

SANDWELL LEISURE TRUST
ANNUAL REPORT 2019/20



SERVING THE HEART OF THE COMMUNITY

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SLT making an impact for Sandwell in 2019/20

We are non-profit distributing which means we reinvest 100% of any surplus to improve, maintain and deliver quality services for the whole community to enjoy, socialise in and become more active.

It is heartening to see that in a competitive market with challenging local demographics, SLT continues to deliver service improvements and exceed targets to increase participation in physical activity whilst improving the health and well-being of Sandwell.

Our customers are at the heart of everything we do and it is vital we continue to demonstrate the social impact we make by showcasing the testimonials and feedback of how the Trust is changing people's lives. Sandwell Council's vision is to create a more physically active Sandwell whilst driving the continuous improvement of key Public Health outcomes, SLT plays a leading role in the successful delivery of this vision and achievement of these outcomes.

We are delighted to continue working in partnership with Sandwell Council on the new £60m Sandwell Aquatic Centre swimming facility opening 2022 and £5.1m West Smethwick Park restoration which includes a new pavilion building, both to be managed by SLT.

All of our achievements would not be possible without the commitment and hard work of all our employees, the effective leadership, expertise and innovation of our managers and our Board and our key partnership with Sandwell Council.

We thank everyone for their continued contribution and support.



Ash Rai Chief Executive

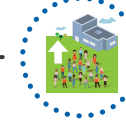
Our aims



MAINTAIN QUALITY OF SERVICES FOR SANDWELL RESIDENTS



INCREASE PARTICIPATION



INCREASE ATTENDANCES



STAFF SATISFACTION & WELL-BEING



MAINTAIN FINANCIAL STABILITY, WHILST BEING WELL GOVERNED & ECO FRIENDLY



CONTINUE TO REDUCE SUBSIDY



PROVIDE VALUE FOR MONEY



CUSTOMER SATISFACTION



HIGHEST LEVEL HEALTH & SAFETY



ACHIEVE & MAINTAIN EXTERNAL ACCREDITATIONS



Social Impact

Increasing participation in physical activity and improving the health and well-being of the local and wider community remains the top priority for SLT. The trust works hard to do this by providing a range of opportunities for more people to enjoy leisure in a safe and social way. Our headline performance demonstrates how we are doing this.



Sandwell's Vision 2030 AMBITION 8



Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families.



Total attendances

2.52m

DOWN BY
3.6%*

* During the start of 2020 the impact of COVID-19 saw the decrease in customer attendance. On 20th March 2020 the government enforced the closure of all Leisure Centres, these factors have undoubtedly affected end of year figures.

Sandwell's Vision 2030 AMBITION 2



Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.



Overall membership has increased to

UP BY 11%

76,424



88%
ARE Sandwell residents

OVER 200

local businesses and partners with **corporate membership** for their employees

UP BY 54%



Air Mayhem

Air Mayhem launched at Tipton Sports Academy in July 2019 and became Sandwell's first indoor inflatable park. The large inflatable features **Free Fall, Wipeout Balls, Obstacle Course, Super Slide, Jelly Mountain, Mega Bounce** and the first ever **Bash Attack** zone in the world. Following it's huge success Air Mayhem will continue to run during school holidays to **encourage people across Sandwell to get active whilst having fun!**

"Had a wonderful session this morning - we went to the SEN session which was perfect for my son and his friend. First time at Air Mayhem and asked on way out if you are running again in October - we hope so! The staff were fantastic from reception, on the activities and also refreshments (Gemma) - nothing was too much of a problem and a very disabled friendly environment- hope to see you again soon!"

Facebook Review



the project has seen an **excess of 17,000 visits** and over **£100,000 sales** to date

The project has seen an excess of **17,000** visits and over **£100,000** sales to date. **80% of the participants were new customers** to the facility. The ages of visitors ranged from 1 to 80.



"Fantastic for children and adults. Great, friendly staff who was willing to help. Overall great experience and will be coming back again!"

Facebook Review



Swimming in Sandwell

We are proud to continue to play a major role in the delivery of safe swimming in Sandwell. Swimming is an essential skill and the demand for learning and enjoying swimming in Sandwell continues to grow.

OVER **33,000** SWIMMING LESSONS PER YEAR



SLT's popular **Junior Lifeguard Academy** aims to 'progressively challenge' learners to **attain survival and rescue skills that can save lives** and provide opportunities also leading to employment with SLT.

Sandwell's Vision 2030 AMBITION 4



Our children benefit from the best start in life and a high quality education throughout their school careers with outstanding support from their teachers and families.



Swim Academy

Our Swim Academy delivers lessons for **parent and baby, parent and toddler, pre-school, school, young people, adults,** and targeted sessions **supporting people with disabilities.** Over 11,000 school children from over 90 schools at key stage 1 and 2 receive swimming lessons with SLT in Sandwell each year with around 200 school lessons a week delivered during term-time.



MORE THAN

11,000 School children



over

90 Schools

at key stage 1 and 2, receive swimming lessons with SLT in Sandwell **each year**



Beginner to swimmer

This year SLT introduced the Beginner to Swimmer programme, a new initiative designed to help adult non-swimmers gain more confidence to enter the water and enjoy pool time with their family. The 10 week programme is exclusive to Sandwell residents and has been crucial in improving water confidence in non-swimmers across Sandwell.

“The programme has been crucial in improving water confidence in non-swimmers”

Sandwell's Vision 2030 AMBITION 8



Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families.



Free Swimming in Sandwell

Sandwell's free swimming scheme is delivered by SLT at pools across Sandwell. **This initiative helps** residents aged 60+ and those aged 16 and under to **access quality safe swimming locally** in Sandwell.

75,504 Sandwell free swims

have been delivered this year to those aged 16 and under or over 60



STA APPROVED TRAINING CENTRE

Langley Swimming Centre is an STA Approved Training Centre, 94 people completed lifeguard and swimming teacher courses at the centre this year. **Over 25 people gained casual or permanent employment as a result of completing courses** with us including 3 apprentices, and 20 existing staff were upskilled.



94

people completed lifeguard and swimming teacher courses



Sandwell users are in the Zone and leading the World...

Wearable technology is a staple in today's culture, with millions of adults across the world using fitness trackers to track and improve their health. The implementation of Myzone belts across SLT centres continues to show some very impressive findings for Sandwell.



World Health Organization

The minimum physical activity recommendations set by the World Health Organization, recommends that healthy adults perform a **minimum of:**



of moderate intensity exercise per week



of vigorous-intensity exercise per week

This equates to

1300 myzone Effort Points (MEPs) per month



Just over **50%** of myzone users Globally regularly achieve this bench mark.

Last year of SLT's **456** registered myzone users, **74%** **achieved or exceeded** the World Health Organization **recommended** levels of **weekly exercise** were from Sandwell!

"Myzone is one of the best purchases I've made, **I love my belt!** I also have a Fitbit ionic which is great but the Myzone belt is more accurate, **the more effort you put into your workout the more MEPs you get.** It has many features and benefits, you can chat to people you haven't even met also like their workouts, there's also different challenges on the app. I also like the group feature which is displayed at Portway, you can see your own effort and everyone else's."

Myzone user

myzone

"I purchased my MyZone belt and have been addicted ever since! At first I was a little unsure due to the cost, whether it was really worth it and was it really something I needed? The answer was **YES!!** **Once you have a MyZone belt you challenge yourself more and more** within the gym or your classes, it makes you want to achieve that extra few MEPs and climb the leader board. **You become competitive not only with yourself but with your MyZone friends!** It's good fun in classes when you can see how hard you are working and you begin to compete in a friendly way with your friends and even myself as an instructor! "

Myzone user



Sandwell's Vision 2030

AMBITION 2



Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.



The Nirankari Youth Forum Games at Tipton Sports Academy

In July 2019 Tipton Sports Academy welcomed some 1500 people for the Nirankari Youth Forum Games, which is an annual event run by the Indian-based Sant Nirankari Mission

Followers from all over the West Midlands ,the UK and from across the globe took part in **volleyball**, **athletics** (track and field), **rounders**, **football**, **fitness classes**, **netball** and **wrestling events**



Previous youth forum games have been held in **Northern** and **Southern India**, plus **Sydney Australia**, but **this is a first for Europe** – and it was brought together by Gurpreet Bhatia of Sant Nirankari Mission West Midlands, based in Wednesbury.



Ash Rai, CEO of SLT, says: “It was an honour and privilege to host this special event and see everyone having such a wonderful and enjoyable time. It’s great to see South Asian communities getting more involved in sport and physical activity/ wellbeing and this enlightening youth symposium truly reflects the excellent work done by the Mission’s volunteers throughout Sandwell and the rest of the West Midlands.”

Gurpreet Bhatia adds: “Her Holiness Mata Sudhiksha ji, Spiritual Head of the Sant Nirankari Mission, has been encouraging healthy lifestyles and well being through a series of events across the world – and this particular event is aimed at the youth in our communities and is about upskilling participants and inviting them to observe good human values so they can make a positive progressive contribution to society.”



The Sant Nirankari Mission (also known as Universal Brotherhood Mission) identifies itself as “neither a new religion nor a sect of an existing religion, but an all-embracing spiritual movement dedicated to human welfare.” It believes in responsible living in society, and that equality should prevail within community life. Its headquarters are in Delhi, India, but it also has bases in the UK, Australia, USA, Canada, Germany, South Africa and New Zealand.





Couch to 5K and Move a Mile

Couch to 5k is a nine week programme to support local people with very low fitness levels take that **first step to a new healthier lifestyle**. The classes take place in safe & enclosed running environments lead by qualified & understanding fitness teams delivered boroughwide. The course includes a private online support group and is great value for money, removing cost as a barrier. Couch to 5k is helping families get fit together with family & disability friendly programmes available. The sessions give participants enough confidence to integrate into other SLT sessions.

The **Move a Mile** initiative takes place in local parks on Saturday mornings and encourages gentle running and lots of fun for people of all abilities, ages and physical condition. The first two programmes commenced in January 2020 at Victoria Park in Tipton and Langley Park, Oldbury, with over 130 participants signing up for the eight week programme, for most participants this was their first step towards a new healthier lifestyle.



Couch to 5k is **helping families get fit together** with family & disability friendly programmes available

“I’d urge anyone to try one of these beginners’ programmes, you won’t regret it and it’s so good for your physical and mental well-being.”

Brad Evitts

I signed up to get fit after having an issue with my back that required an 8 hour operation in 2016. SLT’s beginners programmes are a great first step. The sessions are split between jogging and running so don’t fear you will be running non-stop from week one.

My fitness was very low as I hadn’t been able to do much for a few years due to my medical condition. I found it daunting at first and it did take its toll on my knees at first but I then invested in good trainers and knee supports.

The Facebook online support was great, the coaches put on some great advice whilst participants shared each other’s experiences and struggles. The app was excellent, I had Michael Jordan as the voice to mine that proved excellent motivation. The coaching team were great they accepted you for who you are no matter what ability or fitness level, and soon had some good banter going!

The main benefit was getting socially involved in a group the whole group supported and encouraged each other immensely. New friends were made and we are still training and going out together now. It was in my local park (West Smethwick Park) just around the corner so it was good to be local, good to see the park being invested in too.

Brad Evitts



The Ryland Centre

2019 proved another year of sustainability and growth, with a busy timetable of weekly activities for all ages that consistently hit maximum capacity, with that in mind 2019's focus was to work with new partners to increase our daytime sports halls use.

2019's focus was to **establish links and partnerships with new clubs**. In September 2019 we successfully launched walking sport activities **in partnership with Walking Sports Bromsgrove**.

We launched **Walking Netball, Walking Hockey, Walking Football and Walking Basketball**. Sessions were a sell out meaning having to put back-to-back sessions on to cope with the demand. Not only did this offer a brilliant opportunity for us to keep the 60+ community activity it also helped with an increase in our income.

expanding our offer to the **older community**.



In December 2019 we launched our 'premium membership' which gave members **one personal training session per week**. In December we sold this option out with 50 people taking out this membership. **Our focus is to look at how we can expand this to be able to take on more members.**



We set up a **daytime community badminton** session, which again due to its popularity was over subscribed leading us to putting on more sessions and seeing an **increase in daytime pay and play badminton**.

Our c25k programme has gone from strength to strength since we launched 5 years ago. January 2020 saw **300 people sign up** to this programme. This programme still proves very popular to the Bromsgrove community.

We established a stronger link with **England netball** bringing 3 afterschool clubs to the centre. Again, offering activity for younger children and generating further income.

We created links with **Netball Leagues 4U** to bring couch to court to the Ryland centre in January 2020 bringing over 200 women to our centre to participate in physical activity.

To expand our fitness class programme we **transformed an area of our outdoor space to bring more classes to our sell out weekly programme** and offer a niche that competitors didn't offer.

To keep our group fitness programme fresh and up to date our focus in 2019 was to bring **fresh inventive sessions** to keep our members coming back. We had a **successful launch of FITBANDS, POUND and ROCKBOX**. Again, looking at what our competitors didn't offer.



Lastly to keep the presentation of our facility looking good we have had a redecoration and **improved layout** of our gym, we purchased **new studio equipment** and completed maintenance works to our carpark.



Schools and Outreach

SLT delivers **bespoke programmes** to **Sandwell Schools** to fulfil sport and pupil premium funding requirements, **running fully inclusive activities** for a variety of age groups from **Early Years** to **Key Stage 4**, with **750 participants** outreached to schools over a **38-week school year**.

We continue to work in close partnership with local Community Operating Groups, Youth Services, local Police and the Fire Service to deliver Positive Behaviour Programmes, having a massive impact to help and support families and young people in Sandwell.

We have achieved great success in our schools and community outreach sessions, **inspiring children** of all ages to get active and lead healthier lifestyles.



Sandwell's Vision 2030

AMBITION 4



Our children benefit from the best start in life and a high quality education throughout their school careers with outstanding support from their teachers and families.



“We have achieved great success in our schools and community outreach sessions”

Our aim for the future is to increase the number of schools that we deliver quality sessions to during the curriculum, lunchtime and after school.

We want to continue to help schools **make additional and sustainable improvements** to the quality of physical education, physical activity and sport.



West Smethwick Park

To **support the restoration** of West Smethwick Park, SLT have **facilitated a number of community initiatives** throughout the year with the aim to **encourage more local residents to use the park** and also to give those attending a genuine confidence that it is a safe and friendly location to visit.

A Couch to 5K programme took place giving over 300 participants a step towards a new healthier lifestyle. The nine week programme was a tremendous success with the total number of graduates being above the national average by 10%.

A six week Saturday morning Bootcamp class gave fitness-enthusiasts the chance to enjoy a high-energy outdoor workout. The programme attracted SLT current members and new participants from the surrounding area.



Saturday morning Bootcamp classes gave **fitness-enthusiasts** the chance to enjoy a **high-energy** outdoor workout

West Smethwick Park was the host venue to SLT's **Healthy Mind Healthy Body** case-study video that received national acclaim and was instrumental in SLT being short-listed for Community Leisure UK's national awards.

During the summer holidays junior activities such as **Football, cricket, netball and basketball** took place **giving young people a chance to keep fit and develop their skills**. Sessions were delivered at various times to enable all ages the opportunity to attend.

SLT's first **Family Dog & Jog** took place in September which encouraged families to get active with their pets. The programme involved jogging various routes around the parks habitats and there was a social element where participants were encouraged to stay after the session to have a drink and share their experiences.

“participants were encouraged to stay after the session to have a drink and share their experiences”



Benson Community Project Case study

Since the start of Benson Community Project's launch at Hadley Stadium Soho & Victoria Ward has seen a **decrease in** reported **Anti-Social Behaviour** incidents of approximately **60%***

This year SLTs partnership with Benson Community Project continues to grow. Sandwell Leisure Trust took the decision to fund BCP with £2,500 worth of free use of the Track and storage for their new community cycling initiative.

£2,500

**WORTH OF FREE USE OF THE
TRACK AND STORAGE**

Sandwell's Vision 2030 AMBITION 5



Our communities are built on mutual respect and taking care of each other, supported by all the agencies that ensure we feel safe and protected in our homes and local neighbourhoods



Sandwell's Vision 2030

AMBITION 8



Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families



*Soho and Victoria Crime/ASB figures – Oct.2018

Sandwell's Vision 2030 AMBITION 2



Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.



20,000 attendances have been recorded since April 2019 and on-going with sessions such as **Community Cycling "BikeAbility"**, **Female only Community Football** and **Community Basketball** being delivered. Other activities run by BCP include Football, Tennis, Hockey and Cricket which promotes local engagement and health and well-being within the community.

Paul Landucci CEO Benson Community Project commented:

"The value of the partnership we work closely with Sandwell Leisure Trust and the local police to run session for the local community. We have given 9 people the opportunity to obtain employment through working with Benson. Its created a pathway for children to achieve their goals this includes playing in school football team and the close connection with linked academy teams".

**"Its created a pathway
for children to achieve
their goal"**



Sandwell's Vision 2030 AMBITION 10



Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities



We currently employ
484 **STAFF**



54%
ARE Sandwell
residents



**STAFF TURNOVER
FOR 2019/20**

23%



**INVESTED
£56,000**

including **£26,000**

linked to **essential health and safety training** to ensure staff continue to **keep customers safe** and **£5,000** to ensure staff maintain their **continued professional development**.



INVESTING
DURING
2019/2020 IN



other key areas including our **continued commitment** to ensuring key staff were **Mental Health First Aid trained** and **continued learning** through the SLT e-Learning Suite which included **Safeguarding** and **Data Protection**.

The Trust was assessed against the new Investors in People standard and for the first time since its formation, the Trust **achieved the IIP Silver Award** of which we are all really proud and **now aspire to achieve the ultimate gold award** during the next re-assessment in 3 years time.



The Trust continues to invest in the development of the integrated HR system in order to continue improvements in efficiency for staff and managers.

**WE UTILISED THE
£30,000** LEVY POT

to launch a **Lifeguard /Swimming Teacher** Apprenticeship Programme



Sandwell's Vision 2030 **AMBITION 3**



Our workforce and young people are skilled and talented, geared up to respond to changing business needs and to win rewarding jobs in a growing economy



Award Winning Services

Maintaining and achieving external accreditation demonstrates how we are benchmarked within the leisure industry nationally. By providing award-winning services our customers can be assured they are receiving the best quality, safe services.

RoSPA Gold Award

SLT maintains the prestigious National RoSPA Gold Presidents Award, awarded by the Royal Society for the Prevention of Accidents (RoSPA). This is a highly sought after and internationally recognised accolade, not just for the leisure industry but sector wide. This award is proof of the high level of health and safety we provide for all our customers and staff.



Quest Accreditation

Importantly, we also maintain 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. The scheme enables organisations to benchmark themselves with other leading operators nationally that is independently verified.



Sandwell's Vision 2030 AMBITION 10



Sandwell now has a national reputation for getting things done, where all local partners are focused on what really matters in people's lives and communities



In early 2020 SLT received **Silver accreditation** from Investors in People, an award **only achieved by the top 15% of organisations in the UK**. The Silver recognition demonstrates the high standard of people management and organisational development SLT has.

The external IIP assessor noted the **commitment of SLT staff** and **determination** by the organisation to keep improving.



Sandwell's Vision 2030

AMBITION 1



Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience



“Brilliant, what a great example of how leisure trusts should be supporting the local priorities!”

CEO of Community Leisure UK, representing all UK Leisure Trusts, on receipt of our latest annual report

“I visit many facilities, over 50 this past year alone, and very few, unfortunately, offer the WOW factor. **Wednesbury really does have the WOW factor. It looks like you have catered for both new and older generations and have offer a great mix of activities and facilities for all. Very impressive overall. Just wish we had one like this near me. SERCO have just rebuilt Erdington Leisure Centre near my house and it is nowhere near as impressive, clean, welcoming and easy to navigate as Wednesbury. Well done to all involved in the design and layout.”**

National Business Development Manager for Gladstone, leading leisure industry software provider

“No one else has launched a product so well and engaged with their audience, we now use you as best practice to our customers.”

CEO of AirSpace Solutions International, supplier of AirMayhem inflatable



Ash Rai graduates from 2019 LeaderBoard Academy



SLT's CEO has been recognised for his commitment to increasing diversity, equality and Black Asian and Minority Ethnic (BAME) representation across UK sports governance. Ash is one of just 15 BAME professionals nationwide to have graduated onto the 2019 'LeaderBoard Academy', which specifically sets out to provide the skills needed to influence boardrooms of sports and physical activity organisations and increase BAME participation in sport at all levels.

The Academy seeks to create a pool of talent that is 'board ready' and prepared to step into top positions across the UK sports structure. A delighted Ash says: "Just to be one of the select few chosen nationally is an honour and I really enjoyed meeting up and networking with dedicated and high profile BAME professionals who also want to support the LeaderBoard Academy and help change the face of British Sport and make a tangible difference.

"I particularly enjoyed the intensive three day programme and the written assessment, which was marked by the University - and the graduation culminated in a glittering ceremony in London at the prestigious British Ethnic Minority Diversity Sports Awards. The likes of former world and Olympic 400m champion Christine Ohuruogu MBE have backed the LeaderBoard Academy and said it's a great concept that could spark real change."

Arun Kang, CEO of Sporting Equals and Founder of The LeaderBoard Academy, says: "Decisions about BAME and other equality groups are often made by elite groups that do not reflect inclusion – and the result is a lack of diversity at all levels in sport. Consequently, **we are focused on getting talented and passionate BAME professionals onto boards;** people who have empathy and understanding of equality issues and the ability to communicate and share that at board decision making level.

"This will make sports governance much more representative of the people who play and watch sport in this country - and indeed our last cohort of the LeaderBoard Academy included top CEOs, barristers, accountants, plus professional sports coaches. All of them are equipped to make a difference on national boards - given the opportunity."the whole group supported and encouraged each other immensely. New friends were made and we are still training and going out together now. It was in my local park (West Smethwick Park) just around the corner so it was good to be local, good to see the park being invested in too.

“The family membership is **excellent value for money**, particularly for those with kids of “gym age”, Mine have also enjoyed badminton, squash and swimming. The One to One sessions with the gym instructors are also invaluable to **keep you motivated** and engaged.”

Customer Review, January 2020

“**Haden Hill Leisure Centre** have got it so right. It is the heart of the community and has a lovely friendly feel. From kids’ swimming lessons to Les Mills GRIT classes, the staff, instructors and fellow centre users are great. The classes are super friendly and you are really motivated by everyone’s energy! **Brilliant leisure centre**, I feel privileged to have it on my doorstep”

Customer Review, November 2019



“Fantastic energy and the staff are very motivating, **great atmosphere from all the members**, it’s my weekend go to therapy sessions, love a bit of Smethrock”

Customer Review, September 2019

“The Staff are lovely, and very helpful. **Great Aqua fit session this morning with Natalie.**”

Customer Review, February 2020

“Lovely clean gym, staff are always so helpful and I **absolutely love the classes here!**”

Customer Review, August 2019

“Just joined on the ONE card. **Great staff and facilities**

to help me with weight loss and target health issues, good value as I can use for all of SLT.”

Customer Review, November 2019

“A great place to get fit and work out. A variety of activities and events are held here. **my favourites being Zumba with Vince** and on occasion body pump and body combat. There is also great facilities to book for racket sports, court sports and outdoor pitches”

Customer Review, August 2019



Annual website visitors



325,410 WEBSITE VISITORS

↑↓ AN INCREASE OF 24.75%

Our 2020 membership campaign was again a tremendous success, pushing membership numbers to a record high. The campaign featured a range of customers that use a variety of SLT centres. All the customers were selected to best represent the diverse range of the residents of Sandwell.

One such model was Rachael from Oldbury who works at City Hospital and is a One Card member at Portway Lifestyle Centre. Rachael loves the gym & classes at SLT and was delighted to be part of our campaign. Rachael commented "Being part of the marketing campaign was a little out of my comfort zone but I am very glad I did it! The photoshoot was a very slick process and I was made to feel completely at ease throughout. Although I am still quite self conscious about my appearance, seeing myself around Portway and on social media has actually helped with my confidence."



Social followers

Our **Facebook** average monthly reach was **1,083,893** an increase of **52%** and our **total page followers** reached **37,300** which is proving critical to marketing all SLT services.

Page views of the SLT shop continued to increase to a total of **69,401**. The shop generated over **5,300 orders** and valuable income of **£104,673.49**.

Instagram continues to attract new customers to SLT with **page followers** increasing to **5,600**, an increase of **19%**.

Members and customers seem to respond well to the excellent selection of quality content we post as an organisation.

Twitter has continued to play an important role with our partners in **sharing updates and our video case-studies** to selected audiences. Twitter remains the most direct way to profile the organisation to the local politicians.

Air Mayhem

Air Mayhem was launched in the summer of 2019 and had **36,203** unique visits. **42% of those visitors** interestingly came **from the SLT website** and **29% came from Facebook**.

255,473 pages were visited and a bounce rate of **11.27%** which compares to a national rate of 41-55%, **30% over the national average**.



Jodie

For the last two years, Jodie Millard, 19, has been attending Portway Lifestyle Centre using specialist exercise programmes to turn her life around after beating a rare and aggressive form of bone cancer that resulted in her having a leg amputated.

Portway is a centre of excellence for people with disabilities and has helped her attain fitness standards that would enable her to compete at elite Para-Sports level.

With her all the way has been SLT Portway instructor Scott Parish, who is both well qualified and experienced in training people with disabilities - and the two have established a remarkable bond based on mutual trust and respect and **a desire to really challenge physical and mental boundaries.**

“ Scott’s been an absolute rock and I owe him so much. Not only has he pushed me to the hardest fitness levels possible with a highly personalised plan geared totally towards my needs, but **he’s really helped with my confidence and emotional strength** too, as I initially had anxiety issues about being in new places and around new faces.

Scott **encouraging and pushing me** in all ways has also **opened up new avenues and opportunities** and now – apart from my regular gym workouts and one-to-one sessions with Scott - I’m looking to join in some of the other classes like Spin, which has got some really good feedback from other amputees that attend Portway ”



“ SLT has been amazing to me with all the staff very welcoming, eager to help and nothing too much trouble. **They strive to make you feel at home** and are flexible and really adjust to **your needs and state of mind** ”

Sophie

Meet Tipton Leisure Centre member Sophie. Sophie has been on an amazing fitness journey with us and we caught up with her before one of her weekly sessions.



“

My fitness has always been low since I left school. I always seemed to be doing other things like most people. The real journey started in February 2018, 6 weeks post birth and I plucked up the courage to step back through those doors at Slimming World. Fast forward to Summer 2018 after losing some weight I became a ONE Card member at Tipton Leisure Centre

I started attending Aqua Fit, Clubbercise and Zumba, hiding at the back not knowing what to expect and not wanting anyone to look at me or judge me...but **to my surprise I LOVED IT!!** I found my love for exercise and after a little while I found myself attending more and more classes. The instructors (Matt and Gary) are fantastic, friendly and above all their energy is infectious. Between them and the wonderful people I have met, my love for exercise just keeps on growing!”

“

I now do 5 to 6 classes a week and have lost a total of 5 stone. **My confidence is at an all time high** and I am never hidden at the back of the classes anymore. Thanks to Matt, Gary and the friends **I have made through attending the gym**, classes and Slimming World I am no longer the mom who can't run around in the park with her kids..”

I selected SLT because I live in Sandwell and have tried other gyms in the past but I never really stuck to it. Tipton Leisure Centre is just around the corner from me so it is local and convenient. I use Tipton Leisure Centre, Tipton Sports Academy and Portway Lifestyle Centre.

SLT meets my fitness needs because there are a variety of fitness classes available as well as the gym and the swimming pool on offer as well. I don't do anything outside of the centres because my needs are fully met within exercise classes.

The team and staff at the centres are friendly and approachable and they are always on hand to help if you need it. Whether that be with using equipment in the gym or recommending gym classes.

My greatest fitness achievement is increasing the amount of classes that I do because I feel my fitness has improved massively. For people starting their own journey I would say don't quit, don't stop and don't give up! Try a variety of classes and see what you like, there is something for everyone! I follow SLT on Facebook and Instagram, so I am up to date with the latest information about the leisure centres, new classes that are starting and any events within the local community.



The things that motivate me to keep coming are:

- the enjoyment and feeling of accomplishment I get out of the classes
- the instructors energy and enthusiasm
- the social aspect, the people I have met are amazing!



Finance analysis 2019/20



Income and Expenditure

	2019/20	2018/19	VAR
	£000s	£000s	£000s
Income from			
Charitable activities	10,409	10,647	(238)
Trading activities	422	329	93
Investments	16	13	3
Restricted grants	7	0	7
Other Income			0
	10,854	10,990	(136)
Expenditure on	£000s	£000s	£000s
Raising funds	140	154	14
Charitable activities	11,815	11,069	(746)
Restricted	0	8	8
	11,955	11,231	(724)

Other Recognised Gains (Losses)	£000s	£000s	£000s
Actuarial gains (losses) on pension scheme	2,888	1,109	1,779
Net movement in funds	1,787	868	920

Source: Statement of Financial Activities (SOFA) for the year to 31 March 2020 (unaudited)



Balance sheet

	2019/20	2018/19	VAR
	£000s	£000s	£000s
Fixed assets	1,188	1,230	(43)
Current assets (non cash)	182	231	(49)
Cash at bank and in hand	4,064	3,948	117
Creditors - due within one year	(1,485)	(1,710)	225
Creditors - due after one year			0
Net assets (excluding Pension Scheme liability)	3,949	3,699	250
Pension Scheme liability	(8,847)	(10,384)	1,537
Net assets	(4,898)	(6,685)	1,787

Source: Balance Sheet as at 31 March 2020

The Pension Scheme liability is the responsibility of SMBC



Our Board is made up of private business professionals and partner organisations and includes Council and staff representatives. The Board provides strategic leadership to the Trust and ensures good governance is adhered to.

All our Board Members are self-motivated, forward thinking people with an interest in sport and leisure, health and wellbeing, fitness, community development and customer service.

SLT has its own Governance Code and Conduct Policy for Board Members which adopts the Charity Commissions 7 Principles for larger charities to ensure high standards of Governance are adhered to.

Lynda Bateman (Chair)	Penny Venables (Vice Chair)
Miriam Sharma	Veronica Nembhard
Ruth Jackson	Paul Piddock
Pamela Kaur	Valerie McFarland (Employee representative)
Cllr Peter Hughes (Sandwell Council representative)	

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



Sandwell Leisure Trust, A Company Limited by Guarantee, Registration:
England & Wales 5011501, Registered Office: Carnegie Building, Victoria Road,
Tipton, West Midlands, DY4 8SR

Registered Charity (England & Wales - Registered Number 1102431)



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info@slt-leisure.co.uk



www.slt-leisure.co.uk

What is SLT's purpose?

The purpose of Sandwell Leisure Trust (SLT) is to encourage and increase participation in physical activity, sport and leisure by the whole community. SLT is non-profit distributing which means as a trust and charity we reinvest 100% of any surplus to improve, maintain and deliver quality services for the whole community to enjoy, socialise in and become more active.

What are the direct and public benefits flowing from SLT's purpose?

The direct benefits that flow from SLT's overall purpose is to improve the health and well-being of the wider community in Sandwell, reduce the social isolation of its citizens through group physical activity and deliver sustainable sport and leisure services for future generations to enjoy.

The public benefits that flow from this purpose are:

- (a) an enhanced quality of life and sense of well-being through engagement with and participation in activities and events that bring people together, leading to improvements in physical and emotional well-being, quality of life and a more stable and cohesive community;
- (b) increased opportunities to engage in new physical activities that bring people together, leading to greater social cohesion and fulfilment;
- (c) enhanced active citizenship and involvement in community life.

How can these benefits be identified and measured?

These benefits can be identified through case study examples of how SLT is changing people's lives and measured by the sustained increase in participation in physical activity, sport and leisure throughout Sandwell.

Is there any harm arising from any of the purposes?

No harm arises from SLT's purpose, the beneficiaries are the general public and locally-based community and voluntary organisations, and that no private benefit arises from these purposes. The objects of SLT is to promote the benefits without distinction of sex, race or political, religious or other opinions.

SLT will where possible use local suppliers and employ people from the diverse local community therefore supporting the local economy of Sandwell and will adopt efficient and environmentally friendly processes to optimise the best possible use of resources.



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