



Sandwell
Leisure
Trust

ANNUAL REPORT

2023/24





“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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OUR PURPOSE

OUR CUSTOMERS ARE AT THE HEART OF EVERYTHING WE DO

Sandwell Leisure Trust (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, allowing local residents to be more physically active and improving their overall health and wellbeing.

With an ongoing cost of living challenge and remanence of the energy crisis, it continues to be a difficult commercial climate for the leisure industry. We are pleased to see consumer confidence returning to our leisure sites and are aiming to provide a wide range of services to ensure all users have widely accessible services to enjoy. Notwithstanding these challenges, Sandwell was delighted to announce the official opening of Sandwell Aquatics Centre in July 2023, located in the heart of Smethwick and replacing two much loved, but dated 1930's swimming pools. This new world class legacy aquatic and leisure facility used every day of the 2022 Commonwealth Games, now serves as a fantastic sport, leisure and fitness facility for the wider community and hosts a range of regional and national aquatic events.

Our customers are at the heart of everything we do, it is vital we continue to demonstrate the social impact we make by showcasing the testimonials and feedback of how the Trust and Sandwell Metropolitan Borough Council (SMBC) continues to change 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 also value and recognise our key partnership with Sandwell Council and Public Health to serve the communities of Sandwell.

“

We are pleased to see consumer confidence returning to our leisure sites”



DIRECT AND PUBLIC BENEFITS

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.

IDENTIFYING AND MEASURING BENEFITS

These benefits can be identified through social value, 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.



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.



ARISING HARM

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.

“

All of our achievements would not be possible without the hard work and commitment of our employees, the effective leadership and expertise of our managers and the dedication of our Board.”

Penny Venables, Chair of SLT Board



LEADERSHIP TEAM

Mark Braithwaite, Chief Executive Officer

Sonia Dillion, Finance Manager & Company Secretary

Mark Wildman, Head of Operations

Gemma Ellis, Head of People

Sean Mitchell, Head of Commercial



TOTAL VISITS
2,224,742

TOTAL FITNESS MEMBERS
10,051 76% GROWTH

TOTAL SWIM LESSON MEMBERS
5,407 29% GROWTH

OVER 300,000
GROUP EXERCISE PARTICIPANTS

2023
AWARDED
ROSPA HEALTH
& SAFETY ORDER
OF DISTINCTION

INTRODUCED
A POPULAR
DIVING &
EVENTS PROGRAM

SUCCESSFUL
OPENING
OF SANDWELL
AQUATICS
CENTRE



LAUNCHED
NEW SLT APP

9,669
ACTIVE
USERS

DIGITAL
IMPROVEMENTS

5,900
INCREASED
MONTHLY WEB VISITS



SOCIAL VALUE

SLT's 'social value' is **again better than the UK leisure sector average and within the top 30%**, Sandwell Leisure Trust is heralding its key headlines, independently verified of:

Total social value across SLT managed sites in 2023/24 was nearly **£11.4million**



All of the Sandwell sites perform within the **top 65% for social value per person** when benchmarked against the wider sector



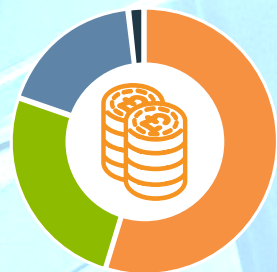
Across the 2 years studied: **All fully operational sites** saw an increase in average social value

with Tipton Leisure Centre increasing the most at **9.6%**



Sandwell Aquatic Centre opened in July 2023 and has generated

£2.2m almost **20% of total social value for Sandwell**



Out of the **£11.36m** of value generated, **subjective wellbeing was the principal driver with £6.35m**, accounting for 55.9% of overall value. Social and community development, physical and mental health, and individual development accounted for 25.5%, 17.9%, and 0.7% of the overall value respectively.

The Social Value report quantifies and benchmarks the contribution sport and leisure services make on four main categories:



Physical & Mental Health



Subjective Wellbeing

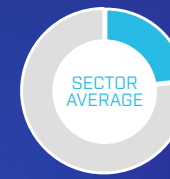


Individual Development



Social & Community Development

These categories are key measures of how charitable and leisure operators contribute back to their local areas.



68.5% of participants were from **IMD groups 1-3** (the most deprived groups) **Far higher than the sector average of 25.3%**

OVERALL

97,000

individuals generated social value at Sandwell's facilities across the **23/24 financial year**



78.5% of participants are from the Sandwell local authority



“

We are delighted to demonstrate how leisure in Sandwell is contributing back to the borough. Social Value is a key measure to help understand how participation in physical activity is improving health, improving educational attainment and reducing crime.”

Mark Wildman, Head of Operations



DIGITAL MARKETING

In June 2023 Sandwell Leisure Trust partnered with TA6 to develop and implement a strategic annual marketing campaign plan, supported by monthly pay-per-click advertising. It focussed on campaigns that connected with the local community and inspire people to become physically active.

Key campaigns include:

Festival of Fitness

July - August 2023

Festival of Fitness was designed to align with the launch campaign of SAC and to increase participation and memberships across the sites during the summer months.



Making a Difference

September - October 2023



The Make a Difference campaign was run across both fitness and swimming lessons. The concept was to show how SLT is making a difference to the people of Sandwell.lessons.

Be Inspired

New Year 2024

The SLT members were the stars of the New Year campaign that centred around a main testimonial video showcasing their success stories. We also ran a 'Just Add Water' campaign to promote swimming lessons.



GOOGLE AND META ADS COMBINED OVERVIEW



£17,549

INVESTMENT

£0.34

AVERAGE

COST-PER-CLICK

2.83M

ADVERT IMPRESSIONS

£6.16

COST-PER-MILE (CPM)

61,788

WEBSITE TRAFFIC FROM PAID ADS

11,080

CONVERSIONS FROM PAID ADS

FROM VARIOUS SOURCES:

JOIN CLICKS, LEADS, BOOK CLCKS & CALLS/CONTACTS

£1.58

AVERAGE

COST-PER-ACTION (CPA)

Average CPA was solid at £1.58 and **below benchmark across both platforms.**

Costing just **£6.16 per 1,000 impressions (CPM)**

SLT-LEISURE.CO.UK

The SLT website was used by



216,757

**UNIQUE
USERS**
DURING THE YEAR

1,306,394

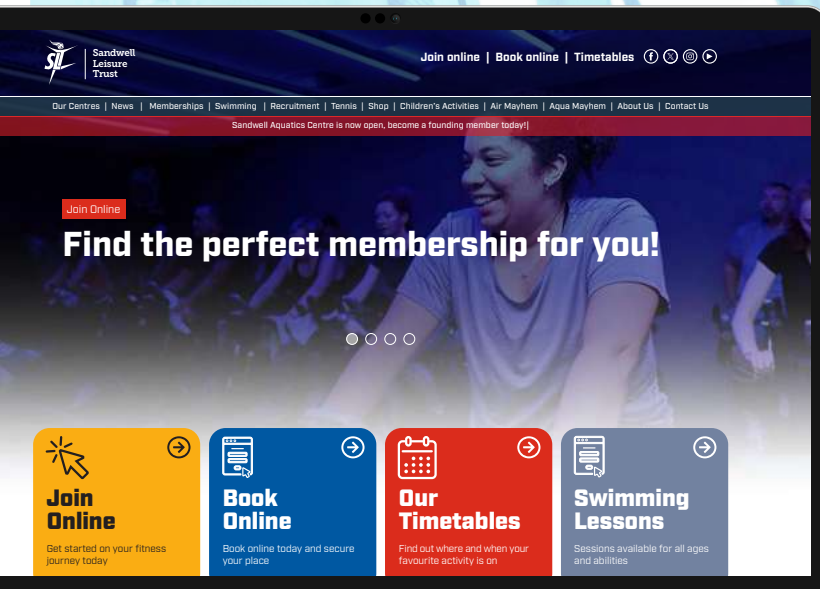
**PAGE
VIEWS**

1,149,438

NEW USERS

1,252,661

UNIQUE SESSIONS



AVERAGE ENGAGEMENT TIME 2M 04S



The SLT Get Active App was first launched in July 2023 for Sandwell Aquatics Centre, and later in September for all SLT leisure centres.

Available to both Apple and Android users, the app will give centre users an easy way to book fitness classes and other sessions.

In addition to receiving the latest news from the centre, members can receive push notifications for any service updates, access all their bookings, update personal details, read more about centre facilities, link directly into Myzone & Les Mills fitness, and get instant social media links.

9,669

APP USERS
As of 01/04/2024

4,662

**ACTIVE USERS
IN MAY 2024**

675,947

**MODULE
OPENS**

SLT GET ACTIVE APP





SANDWELL AQUATICS CENTRE

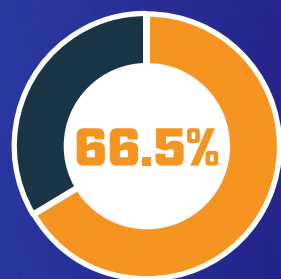
OPENING IN JULY 2023, SANDWELL AQUATICS CENTRE QUICKLY BECAME A COMMUNITY HUB WITH

16,500 WEEKLY USERS

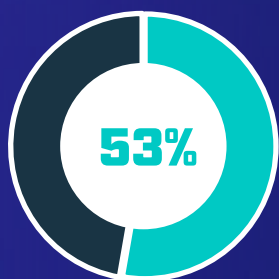


The success of SAC stems from community engagement, accessibility features, and a focus on underrepresented groups.

It aims to break socio-cultural barriers and promote physical activity for all.



from IMD 1-3



Female Occupancy

By March 2024,
516,162
visitors had enjoyed its facilities

The centre balances fitness, swimming, and innovative programming to deliver the Commonwealth Games legacy. It hosts regional and national competitions, merged local swimming clubs, and works with 44 schools, with 2,543 children enrolled in swimming lessons. With 4,818 members, it offers inclusive activities like Bhangra, ladies-only classes, and LGBTQ sessions.

Social value generated from 20,986 participants indicates that **85% of use is from the Sandwell borough** with a social value per person that places SAC in the third of this sector.

SAC listens to its feedback and ensures communication is paramount, creating a smooth and efficient customer journey. It has implemented a Membership Forum for members to have their voices heard in shaping the future and creating a positive outcome for all users.

This has proved paramount in the success of SAC and the diverse community it serves.



Since opening, SAC has hosted over 21 events with 9 successful Regional Competitions

along with major events including **ESSA, County Championships, England Badminton, RLSS,** and **Aquatics GB Diving Championships** which was the British Olympic trials.



PUBLIC HEALTH AND PHYSICAL ENGAGEMENT



PORTWAY LIFESTYLE CENTRE

Portway Lifestyle Centre continues to provide a fully accessible Health, Leisure and Wellbeing Centre for everyone by bringing health, leisure, and social care under one roof from early years all the way through to older adults. Portway provides ‘a whole life’ approach’ to health and social care service delivery for the residents of the borough and the wider community.

The centre maintains its commitment as a Centre of Excellence for People with Disabilities, by ensuring that the building is fully accessible and striving to continue removing barriers that prevent active participation.

Portway’s activity programme differs slightly from our other centres, as priority is given during mid- week to individuals and local disability groups in Sandwell, through the Portway Pass scheme.

In 2023/24, Portway Pass membership increased 30% on the previous year.

The Portway Pass is a concessionary membership, that entitles Sandwell Residents with a registered disability free access to the centre during certain periods.



In 2023/24, Portway Pass membership INCREASED 30% on the previous year.

Portway opened the new Live Well Studio in September 2023.

The studio hosts 6 Innerva power- assisted machines which offer those with long-term health conditions and older adults, an effective exercise to improve mobility, strength, balance, flexibility and social wellbeing.

OVER 3,000 STUDIO VISITS

6 INNERVA POWER- ASSISTED MACHINES

SMBC ADULTS SERVICES TEAM

SMBC Adults Services team use Portway as a base for many of the Learning Disability groups, so there is a core group of approximately 30 who are using the centre on a daily basis.

Other specialist groups and colleges also use the facility.

The centre is seen Nationally as an example of ‘Best Practice’ and this year was shortlisted as a finalist in the prestigious UK ACTIVE 2023 Awards in the category; Equality, Diversity & Inclusion. Portway received some positive feedback from the panellists:

“

It was amazing to hear all about the work Sandwell Leisure Trust have done at Portway Leisure Centre. It is evident that the Leisure Centre is delivering many extremely positive and accessible health & fitness initiatives.”

“

The centre has clearly benefitted from an amazing history and positive track record of delivering inclusive opportunities.”

SLT SCHEMES SUPPORTED THROUGH PUBLIC HEALTH:



Concessionary Scheme Members

2,409
MEMBERS



Disability Users

646
MEMBERS

Looked After Children & Families

262
MEMBERS

Portway Pass Members

473
MEMBERS

Free Swim Members 60+ & U18

32,475
MEMBERS

Total

36,475
MEMBERS

8,179
VISITS

6,929
VISITS

1,375
VISITS

4,963
VISITS

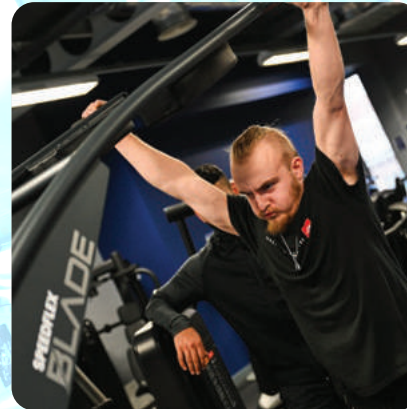
56,048
VISITS

77,494
VISITS

GYM REFURBISHMENTS

WEDNESBURY LEISURE CENTRE

Over the last year we have completed a full refurbishment of the gym at Wednesbury Leisure Centre, including expansion of the free weights area, featuring more benches, plate load equipment, and additional cable machines.



Other additions were the installation of **two Speedflex Blade machines**, a unique piece of equipment to give a whole-body workout for users of all abilities.

A new revamped functional area and new indoor cycles to support the successful group fitness programme.



TIPTON LEISURE CENTRE

Other essential repairs to flooring in Tipton Leisure Centre allowed us to also undertake a small refurbishment and expand the highly used free weight space at the facility along with equipping new cardio equipment.



SWIMMING IN SANDWELL

FROM SEPTEMBER 2023 SCHOOL SWIMMING UPTAKE HAS RESUMED AND IS INCREASING

From September 2023 our School Swimming Programme delivers the Swim England School Swimming and Water Safety Charter scheme.

TOTAL NUMBER OF SCHOOL PUPILS ATTENDING LESSONS

5,670



Number of people on SLT Swimming Lessons programme

April 2023 April 2024

5,336 **5,750**

7.75%
INCREASE

FOR 2024/25:

79

schools booked in for the next academic year 2024/25

05

schools have not booked in for the next academic year because of Price increase

08

schools have reduced their pool times.

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 18 and under to access quality safe swimming locally in Sandwell.

In 2023-24 there were

56,048

FREE SWIMS

delivered to those aged 18 and under or over 60



School swimming attendance

Wednesbury Leisure Centre

2023-24



730
PUPILS



17
SCHOOLS

Sandwell Aquatics Centre

2023-24



3,980
PUPILS



44
SCHOOLS

Tipton Leisure Centre

2023-24



960
PUPILS



18
SCHOOLS



SLT swimming lessons

Sandwell Aquatics Centre

April 2023

April 2024



1,961
PUPILS



2,543
PUPILS



582
PUPILS

Wednesbury Leisure Centre

April 2023

April 2024



1,048
PUPILS



1,280
PUPILS



232
PUPILS

Tipton Leisure Centre

April 2023

April 2024



1,303
PUPILS



1,508
PUPILS



205
PUPILS

Portway Lifestyle Centre

April 2023

April 2024



435
PUPILS



419
PUPILS



16
PUPILS



HAF (HOLIDAY ACTIVITIES & FOOD) CAMPS AND COMMUNITY OUTREACH/SCHOOL SPORTS



We deliver Curriculum based PE in two local Sandwell Primary Schools on various days throughout the week, where we deliver to EYFS, Key Stage 1 and Key Stage 2.

As well as event bookings at Tipton Sports Academy (TSA) for various schools and 'School Games' sports such as cricket; tennis; athletics; and Boccia, over 29 schools attended TSA to host their school sports days. These bookings have provided sport for children from Sandwell and across the Black Country region. These have been highly successful and feedback from schools and pupils has been excellent.

Our coaches provide regular weekly sessions for home school groups helping support their PE requirements and focusing on health and well-being. These groups use our facilities at TSA. During this delivery we reached 50 children per week of a wide age range (Key stage 1 - Key stage 4).

40



CHILDREN PER DAY SIGNED UP FOR A 4-HOUR, 4 DAY A WEEK SESSION DURING EASTER, SUMMER AND WINTER



OVER **29** SCHOOLS ATTENDED TSA TO HOST THEIR SCHOOL SPORTS DAYS.

TIPTON SPORTS ACADEMY DELIVERED A 'FREE' THREE-DAY HOLIDAY CAMP DURING MAY HALF-TERM FUNDED BY



The HAF programme (a government funded initiative in conjunction with the DfE and local authorities) is continuing to be a success with our delivery of this programme at TSA and is going from strength to strength. This programme allows us to deliver holiday activities and food education to families, as well as providing a healthy meal each day to eligible benefit related low-income families. The project running here at TSA contributes to ambition 1 and 2 of the Sandwell 2030 Vision.

Tipton Sports Academy also delivered a 'FREE' three-day holiday camp for children who live in Sandwell during May half-term, which was funded by Asda's U18 Better Starts Grant. It was a success with 46 children attending the camp throughout the week and all of them had a fabulous time!

Through partnership work this year, we have helped deliver holiday activities within local Sandwell parks, allowing the families and young people of Sandwell to access structured physical activities and sports in local green spaces during school holidays. This programme was successful and reached over 40 local families.

aquamayhem

Following a refurbishment, **the new aqua run now has 6 amazing zones** instead of 5, which all offer individual challenges to your balance & courage. Conquer the Mangle, Battle Battens, Spiky Ridge and Tunnel of Thorns before trying to get past the Wipe Out Wall then finally slide down the Dual Slide into the large pool.

OVER **1,000** BOOKINGS ON THE AQUA RUN WITH **30** PARTIES





INDOOR TENNIS PROGRAMME AT TIPTON SPORTS ACADEMY

Our indoor tennis programme is going from strength to strength with new sessions being launched to offer a greater variety of coaching to all ages and ability levels.

WE SAW

370  **AND** **60**  **CHILDREN AND ADULTS**

taking part in coaching sessions each week, along with another 200 people taking part in pay and play weekly court bookings.



Future developments include the launch of **pickleball sessions** to our programme in 2024-2025.



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.



OUR HIGHLIGHTS

Our 18 and under performance players took part in the 'Play Your Way to Wimbledon' events, with Casey Unitt and Harry Spear reaching the National doubles final at Wimbledon and winning the overall event on the famous grass courts.

We also moved further young players into our mini tennis orange/green futures (performance) session for those players aged 10 and under who have excelled in their tennis squads.



Once again, our tennis coaches visited the local schools to give young children a taste of fun tennis sessions, with vouchers/scholarships being handed out for all children to play more tennis back at the indoor centre.

Our tournaments and competitions programme is consistently growing, with more events being added to the calendar to offer competitive opportunities for various age groups.

We now look forward to growing the tennis programme further and re-introducing high level events.



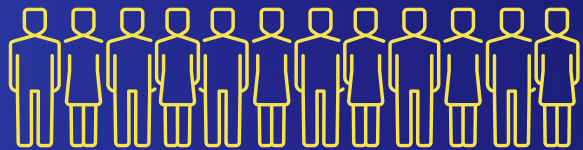
OUR STAFF

**THE TRUST HAS INVESTED
£26,000 & £18,500
IN STAFF LEARNING AND DEVELOPMENT ON STAFF HEALTH AND WELL-BEING**



WE CURRENTLY EMPLOY

419 **STAFF***



*as of 31st March 2024



55.19%
ARE SANDWELL RESIDENTS



2.5% INCREASE
COMPARED TO 2022/23



7.37% **2023/24 TURNOVER**

This year has seen everyone, from the Board to front line staff, strive to ensure that the organisation remains in a strong position. Despite the continued cost of living challenges, **the Trust continues to support and invest in its workforce supporting them both personally and professionally.**

We are proud to continue to offer all our staff access to a Health and Wellbeing Service provided by Westfield Health whose service includes:

- **“Together All”**: a safe online space to explore things that are troubling and get the support, in confidence.
- **24 Hour Advice and Information Line**: including access to a Health e-Hub
- **DoctorLineTM**: 24/7 access to a GP.
- **Westfield Rewards**: Making employees’ salaries go further with discounts from over 1,000 leading high street and online retailers.

And, together with our team of Mental Health First Aiders, we aim to continue to drive forward positive conversation around mental health across the organisation.



thrive at work

A new accreditation model, fully funded by West Midlands Combined Authority, provides a structured approach to workplace health and wellbeing, underpinned, and assessed under 5 themes:



Enablers of Health



Mental Health



Musculoskeletal Health



Lifestyles



External Risks to Health



PARTNERSHIP WORKING

We have continued to work in close partnership with Sandwell Metropolitan Borough Council and Swim England by hosting a second Recruitment Academy for Swimming Teachers, to try and address the workforce shortage to enable more opportunities to be offered to the public to learn to swim across the borough.



There are 4 accreditation levels:



With gold demonstrating that an organisation has become a specialist in the field, and this is the level that the Trust aims to achieve.

The aim of the framework is to drive results to impact the bottom line whilst creating a healthier and happier workforce.



The Board Approved the implementation of the new assessment model in August 2023, a health and well-being survey of the workforce has been undertaken, and with the use of the results of this survey the Trust is currently working towards achieving Foundation Level to demonstrate our commitment to improving workplace health and well-being.



OUR CUSTOMERS



MEET THE MEMBER – GEORGIA

Our team had the pleasure of meeting with Portway Lifestyle member Georgia at an early booking Bootcamp. Georgia shared with us her fitness journey story after a brilliant session that took place under a huge late summer rainbow.

Can you confirm your full name, occupation and the town you live in?

My name is Georgia Arapitsa, I am a musculoskeletal physiotherapist working for the NHS and I live in Rowley Regis. Perhaps, you may know that through the NHS service, we offer gym sessions to our patients at Portway every Wednesday and I am actually the team leader of the gym service there.range (Key stage 1 - Key stage 4).

Tell us about your fitness journey?

I consider myself to be fit as I have been doing exercises since I was a teenager, but always at an amateur level.

I joined SLT in June 2018. Whilst I had 1.5 year gap due to Covid and maternity, I returned to the centre around January 2022.

I am not one of those who presents with a massive difference in physical appearance through my fitness journey and this never has been my goal. I exercise because it keeps me healthy and happy. Due to my profession where I prescribe exercises to my patients, I know the various benefits of exercises on a physical, mental and social level.



Is there a particular reason that you use Portway Lifestyle Centre?

Portway is close to where I live but I like the idea that it is a community gym where all members of the family can be involved in different activities.

It is clean and organised, with friendly staff throughout the centre. I am very familiar now with the instructors, classes and even the gym equipment which make the training there a very relaxing activity for me.

What are your favourite sessions & why?

I have lots of favourite classes! Gym X takes the 1st place I think, HIIT classes and BODYCOMBAT/BODYBALANCE

How does SLT meet your needs? Have you had any 1 to 1's?

Definitely, as it has a variety of classes that you can undertake meeting everyone's baselines, family activities with family fitness/swimming lessons for the little ones and other activities such as skating and football.

I have 1 to 1 sessions when I need further guidance on Deadlifting.

Do you have a favourite instructor who manages to get that extra bit of motivation from you?

I have 3 instructors that I feel suit me the most in different ways.

Garfield is a fantastic instructor who motivates you to break your limits every time. He is almost military fit and our bootcamp leader.

Luke is very energetic and passes his positive energy through his classes. You cannot go to his classes without leaving with a smile.

Amy is very cool, supportive during the classes and super strong.

Can you offer any advice for anyone thinking of starting a healthier lifestyle?

Go for it! you will have the support you need; you will never feel under pressure for any kind of competition or feeling awkward, and you will definitely meet nice people.



BE INSPIRED CAMPAIGN

HEAR FROM OUR MEMBERS

Our members have amazing stories to share about their journeys with us.

Watch our video from our Be Inspired Campaign to discover how SLT is making a difference in the local community:



Simply scan the QR code with your phone to watch the video in full

“...the instructors and the other members of the classes that are always friendly and supportive. I think the one pulls the other to keep attending the classes. your attendance rate is always higher when you have gym buddies.”

Georgia Arapitsa, member Portway Lifestyle Centre

PROINSIGHT REPORT

Our recent Proinsight Report has revealed key areas for improvement that we are committed to addressing. We understand the importance of:

- **Human Connection and Engagement:**
Ensuring our customers feel a strong sense of community and belonging.
- **Seamless Experience:**
Providing an effortless and enjoyable experience from start to finish.

We are dedicated to enhancing these aspects to ensure every member feels valued and connected.

	2024-01	2024-02	2024-03	2024-04	Total
Did the gym member ask which activities you wanted to do at the gym/facility?	20.0	100.0	60.0	80.0	66.7
Were you asked how many times a week you were likely to use the centre?	20.0	80.0	80.0	40.0	57.1
Was gym support mentioned?	62.5	75.0	75.0	75.0	73.5
Did they seek to build a rapport with you?	60.0	100.0	100.0	20.0	71.4
Was the experience stress free and smooth and handled well by the member of staff?	60.0	100.0	100.0	20.0	81.0
Were you acknowledged by a member of staff during your visit?	40.0	100.0	60.0	80.0	70.0
Did you feel welcomed into the centre?	60.0	100.0	100.0	60.0	81.0
Did you feel valued?	60.0	100.0	100.0	40.0	76.2



OUR AWARDS

SLT MAINTAINS SAFE SERVICES IN SANDWELL



Sandwell Leisure Trust (SLT) is proud to have once again be awarded the highest possible accolades in the internationally renowned Royal Society for the Prevention of Accidents (RoSPA) 2024 Health and Safety Awards.

THIS YEAR (2024) SANDWELL LEISURE TRUST WAS ALSO THE SOLE WINNER OF THE ‘LEISURE SAFETY TROPHY’ THE TOP AWARD GRANTED UNDER THE LEISURE CATEGORY.

This is a fantastic achievement for the organisation and demonstrates that SLT make Health and Safety a priority in the delivering of safe services across the borough.

Having a solid Health and Safety culture embedded into the work force, the commitment and hard work of all the employees is what makes this possible.

Sponsored by
Croner-i



SLT was the first Leisure Trust to achieve the RoSPA Gold Award – and also the President’s Award (10 successive Golds) – This year SLT has again been awarded the ‘Order of Distinction’ by RoSPA for successfully retaining the Gold Award for 18 consecutive years.





FINANCE ANALYSIS 2023/24



INCOME & EXPENDITURE

	2022/23	2021/22	VAR
Income from	£000s	£000s	£000s
Charitable activities	10,062	9,324	739
Trading activities	413	289	124
Investments	55	0	54
Restricted grants	20	0	20
Other Income			0
	10,550	9,613	937

Expenditure on	£000s	£000s	£000s
Raising funds	132	86	(46)
Charitable activities	12,518	11,570	(948)
Restricted	32	0	(32)
	12,683	11,656	(1,027)

Other Recognised Gains (Losses)	£000s	£000s	£000s
Actuarial gains (losses) on pension scheme	22,574	6,238	16,336
Net movement in funds	20,442	4,195	16,246

Source: Statement of Financial Activities (SOFA) for the year to 31 March 2023 (unaudited)



BALANCE SHEET

	2021/22	2020/21	VAR
	£000s	£000s	£000s
Fixed assets	671	848	(177)
Current assets (non cash)	360	386	(26)
Cash at bank and in hand	3,600	3,751	(152)
Creditors - due within one year	(1,579)	(1,610)	31
Creditors - due after one year			0
Net assets (excluding Pension Scheme liability)	3,052	3,376	(323)
Pension Scheme liability	5,543	(15,167)	20,710
Net assets	8,595	(11,791)	20,387

Source: Balance Sheet as at 31 March 2023 (unaudited)

The Pension Scheme liability is the responsibility of SMBC



OUR BOARD

Our Board is made up of Non-Executives that provide strategic leadership to the Trust and Leadership Team and ensure good governance is adhered to for the Charity. Board Members also have specialist skills and or interests that includes finance, marketing, HR and people management, legal and or business transformation.

All our Board Members are self-motivated professionals who are commercially aware 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. Current Trust Board Membership includes:

- Penny Venables (Chair)
- Paul Piddock (Vice Chair)
- Melanie Briggs
- Neil King
- Tracy Pearce
- Steve Washbourne
- Dave Rosser
- Scott Thomas
- Shahin Akhtar



Simply scan the QR code with your phone to find out more about our board

OUR CENTRES

Hadley Stadium Leisure Centre Wilson Road, Smethwick, B66 4NL (1972)

Harry Mitchell Leisure Centre Broomfield, Smethwick, B67 7DH (1975)

Tipton Sports Academy Wednesbury Oak Road, Tipton, DY4 0BS (1998)

Portway Lifestyle Centre Newbury Lane, Oldbury, B69 1HE (2013)

Tipton Leisure Centre Alexandra Road, Tipton, DY4 8TA (2013)

Wednesbury Leisure Centre High Bullen, Wednesbury, WS10 7HP (2015)

Sandwell Aquatics Centre Londonderry Lane, Smethwick, B67 7EW (2023)

Haden Hill Leisure Centre Currently closed for redevelopment, opening Oct 2026

FUTURE IMPROVEMENTS

The upcoming year presents a unique opportunity for growth and development in our centres. Our strategic plan focuses on enhancing customer experience, expanding our service offerings, embracing technological advancements, and promoting sustainability. Key improvements include:

- **Facility Upgrades:** Refurbish existing facilities, including Portway Lifestyle Centre, to modern standards including updated equipment and enhanced accessibility features.
- **Improved Programs:** Introduce diverse fitness classes, wellness programs, and activities tailored to various age groups and interests.
- **Digital Integration:** Develop our digital ecosystem by appointing a new Leisure Management System, ensuring easy booking, membership management and rewards.
- **Green Initiatives:** Invest in energy-efficient systems, waste reduction programs, and sustainable sourcing of materials.
- **Partnerships:** Collaborate with local schools, businesses, and Public Health to expand our reach and community impact.
- **Staff Development:** Offer continuous professional development opportunities to ensure staff remain motivated and skilled.

Sandwell Leisure Trust, A Company Limited by Guarantee, Registration: England & Wales 5011501, Registered Office: Tipton Sports Academy, Wednesbury Oak Road, Tipton, West Midlands, DY4 0BS

Registered Charity (England & Wales - Registered Number 1102431)

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