

Sandwell Leisure Trust Annual Review 2014/15

Creating an Active Sandwell



in partnership with



Foreword

Welcome to our Annual Review for 2014/15.

Sandwell Leisure Trust (also known as SLT), is a locally-based, registered charity and not for profit organisation, managing sport and physical activity in Sandwell.

We manage 8 sports and leisure centres and a golf course and deliver a wide range of sports development activities throughout the borough on behalf of and in partnership with Sandwell Council.

This was our 11th year of operation and we are delighted to report on another successful year and share some of the highlights with you on the following pages.

Once again, during a challenging financial climate, SLT has delivered service improvements and exceeded targets agreed in partnership with Sandwell Council.

Attendances and memberships at our sports and leisure centres have

increased again this year.

Outreach attendances across the borough have also increased thanks to the work undertaken by our dedicated sports development team.

Importantly, SLT continues to be recognised regionally and nationally by industry leaders.

We were particularly proud of our achievements in this year's Members' Choice Health Club Awards which are the only industry awards where winners are selected purely on the feedback from the people that use the facilities. We were also delighted to receive a RoSPA Gold award for the 8th consecutive year in recognition of our continued commitment to deliver safe facilities.

Another highlight this year was the official opening of Portway Lifestyle Centre in

Oldbury and we are now looking forward to another new centre opening in Wednesbury in 2015.

Sandwell Council's vision is to create a more physically active Sandwell and SLT continues to play a fundamental 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 sincerely thank everyone for their continued contribution and support.



The SLT Board

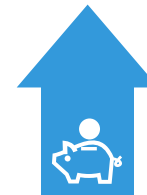
The SLT Board is made up of private business professionals and partner organisations and includes Council and staff representatives.

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

Current board members are as follows:

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

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



Generated increased income of £3.2m per year



Secured £4.5m of investment to improve facilities across Sandwell

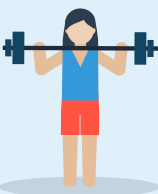


Enabled Sandwell Council to reduce its subsidy to us by £1.6m per year

2014/15 Key Highlights



82,943 active outreach
attendances
↑ 3.5%



316,441 gym
attendances
↑ 21.7%



Winner of the 'Best National Small Chain' in the
Members' Choice Health Club Awards.
Plus Gold, Silver and Bronze winners for the 'Best
Mid-Market Club' in the West Midlands category.

1.8m active visits
↑ 12.5%



168,172 fitness class
attendances
↑ 25.5%

40,644 members
↑ 7%



Over **400**
employees



14,260 free
swimming
registrations
↑ 61%

4345 Swim
School
Students
↑ 9%

41,421 free
swimming
attendances
↑ 6.5%

Our Sports and Leisure Centres

SLT manages a portfolio of 8 sports and leisure centres and a golf course in Sandwell. Between them a full range of activities are on offer to residents including fitness gyms, fitness classes, swimming, Swim School, sports and indoor climbing.

Attendances & membership

Attendances and memberships at our sports and leisure centres have increased again this year, which is great news.

Active attendances totalled 1.8m, up 12.5% on last year and attendances for fitness classes and gym sessions rose by 25.5% and 21.7% respectively.

We know we cannot rest on our laurels however, which is why we are always looking to develop new activities to inspire interest and to invest in facilities and equipment to improve the experience for our customers.

250 fitness classes ran each week (up 25% on last year) and new classes introduced this year included:

Strip2Tone: 30-40 min tone and shape exercise class using dumbbells

Synrgy Fitness sessions: Indoor bootcamp style, tone and shape on Portway's Synrgy 360 workout stations

MashUp 30 sessions:

Combining elements of most popular exercise classes into one intense, shorter workout

Hatha Yoga: Improves mobility, flexibility, posture and relieves stress

Increasing membership

We continued to provide a range of membership options for customers. These included 'pay as you go', targeted concessions, discounts and affordable all inclusive membership options.

Overall membership increased again this year to 40,644 members.

Natalie Cooper
Customer Review
April 2015
Portway Lifestyle Centre

I would like to say a massive thank you to the Portway team! After being bullied at school for being skinny, my son joined up for ONE card membership. He was of course quite nervous at his first visit but Dave at reception was fantastic with him and made him feel at ease. He's been going a week now and all the staff have been great with him, his confidence is growing by the day! Thanks so much guys you are all wonderful.

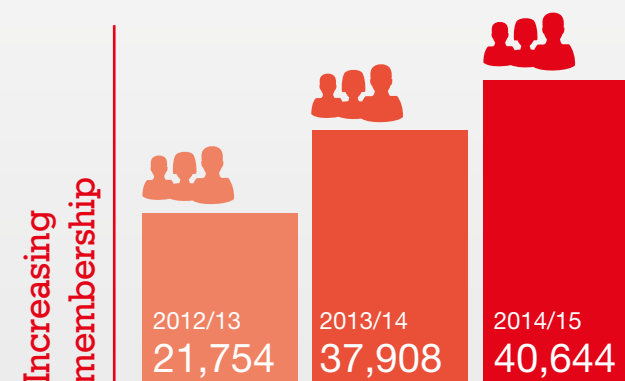
2014/15 at a glance

1,803,786 active attendances
▲ **12.5%**

316,441 gym attendances
▲ **21.7 %**

168,172 fitness class attendances
▲ **25.5%**

4,345 Swim School students
▲ **9%**

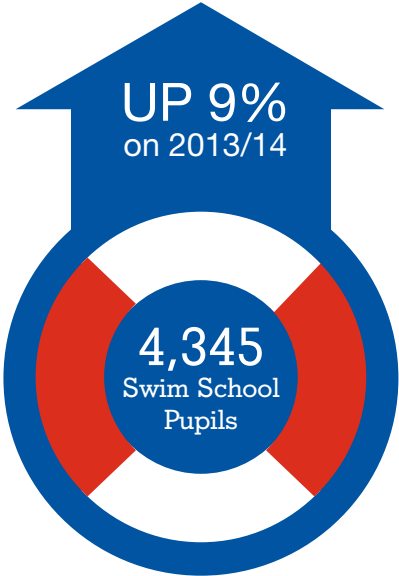


Swimming attendances

The demand to learn to swim in Sandwell continues to grow year on year and we now have 4,345 Swim School students.

We also continue to deliver Sandwell Council's Free Swimming initiative at Haden Hill Leisure Centre in Rowley Regis, Smethwick Swimming Centre, Langley Swimming Centre in Oldbury and Tipton Leisure Centre.

There are now 14,260 Sandwell residents, aged 16 and under and 60+, registered onto the scheme enjoying 41,421 free swims.



Free Swimming Registrations

2013/14

	60+	U16
Haden Hill	222	1440
Langley	242	1248
Smethwick	265	1881
Tipton	433	3104
Total	1162	7673

2014/15

	60+	U16
Haden Hill	359	2477
Langley	365	1861
Smethwick	440	3402
Tipton	635	4721
Total	1799	12461

54%

increase in over 60s

62%

increase in Under 16s

61%

increase overall



Case Study

A new initiative was introduced this year across all our swimming pools, which has been well received by both customers and staff.

The software package, which took some six months to introduce, enables the swimming teachers to use IPODS pool-side to record customers' progress through skills and levels.

This cuts down their admin time and frees them up for more teaching time, which in turn means more lessons being available and more satisfied customers.

In addition, parents and guardians can now track their child's progress online and see the availability of new places as they progress through the swimming programme.

Kirsty Beckett, Swimming Co-ordinator and Teacher at Portway Lifestyle Centre said: "This new initiative is a big success. It has really helped with the communication between the centres and the parents/guardians.

"Parents receive an automated email when every level has been achieved giving them the opportunity to move their child to the next level without having to spend time on the phone or at reception.

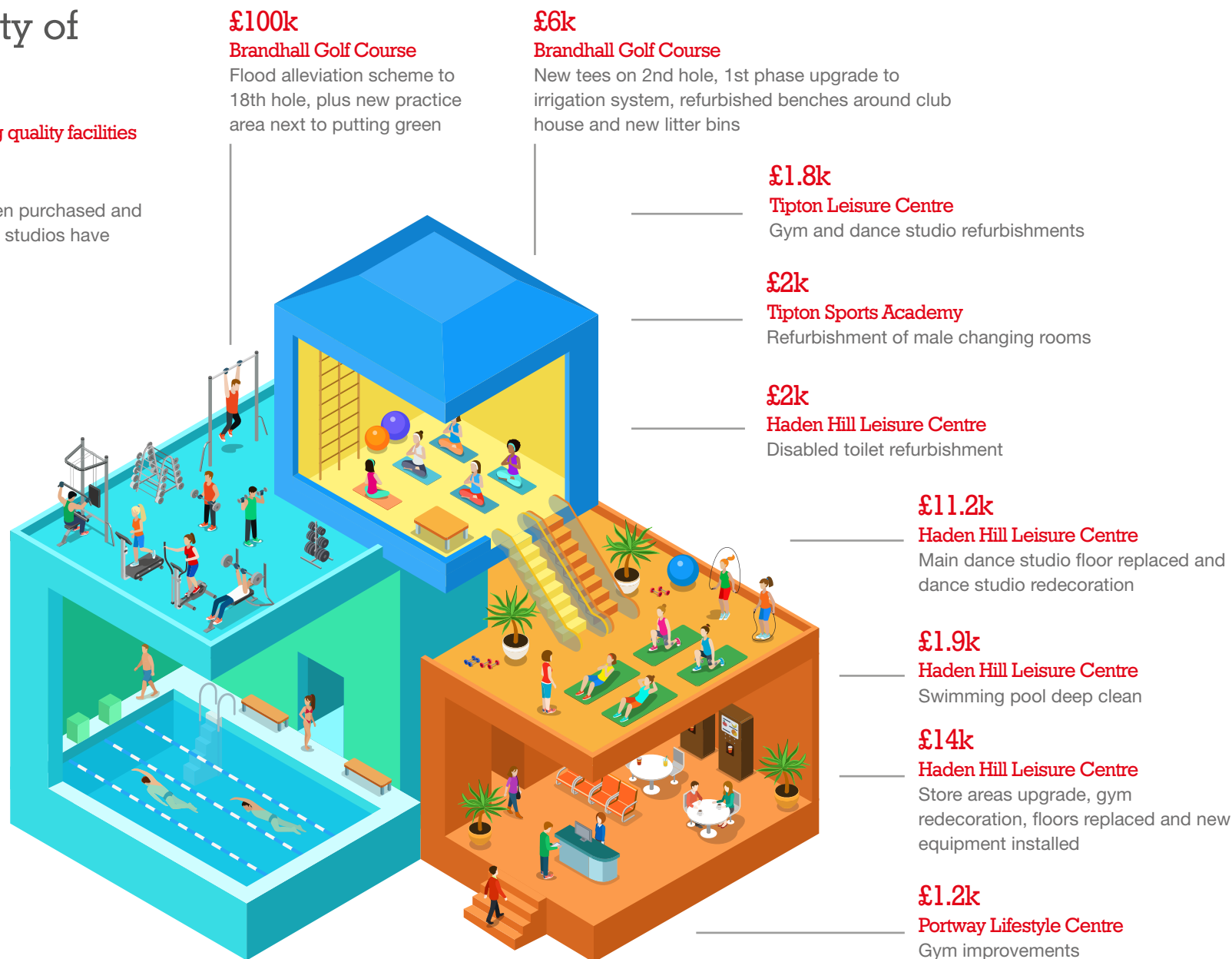


"The whole process is now so much quicker and easier for everyone."

Improving the quality of our facilities

We continued to invest this year in providing quality facilities and equipment for our customers to enjoy.

New fitness and exercise equipment has been purchased and facilities such as changing rooms and dance studios have been redecorated and refurbished.



Official opening of Portway Lifestyle Centre

Portway Lifestyle Centre in Oldbury is a vibrant and unique sports, health and wellbeing centre for the whole community and a centre of excellence for disabled people.

Operational since September 2013, the centre is already having a big impact on the lives of thousands of local people who use its state-of-the-art facilities.

In June 2014, we brought together all the partner agencies on the project team and celebrated its official opening by the Mayor of Sandwell, Cllr Linda Horton.

Guests enjoyed dance performances from Performing Arts (a dance group for adults with learning disabilities) and pupils from Oldbury Academy received standing ovations.

Two powerful videos stole the show. The first showed a visit to Portway by World Para Climbing Champion Fran Brown who is a wheelchair user. Fran was thrilled with the centre and talked enthusiastically about the facilities and how the sport of climbing has helped her to regain some strength and movement as well as the thrill of representing her country and enjoying the social side of the sport.

The second showed Portway customer, Shaun Stretton (pictured right), who has worked hard with a personal trainer to achieve his personal goals, one of which included walking the length of Rainbow Way, having been in a wheelchair for nine years!



OPEN



Did you know...

Portway achieved the 'Excellent' level of the IFI (Inclusive Fitness Initiative) Mark in March 2014, one of only a handful of facilities accredited nationally.

The gym is equipped with a range of IFI accredited fitness equipment with highly trained gym staff who are experts in providing advice on adapted physical activity.

To date more than 1,000 Sandwell residents with disabilities are Portway Pass members. 30,000 visits were made this year.

Portway's Swim School programme has grown significantly this year, with more than 320 swimmers registered. A new Baby and Toddler programme is due to be launched in 2015.

Over 75 group fitness classes average more than 800 visits weekly.

Portway Family Practice and the NHS Physiotherapy Team are both now established and operating from the centre.

The Ryland Centre in Bromsgrove

SLT is continuously looking at ways to generate new revenue streams to maintain a thriving and sustainable organisation. One of these methods is to manage more services and facilities both in and outside of Sandwell.

Since September 2012 we have been managing the Ryland Centre in Bromsgrove, helping it to become an established provider of 'affordable fitness for all'.

The centre is a hive of activity for people of all ages and now has a regular programme of weekly activities including Baby Sense, Toddler Sense, Tumble Tots, Little Kickers, Rhythm Time, Pre-schools Gymnastics and Line Dancing, Gentle Exercise and Walking Football meaning there is truly an activity for all ages from new born to 90!!



Case Study

There's a whole host of fun activities on offer at the Ryland Centre for local older people thanks to a successful partnership between SLT and Sandwell-based Social Enterprise Agewell CIC.

Agewell consulted with local agencies, community groups and older people themselves to find out what they'd like to see taking place at the centre and they led a successful Awards for All Lottery Bid to secure funding for the new sessions to take place.

Weekly sessions now include line dancing, gentle exercise, walking, a multi-activity club, badminton and a community garden.

In February 2015, the project was recognised for its community focused development and provision and we were honoured to receive a visit from Culture Secretary, Sajid Javid, and Chief Executive of the Big Lottery, Dawn Austwick, who toured the centre and met with some of our customers.



2014/15 achievements include:

- ✓ Remodelling the gym and introducing personal training for members
- ✓ Creating a state-of-the-art spin studio
- ✓ Introducing new fitness classes such as Clubbercise, Fitness Yoga and a class specifically for new mums
- ✓ Running a Fitness Masterclass with Apprentice candidate and world renowned fitness expert Katie Bulmer Cooke.
- ✓ Receiving a visit from the Culture Secretary and Chief Executive of the Big Lottery.



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 2014/15 totalled 82,943 which is a 3.5% increase on the previous year. 57,040 of these were under 16 junior attendances.

2014/15 at a glance

82,943 outreach attendances

▲ **3.5%**

57,040 junior (U16) outreach attendances

SLT delivers and supports 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 school games events and regional Boccia championships.

We also pursue external funding which supports participation across Sandwell, and support local sports clubs and associations in applying for small grants to help their sustainability.

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



Sporta's Make Your Move programme

We secured funding from Sport England in May 2014 to deliver weekly sport and group fitness sessions borough-wide for inactive people aged 14+.

OUTCOMES

We worked with 14 local sports clubs linked to 14 of the 17 commonwealth games hosted in Glasgow.

A massive 743 individuals have engaged to date with 5,719 attendances recorded. The Project is due to complete in June 2015.

Our partnership work with local sports clubs and other community organisations has led to sustainable sessions being offered for a minimum of 6 months to enable activities to be embedded into participants' lives for the long term.





Streetgames Doorstep Sport Clubs

We continued to support this initiative which takes sport to the 'doorstep' of young people aged 11 to 24 living in deprived areas across the UK.

OUTCOMES

271 participants this year. Funding secured for 2015/16 for 6 clubs at Portway Lifestyle Centre in Oldbury (with disability focus), Shirelands Academy in Smethwick, Sandwell College in West Bromwich, Conygree Arts Centre in Tipton, Hope Church in Oldbury and Wood Green Academy in Wednesbury.

Sandwell Disability Activation Fund (In partnership with Black Country BeActive)

Enables local clubs and organisations to apply for up to £1000 funding for projects that engage people with disabilities aged 14+ into sport and physical activity opportunities.

OUTCOMES

We administered the allocation of £7,323 this year to 8 separate projects including power chair football, disability dance and trampolining, climbing for the visually impaired and sitting volleyball.

Community Fitness Project

Provided group fitness sessions in the community, hosted at local libraries, schools and other community venues, for people aged 16+. Project ran from May 2014 to April 2015.

OUTCOMES

We established partnerships with a number of community venues and sessions were delivered in all six towns of Sandwell. Engaged with 344 participants, 38 aged 14-25, 306 aged 26+.



Smile Programme

We continued to support this programme which delivers a range of events and activities for children and young people across the Black Country with additional needs.

OUTCOMES

The programme won the Youth Sport Trust Award for Outstanding Inclusive Competition Structure in 2014 and activities delivered included sensory orientation, climbing, mini modern pentathlon, dry sailing and fencing.



LTA/Tennis Foundation Partnership Project

We delivered a number of education courses in 2014/15 including LTA Tennis Leaders and LTA Teachers Tennis Courses.

OUTCOMES

In total we upskilled 45 young leaders and 24 teachers to raise delivery standards in schools and at schools competitions. We also delivered a mini-tennis roadshow to local schools targeting Reception, Yr 1 & Yr 2 pupils.



Engage to Compete Programme

Worked in partnership with Fit for Sport to deliver a programme to encourage physical activity in primary schools across Sandwell.

OUTCOMES

Started in September 2014 and to date we have supported the delivery of Fitness Challenge Days in 20 schools borough-wide and engaged with 34 primary schools in total.

Football Sessions with West Midlands Police

Worked with West Midlands Police to deliver football sessions to young people at Tipton Sports Academy.

OUTCOMES

50 young people engaged this year and sessions will continue in 2015/16.

Community Rounders Project

Delivering community rounders sessions in local parks and upskilling young people aged 14+ to become young leaders.

OUTCOMES

Weekly sessions took place at Lightwoods Park from June 2014 – September 2014. 15 young people took the Young Leaders award. Community sessions started again this May in Brunswick Park, Lightwoods Park and Haden Hill Park.

Other events included...

- ✓ Comprehensive programme of school holiday activities. Over 4,100 under 16 attendances recorded during the summer holidays in 2014.
- ✓ Hosted the Black Country Schools Games Boccia Tournament for athletes with disabilities at Portway Lifestyle Centre in February 2015.
- ✓ Supported Sandwell Bike Fest at Sandwell Valley in October half term.
- ✓ Delivered free coached tennis sessions in Brunswick Park throughout the summer.
- ✓ Hosted the Birmingham and Black Country Give and Gain Day, aimed at encouraging young people to lead healthy lifestyles, at Tipton Sports Academy. 600 school pupils took part with support from over 100 volunteers from local companies.

Case Study

The tennis offer at Tipton Sports Academy continued to go from strength to strength this year.

The Academy played host to a range of tennis tournaments, ranging from local match play, schools competitions and county cup competitions through to the Mens Aegon Pro Series tournament which was held in March 2014 and hosted a plethora of world class tennis players. Junior players from the centres programme were trained up to undertake the role of ball boys and girls for the event.

The development programme based at the centre saw growth in its mini-tennis programme which supports children aged 5-10yrs old. The junior squads continue to develop with participation increasing and some great success stories such as Elise Dennis achieving Aegon Futures status, and Elle

Stokes obtaining a tennis scholarship in America.

One of the Trust's key tennis coaches, Craig Unitt, was a finalist in the Black Country Sport and Physical Activity Awards for Community Coach of the Year, and was recognised by Aegon as Coach of the Month for May 2014, placing him amongst the top coaches in the country.



Our Staff

SLT has over 400 hard working members of staff, dedicated to providing first class service to our customers.

Developing and investing in our staff continues to be vitally important to us and we have again delivered many Learning Development activities this year including Health and Safety courses supporting the Trust's RoSPA Gold Award, Safeguarding, Swimming Teaching Association seminars and updates and Data Protection.

Staff have also been supported through various educational courses including working in conjunction with the Trust's preferred NVQ provider, ICON, and Loughborough College for the delivery of the Higher Professional Diploma.

We continue to hold Investors in People accreditation and have embarked on the development of a new performance appraisal scheme. We have invested in elearning stations at all of our facilities to provide greater flexibility in the delivery of learning and development activity.

We have also continued our approach to invest in our own employees as trainers, to deliver regular training across the organisation in areas such as Pool Lifeguard, First Aid, Pool Plant, Swimming Instruction, and Manual Handling.

Helen Bourton
Westcroft School Wolverhampton
December 2014
Portway Lifestyle Centre

Great event, please can you pass our thanks on to the Portway team. We host and run lots of events all over the place, but we've never found a more welcoming and supportive venue than the Portway Lifestyle Centre.

My head teacher was blown away by the venue and I'm singing its praises.

Twitter Customer Review
March 2015
Tipton Leisure Centre



I can't praise the staff at Tipton Leisure Centre enough. Nothing is too much trouble.

@ZoeZee1977

2014/15 at a glance

515 staff

attended 47 different learning activities this year.

249 staff

attended our annual 'Learning Together' Day.



At our annual staff awards in January 2015, the following members of staff were recognised:

Drive for Excellence Award

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

Winner: The swimming teams at Haden Hill Leisure Centre, Smethwick Swimming Centre, Tipton Leisure Centre, Portway Lifestyle Centre and Langley Swimming Centre and the Business Support team.



Customer First Award

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

Winner: Dan Simpson, Gym Instructor at Portway Lifestyle Centre

Special Recognition: Volunteers John Totney and Martin Floyd



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 by being nominated or winning a sport, health or physical activity related industry award or demonstrating a commitment to learning.

Joint winners: Neil Priest and Ash Rai



Making the News Award

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

Winners: Hayley Birch, Fitness Co-ordinator at Haden Hill and Craig Unitt, Tennis Coach from Sports Development



Employee of the Year

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

Winner: Scott Parish Gym Instructor at Portway Lifestyle Centre





Our Awards and Accreditations

2014/15 has been another successful year for us in relation to achieving a fantastic portfolio of awards and accreditations.

2014/15 at a glance



Winner of the 'Best National Small Chain' in the Members' Choice Health Club Awards.

Plus Gold, Silver and Bronze winners for the 'Best Mid-Market Club' in the West Midlands category.

Maintaining and achieving external accreditation is important 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.

Here's a round-up of this year's successes...

Members Choice Health Club Awards 2014



We were delighted this year to be awarded 'Best National Small Chain' for the second year running in the Members' Choice Health Club Awards.

We also achieved a clean sweep in the West Midlands category for the 'Best Mid-Market Club'. Haden Hill Leisure Centre won Bronze, Portway Lifestyle Centre won Silver and Ryland Centre (Bromsgrove) received Gold following its silver award in 2013.

One of our gym instructors, Scott Parish, from Portway Lifestyle Centre (pictured below) was also recognised with a People's Award winning against other gym professionals nationally.

The Members' Choice Health Club Awards are the only awards in the industry where winners are selected purely on the feedback from the people that use the facilities – the members.

The Health Club Awards in partnership with Health Club Management is open to all private health clubs, gyms and leisure centres in the UK.



RoSPA Gold Award



We are very proud to report that once again we have been recognised as an organisation that operates to the highest standards of safety.

This year, we achieved our eighth consecutive RoSPA Gold award for our approach to health and safety.

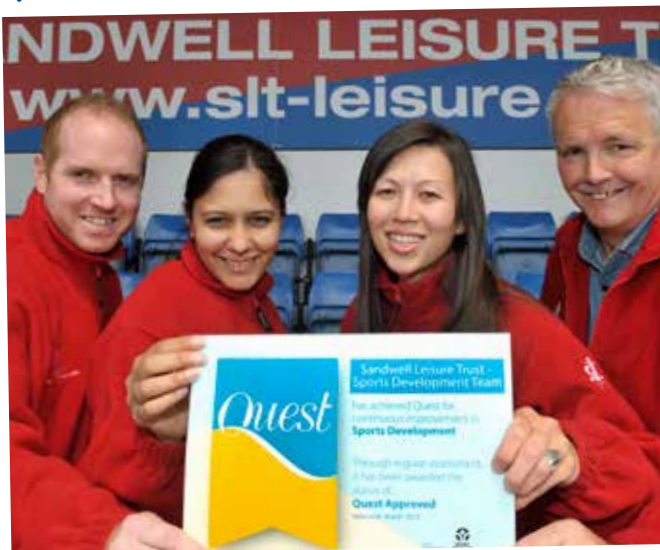
Sandwell Council's Cabinet Member for Health and Wellbeing, Councillor Paul Moore, said: "It's a wonderful achievement to be recognised by RoSPA for the eighth consecutive year. This award demonstrates SLT's and Sandwell Council's commitment to delivering safe facilities for the residents of Sandwell."

Paul Slater, Chief Executive of SLT said, "Maintaining the RoSPA Gold Award is testament to how important health and safety is to Sandwell Leisure Trust. We are committed to providing quality, affordable and most importantly safe facilities for everyone to enjoy."

Business Environmental Charter Award

We remain committed to reducing our carbon footprint and impact on the environment. This year, our sport and leisure centres have received Sandwell's Business Environmental Charter award ranging from Bronze to Gold standard.

'Excellent' rating from Quest



We were again recognised this year for offering an excellent sports service to the residents of Sandwell by the UK quality scheme for sport and leisure, Quest.

Our Sports Development and Physical Activity Team was also the first in the country to be awarded 'Excellent' by the Sport England scheme.

The team was recognised for offering a broad range of activities to residents and for working successfully with clubs and national governing bodies to increase participation, health and wellbeing.

By taking part in the Quest process, SLT has demonstrated its commitment to the ongoing improvement and meeting the needs of local residents.

What our customers say:

Luke Blackwell
Customer Review - October 2014
Portway Lifestyle Centre

“

I came to Portway because of friends, but I've stayed for the great equipment, atmosphere and friendly reception I get from staff and members alike.

Pilates at Shireland Academy
Customer Review - March 2015
Sports Development

“

I enjoyed the class very much, it is entertaining & friendly. I feel the benefit without it being too hard to enjoy. The instructor makes this class fun.

Bike Fest
Customer Review - October 2014
Sports Development

“

James had a wonderful week at the pump track. He has only just taken his stabilisers off but this course has increased his confidence. The instructor was calm, encouraging & great fun. Thank you very much. The free bikes availability is a good idea as the hiring cost is a massive barrier for a family.

Finance matters

Headlines - Income & Expenditure	2014/15	2013/14	VAR
	£000s	£000s	£000s
Total Incoming Resources (Income)			
SMBC Management Fee	3,409	3,589	(180)
Unrestricted Income from Charitable Activities	5,803	5,026	776
Other Income	70	341	(271)
Trading Activities	213	223	(10)
Investment Income	79	10	0
Restricted Grants	108	101	7
	9,680	9,290	322
Total Resources Expected (Expenditure)	£000s	£000s	£000s
Staff Costs	5,667	5,555	(112)
Other Employee Costs	127	69	(58)
Premises	1,462	1,348	(114)
Transport	1	0	(0)
Professional Fees	58	88	30
Other Expenditure	1,635	1,392	(242)
Pension Costs (FRS17)			0
Trading Activities	145	173	28
Governance Costs	74	56	(18)
Restricted Expenditure	133	196	63
	9,300	8,876	(424)

Other Recognised Gains (Losses)	£000s	£000s	£000s
Actuarial Gains (Losses) on Pension Scheme	(3,315)	1,426	(4,741)
Net Movement in Funds	(2,935)	1,840	(4,774)

Source: Statement of Financial Activities (SOFA) for the year to 31 March 2015 (unaudited)

Headlines - Balance Sheet	2014/15	2013/14	VAR
	£000s	£000s	£000s
Fixed Assets	1,785	2,027	(242)
Current Assets (non cash)	342	267	75
Cash at Bank and In Hand	2,735	2,016	719
Creditors - due within 1 year	(1,374)	(1,271)	(103)
Creditors - due after 1 year			0
Net Assets (excluding Pension Scheme Liability)	3,488	3,039	449
Pension Scheme Liability*	(5,597)	(2,213)	(3,384)
Net Assets	(2,109)	826	(2,935)

Source: Balance Sheet as at 31 March 2015 (unaudited)

2013-14 - Following audit Other Income was amended to include £274k profit made on disposal of car park

*The Pension Scheme Liability is the responsibility of SMBC

Looking to the future

2015/16 is set to be another exciting year for SLT with the opening of the new Wednesbury Leisure Centre, located in the heart of Wednesbury town with excellent public transport links.

Opening in October 2015, Sandwell's newest sport, swimming and fitness facility includes 2 deck level swimming pools, a 75 station fitness gym, dedicated spin studio, 2 dance studios hosting a wide range of fitness classes, a 3 court sports hall, meeting rooms and plenty of free parking. There are also excellent public transport links.

We are delighted to be managing this new £8.1m facility on behalf of Sandwell Council, which will provide the people of Wednesbury and the wider community of Sandwell with an exciting new swimming, sport and leisure centre for all ages and abilities to enjoy.

As we enter our 12th year of operation, we remain committed to working in partnership with Sandwell Council, continuing to play a fundamental role in achieving their vision of creating an active Sandwell.



What our customers say:

Terri Young
Customer Review - January 2015
Portway Lifestyle Centre



Love this place, brilliant facilities and there is a large option of classes. The trainers are all very friendly and very approachable.

Hassan Ali
Customer Review - January 2015
Harry Mitchell Leisure Centre



My journey to get in shape began in 2011 at the age of 17. I had always been an overweight kid and took it upon myself to change that for good and so joined Harry Mitchell gym. At first I felt out of place but this soon changed and I felt at home with all the caring staff and approachable gym members. Almost 4 years have passed and I can honestly say that joining Harry Mitchell's was one of the best choices I have ever made. The gym has helped me tremendously with my confidence levels and is a great outlet for stress not forgetting the health benefits. I urge anyone regardless of their age to join a gym as it will benefit your life in more ways than one.

Tracy
Customer Review - March 2015
Tipton Leisure Centre



Just wanted to say how fab the cover swim teacher is who has taught my son for the last 2 weeks at Tipton. She has taken his arms bands off and pushed him and now he is as proud of himself as I am. She also calls the children by name which she picked up on the first lesson and not just a number, which is nice.

Jasmit Hanspal
Customer Review - August 2014
Tipton Sports Academy



I wanted to pass on my gratitude on how brilliant the cardio tennis sessions are. I have been a regular since they started back in September 2013 and have achieved a lot of personal goals relating to my fitness and weight. This has also been possible through how fun these sessions are made by Liam and Andy, who also deserve a lot of credit for the success of these sessions.

Justine
Customer Review - March 2015
Smethwick Swimming Centre



I have always struggled with my weight and would definitely call myself a serial dieter. I joined a slimming club five months ago and I have lost over three stone already. Although this is wonderful I still found I was not happy with my body shape so in December 2014 I set myself a goal. I made myself join the gym but knew I would not attend until in the New Year.

January came and I walked into Smethwick Swimming Centre and I can honestly say I was terrified. I am 43 years old and I have never been inside a gym before. I asked at reception if I could speak to an instructor as I knew I would not know what to do on the machines, Tom arrived and I just thought oh god it's a man!

However within minutes I knew I had made the right decision, Tom orientated me around the gym and equipment and I felt like I should have joined years ago. Since joining I have met Anna who also makes coming along to the classes enjoyable. Anna and the other instructors recognise members as individuals and that we all have our own strengths and weaknesses, I love the way they encourage us but don't over power us! I would not have been comfortable with being made to feel in-adequate and I certainly don't feel like that here.

Being a member makes it easier for me to either structure my week or pop in when I can. I attend 4 classes a week at present and I absolutely love it. If I can't come due to work commitments I feel really fed up, exercise has become my medicine. I feel happier, more confident and I love the way my body shape is changing, I have energy, I am eating more despite still losing weight!

I bought my first lycra gym kit last week and I know I look quite good in it. Who would have thought me in lycra!

So to summarise I am so glad I made the decision to join SLT and come along to the gym at Smethwick Swimming Centre. It has changed the way I view "me" and exercise, I will never look back!

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

New Centre Opens Autumn 2015

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.