

SANDWELL LEISURE TRUST
ANNUAL REPORT 2020/21



SERVING THE HEART OF THE COMMUNITY





“Excellent facilities and good prices too, best place to keep fit in the Black Country...”



“Such a welcoming place! Every staff member is always happy to help, very kind and understanding.”



“I visit 3 centres which are all new and modern, the range of fitness classes is huge and varied and I love having the option of going to the different classes and swimming.”



“Best place, really happy I have joined! All the classes are amazing! Great team.”



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2020 has been a year we will never forget.



Covid-19 has brought many challenges to not only the fitness industry but the whole world. I would like to offer my sincerest thoughts to our staff, customers and the wider community who's lives have been affected by this global pandemic.

Ash Rai Chief Executive

This has been without a doubt the most challenging and hard-hitting event to impact the leisure industry in our lifetime. We have faced many challenges with lockdowns and new restrictions in place however our staff and customers have been extraordinary in adapting to these changes, leaving us hopeful for the future. "

SLT is a non-profit distributing organisation 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 continue to work in partnership with Sandwell Council on the new £73m Sandwell Aquatic Centre swimming facility opening for the Birmingham 2022 Commonwealth Games 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.

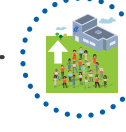
Our aims



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 MANAGEMENT FEE



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.



The coronavirus pandemic has undoubtedly affected end of year figures. The world and SLT started to see the effects of Covid-19 at the start of March 2020 and the virus was still prevalent and affecting everyday life at the end of this financial year. **Due to government enforced closures our centres were closed for around 9 months this year.**

Despite a very strong start at the beginning of 2020 for membership growth, the impact of Covid-19 and the closure of the facilities for over half of the year April 2020 to March 2021, has had a huge impact on membership for the Leisure Trust.

↓↑ **DOWN BY 51%** On average, the annual new member sales circa' 8,000; during this year it was just under 1,200 and this has consequently seen the membership base drop by 51%.



Whilst there were brief periods where the leisure centres were open, the decision was made not to run any new member offers or promotions.

Despite the centres being closed, **we have retained**

OVER 6,200 MEMBERS



Plans are being drafted to re-build the previously strong membership base **once the centres are given the go-ahead to re-open.**

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.



Social Value Analysis report



A Social Value Analysis report compiled by industry leading 4Global provides detail of the level of Social Value that arises from the Trusts operation here in Sandwell, the analysis confirms a staggering £16.5 million worth of Social Value from our operation in one of the most deprived Boroughs in the country.

The Social Value total is split into sub-categories:



Subjective Wellbeing



Health



Education



Crime

Figures are provided at a per-person level and detailed by member category. A breakdown is also provided into the 'Cases prevented' within individuals as a result of participating in physical activity at Sandwell sites.



The social value analysis identifies that the SLT estate generated **£16.5m of social value in 2019**, with Portway Lifestyle Centre generating the highest amount, at almost £3.9m. When comparing the outcomes to the rest of the UK leisure sector, 7 of the 10 SLT sites sit in the 3rd or 4th (highest) quartiles, demonstrating they are **above average for the industry**.



16.1% of Sandwell residents were a member of an SLT facility at some point in **2019**

Which is higher than the 15.9% industry average (for Health & Fitness only)

Over 60% of SLT members were from IMD group 1 or 2 (the most deprived groups), which is almost exactly representative to the Sandwell Borough IMD statistics.

OVER 93% of SLT members live within the Sandwell Borough



with an average travel time of less **5 & A HALF MINUTES** between their registered home address and their 'home' facility

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.

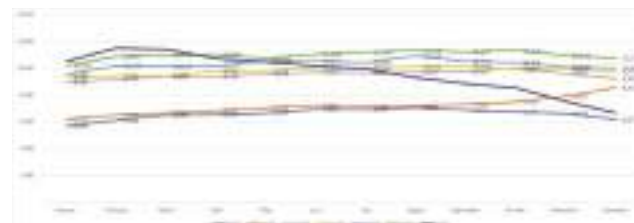
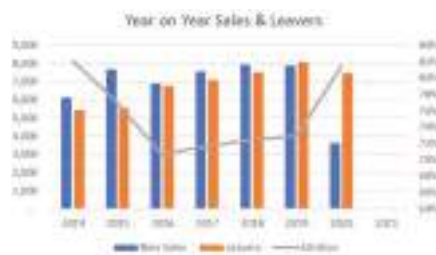


The Coronavirus pandemic began affecting everyday life in March 2020 with extra measures being introduced at all SLT centres mid-March.

Enhanced cleaning and social distancing measures were put in place however the government announced the national closure of all leisure centres on 20th March 2020.

While all centres were closed a core number of staff worked to prepare for when the government announced the re-opening of leisure centres. Preparations for creating Covid-19 secure centres included:

- Creating risk assessments that adhered to government guidance
- Adjusting various aspects of centres to allow social distancing such as creating a queue system, spacing apart equipment and producing signage for customer guidance
- Regular building checks and cleaning
- Implementing a new booking system
- Ensuring staff are informed and up to date with training
- Letting customers know of changes to operations via social media & email
- Sourcing cleaning materials and PPE for staff



Following the easing of restrictions a **Phased re-opening** commenced with Portway Lifestyle Centre, Wednesbury Leisure Centre, Haden Hill Leisure Centre and Tipton Sports Academy opening from August 6th 2020. Harry Mitchell Leisure Centre and Hadley Stadium followed re-opening on September 2nd 2020. Due to essential building works Tipton Leisure Centre re-opened on October 5th 2020.

Bookable gym slots, fitness classes and swimming sessions were available as well as swimming lessons, indoor sports and outdoor sports. Customers were co-operative **with the new Covid-secure measures in place** and enjoyed the return to SLT's services.

Unfortunately, due to an increase in Coronavirus cases leisure centres were once again closed and a national lockdown began on 5th November 2020. Centres once again closed and the relevant cleaning and building checks continued to take place until centres were able to re-open again one month later on 2nd December 2020.

December however saw another increase in Coronavirus cases and following government guidance centres were once again closed from Thursday 31st December. The third national lockdown eased restrictions for outdoor sports on Monday 29th March and gyms were permitted to re-open on Monday April 12th meaning our centres didn't see much time open towards the end of this year.

This year has been challenging for people and businesses all around the world however despite the impact it may have had on SLT, customers and staff remained positive throughout and continue to support the trust.

Helping the community during the pandemic

Food Hub

A partnership was created with Sandwell Food Hub, SLT supported the team in **delivering food and essential supplies** to those who were the **most vulnerable**.



Vending Donations

£4,500 worth of vending stock was donated to the Sandwell Food Hub by SLT which was shared with NHS frontline staff at Walsall Manor Hospital.

“It was a really easy decision to use the stock donated by Sandwell Leisure Trust to provide much-needed refreshments to our local hospitals. They are doing such an amazing job and we wanted to show our appreciation and support.”

Councillor Maria Crompton, Sandwell Council Deputy Leader
and Cabinet Member for Safer Communities

Portway Reach

Funded by the National Lottery's Reaching Community programme Portway Reach aims to re-engage and support people 18 and over in the local community directly affected by COVID-19. Portway Reach aims to **increase the confidence & self-esteem of individuals** by re-introducing them into centres and back towards a healthy lifestyle.

Participants received a **6 week membership for free**.



Vaccination Hubs

Portway Lifestyle Centre

Since the end of December, Portway became one of the first Vaccination Clinics set up, which seemed a most fitting use of the facility during lockdown, particularly with its strong links to the GP Practice and Sandwell and West Birmingham NHS Trust.

Lead by the Portway Family Practice, and used by more than 20 GP Surgeries across the Primary Care Network, the team have surpassed the target of offering a first vaccine dose to all of their patients who are registered to the GP Surgery within the top four priority groups by the middle of February. It is forecasted that 25,000 individuals will have received their first jab by the end of March.



It is forecasted that

25, 

individuals will have received their first jab **by the end of March**

“We are delighted to be utilising the excellent facilities within the leisure centre in our efforts to vaccinate the local community. The support of colleagues at Portway and across all of the GP practices within the network including Nurses, GP’s, Health care support staff and Volunteers has been truly overwhelming.”

Dr Arun Saini



Vaccination Hubs

Tipton Sports Academy

As a well-known landmark close to good transport links, the venue in Wednesbury Oak Road proved to be a strong choice to support the work of the NHS in delivering the vaccine to the local community.

The vaccination centre at Tipton Sports Academy became operational from Monday 22 February, with the national vaccination effort being extended to further priority groups, as announced recently by the Department of Health and NHS England

The first patient to receive a vaccination at Tipton Sports Academy when the doors opened on Monday 22 February was Mrs Christine Adams, aged 74, from Tipton. She received her vaccine from Consultant Nurse Michelle Dexter.

Mrs Adams said:

“I’ve been planning to get my vaccination for a couple of weeks so when I found out there was a centre opening just down the road at Tipton Sports Academy, it was ideal for me. Thanks to everyone – the NHS staff and all the scientists – who’s looking after us so well.”



Sally Roberts, Chief Nurse, Black Country and West Birmingham CCGs said:

“Across the Black Country and West Birmingham a great many people are working hard to rollout vaccinations, starting with those most at risk. Our progress to date has been steady and I am delighted that we are now able to add another vaccination centre, capable of delivering thousands more vaccines each week.

Ash Rai, Chief Executive of Sandwell Leisure Trust, said:

“By hosting the vaccine centre at Tipton Sports Academy we’re able to support the NHS in providing immunisation for the local community. We already have vaccinations being offered at Portway Lifestyle Centre, in partnership with our local GPs. People who book an appointment when they’re eligible and receive the vaccine will be helping the NHS in the most important public health initiative it has ever undertaken.

Sandwell Council deputy leader, Councillor Maria Crompton, said:

“This is fantastic news for us locally, in our fight across the borough against the coronavirus.

“Having Tipton Sports Academy on board as a vaccination centre will greatly increase the number of jabs we can deliver, and the speed at which we can administer them. It will make people safer from this deadly virus more quickly.

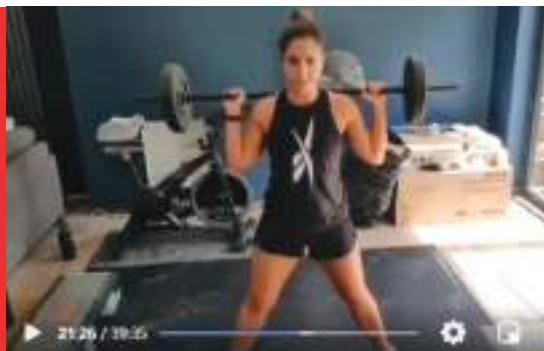


Team SLT at Home



During the national lockdown which took place from Thursday 5 November to Wednesday 2 December a platform was set up for SLT members to join live and pre-recorded fitness classes by purchasing the **'Team SLT at Home'** product.

The service cost **£9.99 for 30 days** and **117 members** were part of the group which enjoyed **daily fitness classes suitable for all abilities.**



LES MILLS
ON DEMAND

As a result of SLT's partnership with Les Mills Fitness customers could benefit from a discounted price on Les Mills On Demand. The platform offers over **800 workouts** with many popular classes available such as **BodyCombat, BodyPump, BodyBalance & GRIT.**

Over 749 members signed up and took advantage of the great discount.

OUTDOOR WORKOUTS

In October Tier 3 restrictions on Sandwell meant that indoor fitness classes could not take place however outdoor fitness classes were allowed, social distancing permitted.

Fitness teams at Portway Lifestyle Centre and Haden Hill Leisure Centre quickly adapted to this news offering outdoor fitness classes. Haden Hill Leisure Centre hosted fitness sessions in the park while Portway Lifestyle Centre offered classes on their 3G pitch and life trail.

The classes provided a great alternative to indoor fitness classes enjoyed by many members.



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. SLT Swimming Lessons deliver lessons for parent and baby/toddler, pre-school children, school children, young people, adults, and targeted sessions supporting people with disabilities.



We work in partnership with Swim England delivering their Learn to Swim Programme. Although Covid-19 impacted capacities for swimming lessons this year, **we were still able to offer a successful public swimming lesson programme** that is recovering well.

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. Although Covid-19 halted our ability to run courses, **we have high demand for Pool Lifeguard and Swimming Teacher courses** and will be restarting as soon as restrictions ease.



OVER

11,000

School children

IN OVER



Schools

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

WITH
AROUND

2



SCHOOL LESSONS A WEEK
delivered during term-time.

Covid-19 has impacted two academic years in achieving national curriculum standards. We are supporting local schools to support their key stage 1, 2 & 3 attainment recovery with sign up to Swim England's School Swimming & Water Safety Charter, as well as offering additional 'top up' swimming lessons where possible.

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.

Although Covid-19 impacted the timescale and logistics of Free Swimming this year

4,582 Sandwell
free swims

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



The Ryland Centre

For many leisure providers around the world 2020 was a challenging year with lockdowns, closures and many restrictions in place when facilities were able to open. For the Team at the Ryland Centre this has given us an opportunity to diversify our product and in some cases hit the reset button.

During the first lockdown we offered a **free online fitness** class timetable, with over 200 people per session logging in. **We used Facebook and Zoom as our platforms.** To support the business in this stage we set up a donations page for members who still wanted to contribute and support the business. **Our aim was to continue serving and supporting our members through these difficult times** and to retain members for when we could re-open.



We saw a steady return in July 2020 to the gym and classes. With many restrictions in place this did affect our club use and hall hire on return.



Towards the end of the year we have continued with **online classes**, a brand new **outdoor fitness** class product with **14 classes per week** and we are set for a strong return throughout 2021.

We continued our online fitness offering and made this a part of our membership offer.



Along with adding programmes such as **beginner Yoga** courses to increase income and help serve our customers.

In November 2020 we faced another lockdown, during this lockdown we made our online fitness programme a standalone product with over 450 sign ups to this membership.

With further restrictions and tiers in December **we created an outdoor fitness brand** to enable us to continue delivering classes.

During the January - March Lockdown we continued with a strong online membership.



We currently employ

424 STAFF



64%
ARE Sandwell residents



**STAFF TURNOVER
FOR 2020/21**

5.8%



WE CONTINUED TO INVEST IN STAFF TRAINING AND DEVELOPMENT

For a large part of the year our centres were closed due to COVID-19, however, SLT continued to invest in staff training and development including £6,000 on new and updated E-learning modules including Infection Prevention and Control and COVID safety training to ensure staff continue to keep themselves and our customers safe.

Due to the various Coronavirus lockdowns throughout the year staff were furloughed regularly. This meant that keeping staff informed and updated was essential, to do so regular staff emails were sent out. These emails varied from essential information, progress updates and mental health advice.



This year saw the launch of **The Wellness Hub** which is a new staff support service. We have teamed up with Westfield Health to provide 'Healthy Extras'.



The benefits of this will include:

- Together all - safe online space for you to explore things that are troubling you and get the support you need, in confidence
- 24 Hour Advice and Information Line, including access to a Health e-Hub
- DoctorLineTM - access to a GP 24/7
- Westfield Rewards Making employees' salaries go further – get discounts from over 1,000 leading high street and online retailers

The ambition for 'The Wellness Hub' is to create a **'go-to' area for all employees** to access help, support and information **to help maintain good mental and physical health.**

Mental Health First Aiders, information and resources will be directed through this new service, with hopes of an employee steering group being set up to agree on focus areas and **improve positive conversation around mental health** across the organisation.



INVESTORS IN PEOPLE

SLT received a glowing review following the interim review from the external **IIP assessor Gordon Stopani:**

"Despite the significant challenges faced by SLT as a result of the pandemic, the Trust has successfully continued to make good progress and improvements in its approaches to keeping in touch with staff, supporting staff health and wellbeing, as well as forging even more extensive relationships with a range of community stakeholders

The interim IIP Review demonstrated that **SLT has regularly maintained contact with its staff, seeking to ensure that they are safe and well** and that **any support they may need is provided.** SLT has also been able to deliver some learning online, ensuring that it further maintains contact with staff.

It is clear from the regular staff communications, which have been adapted accordingly, that **SLT has made the wellbeing of its staff a key priority for leaders and managers in the business to maintain a focus on.** The information provided to staff via The Wellness Hub for example, provides extensive health-related information and signposting suited to those staff who find themselves requiring further support with health-related matters. For example, access to the 24-hour 'Doctorline' support is an excellent staff benefit which is available to all staff, something which few organisations have made available to their staff during the pandemic. Such measures clearly demonstrate SLT's on-going commitment to staff and their wellbeing.

What is also clear from the Review, is that **SLT has been making extensive preparations** for a return to work and **ensuring that its staff continue to be supported both in terms of their safety, health and wellbeing** and the training that will be necessary for them to undertake, in order to meet the requirements associated with their role. This **positive and proactive approach** to 're-setting and recovering' from the pandemic, clearly has staff wellbeing and staff interests at its heart."





“My grandson returned to his swimming lesson today with Tracey. **I was very impressed** with the organisation of Smethwick Swimming Centre from being greeted at the door and being shown through the one way system in place. The timing of the swimming lessons avoids several people being in the changing rooms at once. I observed **social distancing being maintained** and “hand touch” areas being cleaned. **I would like to encourage everyone to return to their swimming lessons** in this safe environment.”

“**Just been to use the gym today using a pre-booked slot online.** Hand sanitiser, clear directions, loads of cleaning spray, staff on hand to help, all the machines spaced out. **Really excellently set up to use safely and social distance.** So good to be back.”



“Just wanted to thank you. Due to asthma, I belong to the vulnerable section. But **seeing how much effort you put in** of keeping the gym virus free, **I enjoy coming everyday now**”

“Well done Wednesbury first time back yesterday absolutely got it right **spotless everywhere cleaning stations layout brilliant...** and to be back in a spin class was brilliant the staff must of worked really hard for us members **thank you and well done**”

“Great to be back at Hadley Stadium last night for badminton. **Felt really safe.** Staff cleaned equipment before we started, one way system and **following Badminton England guidelines.** Well done! And thank you”

“**Just loved being back,** I do ache, arms and back but even though it hurts it's a feeling I've missed sooooo much. So organised and well managed, **I'm very proud to be an SLT member.**”



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 are assured that 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 are 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



SLT maintains 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.



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.



Keeping members and customers fully informed

SLT Marketing and Comms team played a key role in keeping members and customers fully informed of opening hours, Covid-19 procedures and membership payments across all social media platforms and website.

The website received **over 215,000 visits** which was down on previous year due to customers not using the timetable function daily due to enforced closures. Pages that were particularly well read were “**working to keep you safe**” and all leisure industry guidance.



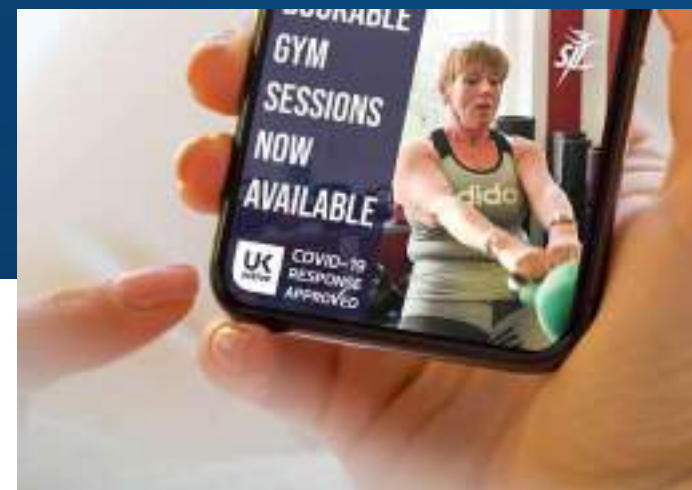
SLT delivered a fantastic “**National Fitness Day**” campaign which we produced a number of videos showing how safe it was to use the gyms and fitness classes and interviewing a range of customers who told us why fitness is important to them.



Our Facebook pages had a **6.4% increase** of followers which contributed to **a reach of over 4.7 million**. Responding to our customers quickly and efficiently was business critical and a **95% time measured response rate** was achieved across all channels.



To support the pandemic issues, **our team produced in-house a series of videos and content to support members, customers and staff** which laid out essential guidance for safe use of the facilities. In addition, SLT shared a huge range of community posts supporting Sandwell's Covid-19 efforts.



Finance analysis 2020/21



Income and Expenditure

	2020/21	2019/20	VAR
	£000s	£000s	£000s
Income from			
Charitable activities	7,304	10,409	(3,106)
Trading activities	227	422	(195)
Investments	1	16	(14)
Restricted grants	0	7	(7)
Other Income			0
	7,532	10,990	(3,322)
Expenditure on	£000s	£000s	£000s
Raising funds	18	140	122
Charitable activities	8,996	11,815	2,818
Restricted	0	0	0
	9,014	11,231	2,940

Other Recognised Gains (Losses)	£000s	£000s	£000s
Actuarial gains (losses) on pension scheme	(9,606)	2,888	(12,494)
Net movement in funds	(11,088)	2,647	(13,735)

Source: Statement of Financial Activities (SOFA) for the year to 31 March 2021 (unaudited)



Balance sheet

	2019/20	2019/20	VAR
	£000s	£000s	£000s
Fixed assets	967	1,188	(220)
Current assets (non cash)	471	182	289
Cash at bank and in hand	3,709	4,064	(356)
Creditors - due within one year	(1,768)	(1,485)	(283)
Creditors - due after one year			0
Net assets (excluding Pension Scheme liability)	3,378	3,949	(570)
Pension Scheme liability	(19,365)	(8,847)	(10,518)
Net assets	(15,987)	(4,898)	(11,088)

Source: Balance Sheet as at 31 March 2021 (unaudited)

The Pension Scheme liability is the responsibility of SMBC



Managing our Top Risks

It is vitally important for SLT to manage and monitor its top risks carefully to mitigate and minimise any impact whilst ensuring the future viability and sustainability of SLT are maintained.

Income

Following the COVID 19 pandemic income will take some time to get back to pre-COVID levels. Although we are beginning to see a positive return, confidence must continue to build but this will be **a cautious and gradual process** as the industry rebuilds after what has been the worst crisis to impact on the leisure industry in our lifetime.

Membership

Membership levels are approximately half of that prior to COVID taking us back to around membership levels seen around in March 2015. Memberships are beginning to grow back slowly but we have almost 6 years of growth to build back. **Customer behaviour, lifestyles and confidence have all changed in varying degrees.**

The industry is working together to provide coherent messages of re-opening coupled with the benefits of exercise and the choice available, the industry now needs to re-establish the exercise habits that have been damaged from long periods of public isolation and homeworking.

Further lockdowns

Although much has been learned from the experience of lockdown, the stop start effect has broken healthy habits, damaged confidence and interrupts business continuity. **SLT reserves play a critical role** in trying to manage risk and mitigate against losses in income however these are not a finite resource and the more they are depleted they prevent the ability to invest and grow which stagnates business evolution and innovation.

Controlling expenditure

It is critical expenditure is managed very closely with essential and critical spend only. **There has never been more focussed priority on expenditure** to directly contribute to income generation and service enhancement that directly supports the bottom line.

Employee welfare, training and recruitment

Staff have certainly felt the impact of being furloughed, the uncertainty of re-opening, the change of working patterns, working with public again amongst many growing concerns. The importance of **maintaining good mental and physical health and well-being of all our staff is paramount.**

We have invested in a Wellness Hub for staff, mental health first aiders and HR are supporting the ongoing learning and development needs and recruitment opportunities required to deliver the emerging business needs.

Sandwell Aquatic Centre

Sandwell Aquatic Centre is the most significant investment into Sandwell in recent times and will leave a world class legacy facility after the Commonwealth Games 2022 for the whole community to enjoy. Significant resources are required to ensure the design, planning and preparation is optimum to ensure the legacy facility helps to generate significant income and social value for Sandwell in the years to come. **Managing the largest and newest aquatic centre in the UK will be a significant step change for SLT moving forward.**



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

Ruth Jackson

Paul Piddock

Pamela Kaur

Valerie McFarland (Employee representative)

Cllr Richard McVittie (Sandwell Council representative)

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)



0300 012 0121



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 are 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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