year we undertake a 2-day Quest assessment which looks at thirteen separate areas of the team's work including financial and budget management, team and skill development, leadership, young people's participation, club development and support.

The team was successful in retaining their 'Excellent' status this year with the assessor noting the 'strong, passionate and committed staff team focused on the organisation's vision and goals, with excellent local knowledge, networks and expertise of working with local sport.' In addition, the team was praised for their 'strong evidence of delivery including outreach attendances increasing year on year and exceeding performance and programme targets.'



We Feedback

We actively encourage feedback from our customers through the 'We love feedback' section on our website. Here customers can let us know how we might improve our service and request a response to their feedback directly.

Customers can also share their inspirational stories and provide a testimonial which we really appreciate. It's great to see how SLT is helping the people of Sandwell to enjoy taking part in sport and physical activity.

Here's a selection of some of the comments we have received this year.

I would like to say a big thank you to the Prince's Trust and all the staff and tennis coaches at Tipton Sports Academy for putting on an amazing event for our Year 10 pupils. All of our young people thoroughly enjoyed the day and it was good to see them taking part in a sport they wouldn't usually play. During the coaching sessions leading up to the tournament I could really see the pupils' self-confidence and tennis skills improving. The tennis initiative is a great opportunity for young people and a great way to gather evidence towards the xl qualification.

Nikki Hallsworth
Shireoak School
June 2015

The service and professionalism of the staff at Wednesbury Leisure Centre is great, they are extremely well presented, very polite and friendly. A credit to the SLT team. As a former gym phobic I can honestly say I have never felt so comfortable in attending a gym. I have even taken out membership I feel that comfortable, as there is no pressure and nobody takes any notice of what anyone else is doing and all the staff are very approachable should you need any guidance or help in using any of the equipment.

Rachel Hall
Customer Review
December 2015



Great to see so many local youngsters getting active! #healthylifestyle #healthyhabits

Over 300 #Sandwell school children took part in a borough-wide athletics final last week [ow.ly/ZcFP7](https://www.ow.ly/ZcFP7)

Sandwell Leisure Trust

Hales Sport
Indoor Athletics League
March 2016



Can I take this opportunity to say how helpful and welcoming all the staff are at Harry Mitchell Leisure Centre. They are making our training run smoothly.

Paul Jenkins
Head Coach, Ospreys Wheelchair Rugby
February 2016

Every time we speak to staff at Wednesbury Leisure Centre we always get a lovely welcome and they know what they are talking about. Also when we email the response is very quick and very helpful. Please continue the great service!

Paul Tether
Customer Review - November 2015

The staff at Portway are absolutely wonderful, always very friendly and polite and always speak.

At the moment I only use the hydro pool because I broke my hip and pelvis in April, I have spoken to the gym staff and the pool staff about this and they have been so helpful, really gone out of their way to answer and help me with advice.

My husband uses the gym and comes in the pool with me and he says exactly the same how good the staff are, people are always quick to complain when something is wrong but not so quick with praise.

Julie Doman
Customer Review
November 2015

New 3G Pitch at Hadley Stadium

Customer Reviews - October 2015

Very nice, excellent
surface
G. Sangha

Absolutely amazing,
fantastic quality
J. Hopkins

Excellent
improvement
Mr. Awais

Great surface, amazing
improvement
M. Balanga

Fantastic pitch, can't
wait to start playing on it
regularly
Sandwell College

Our day was thoroughly enjoyable; your organisation of the tournament was immaculate in every respect. The focus on respect was outstanding and followed by all competitors. The games themselves were excellent and great to see an abundance of talent on show especially from the school that won.

The format certainly works and great to see playing for 3rd place. A great sense of self-achievement for the students and for our school as a whole.

We were amazed of how professional the opening ceremony was, flags waving from the cluster they represented, truly fantastic atmosphere which was made all the better by the excellent judges on the court. We will certainly enter your tournament next year. Well done to you all.

Rob Burgwin
Black Country School Games Tennis Competition
June 2015

Really popular and successful day. Loads of positive comments from staff and parents and the high quality I saw for myself that I've come to expect. Was a great day and those two (Craig and Kieran) were fab as always.

Jake Bishop
Glebefields
Primary Sports Day
June 2015

I would like to recommend the boxer circuit classes at Hadley Stadium.

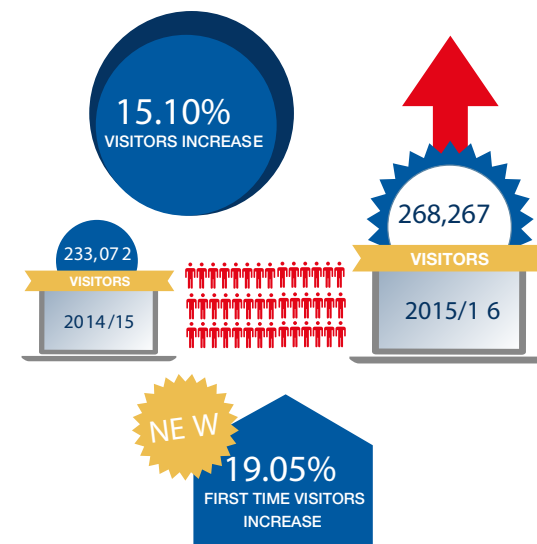
My cardio fitness wasn't the best, so I decided to try out these classes and after just 3 sessions I felt a vast improvement in my strength, stamina and cardio fitness. Steve the instructor is a great motivator who will push you to your limits. He will make sure you work hard & carry out all disciplines and techniques in the correct manner, so your body really benefits and you will notice results within a few sessions.

This is the best cardio class I have attended in all of Sandwell, if you give it a go you won't be disappointed.

Carl Wheatley
Customer Review
September 2015

Website Analytics

The SLT website continues to attract new visitors and is a popular and well-used resource for our customers.



Social Media

Being active on social media allows us to communicate instantly with our customers and vice versa.

6054 likes **4690** followers **335** followers



Finance matters

Headlines - Income & Expenditure	2015/16	2014/15	VAR
	£000s	£000s	£000s
Total Incoming Resources (Income)			
SMBC Management Fee	3,085	3,409	(323)
Unrestricted Income from Charitable Activities	6,476	5,803	673
Other Income	73	70	4
Trading Activities	228	213	15
Investment Income	6	5	0
Restricted Grants	49	108	(59)
	9,917	9,606	310
Total Resources Expected (Expenditure)	£000s	£000s	£000s
Staff Costs	6,470	5,783	(687)
Other Employee Costs	163	127	(35)
Premises	1,759	1,470	(288)
Transport	0	1	0
Professional Fees	84	58	(26)
Other Expenditure	2,088	1,627	(462)
Trading Activities	150	145	(5)
Governance Costs	57	74	17
Restricted Expenditure	79	133	54
	10,849	9,416	(1,433)

Other Recognised Gains (Losses)	£000s	£000s	£000s
Actuarial Gains (Losses) on Pension Scheme	1,322	(3,315)	4,637
Net Movement in Funds	391	(3,125)	3,516

Source: Statement of Financial Activities (SOFA) for the year to 31 March 2016 (unaudited)

Headlines - Balance Sheet	2015/16	2014/15	VAR
	£000s	£000s	£000s
Fixed Assets	1,551	1,785	(235)
Current Assets (non cash)	278	342	(65)
Cash at Bank and In Hand	3,143	2,735	409
Creditors - due within 1 year	(1,775)	(1,374)	(401)
Creditors - due after 1 year			0
Net Assets (excluding Pension Scheme Liability)	3,197	3,488	(291)
Pension Scheme Liability*	(4,542)	(5,597)	1,055
Net Assets	(1,345)	2,109	764

Source: Balance Sheet as at 31 March 2016 (unaudited)

The Pension Scheme Liability is the responsibility of SMBC

Our Centres:

Brandhall Golf Course
Heron Road, Oldbury, B68 8AQ

Haden Hill Leisure Centre
Barrs Road, Cradley Heath, B64 7HA

Hadley Stadium Leisure Centre
Wilson Road, Smethwick, B66 4NL

Harry Mitchell Leisure Centre
Broomfield, Smethwick, B67 7DH

Langley Swimming Centre
Vicarage Road, Langley, Oldbury, B68 8HS

Portway Lifestyle Centre
Newbury Lane, Oldbury, B69 1HE

Ryland Centre
New Road, Bromsgrove, B60 2JS

Smethwick Swimming Centre
Thimblemill Road, Smethwick, B67 5QT

Tipton Leisure Centre
Alexandra Road, Tipton, DY4 8TA

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

Wednesbury Leisure Centre
High Bullen, Wednesbury, WS10 7HP



www.slt-leisure.co.uk
0300 012 0121



in partnership with



For information about coaching, community sport and activity sessions, sports specific advice and club/coach/volunteer support, contact our Sports Development & Physical Activity Team on 0121 506 4980.