



EVERYONE

**WANTS
TO KEEP
ACTIVE**

WATFORD ANNUAL REPORT

2017 - 2018



**WATFORD
BOROUGH
COUNCIL**

**everyone
ACTIVE**

CONTRACT MANAGERS SUMMARY

Everyone Active Watford Woodside and Watford Central Leisure Centres achieved another successful year by recording its highest ever footfall figures. Between 1st April 2017 and March 31st 2018, we recorded 1,255,624 visits to the leisure centres in Watford, an increase of 19,923 visits, which included an overall increase of Watford residents utilising the facilities when compared to the same period last year. This is particularly impressive when considering the ongoing challenges we face from the high number of fitness clubs in Watford.

"We are absolutely delighted to have extended our partnership with Watford Borough Council. Our goal is to get more people in the community active, and it is fantastic that we can continue working with the Council to reach this.

I'm very proud of what's been achieved across the course of our 10 year contract. Both centres are shining examples of community activity hubs, and I will be excited to see them progress and improve over the next 15 years."

Karl Miles, Area Contract Manager

INTRODUCTION OF SPORTS DEVELOPMENT & PHYSICAL ACTIVITY MANAGER

Leanne Rodriguez Read was appointed to this newly created role. The role was created as the leisure industry has evolved and Sport & Physical activity needs to be at the heart of our local communities.



Leanne has worked within the leisure sector for over 10 years now, starting her career at Leisure Connection Vale Farm Sports Centre in Brent as a Community Liaison Manager.

She created links between the Sports Centre with primary and secondary schools, GP Surgeries, Faith Groups, BAME and older adult groups.

Leanne then moved on to working within the Council for 8 years as a Youth and Community Officer at Bridge Park Community Leisure Centre. She was responsible for increasing sports participation for the children and young people, women and girls, older people and people with disabilities.

In her final year of working with the Council, Leanne worked between both Council and SLM facilities to enhance the physical activity partnership as a Community Development Manager. Her main focus was on children's Sports School activities & programming swimming lessons for children with physical disabilities.

Leanne is already working on some new initiatives and will continue to work with the council officers to get more people more active more often.

THE TEAM

Kelly Spencer

General Manager Woodside

Gary Foley

General Manager Central

Paul Baker

Operations Manager Woodside

Richard Longhurst

Operations Manager Central

Jo Drury

Swim Manager Woodside

Hollie Burke

Swim Manager Central

Janine Rodgers

Health & Fitness Manager Woodside

Rob Webb

Fitness Manager Central

Mandy Rosamond

Front of House Manager Woodside

Shannon Samuda

Front of House Manager Central

Leanne Rodriguez-Reid

Sports Development & Physical Activity Manager
Kay Pearson
Contract Sales Manager Saager



2017/18 A SNAP SHOT OF OUR YEAR

Everyone Active/Cycle Friendly Lanzarote Multi-Activity Holiday

On 26th April 2018 Everyone Active in partnership with Cycle Friendly took Woodside members to Lanzarote for a Multi- Activity Holiday.

Two members of the gym team were given the opportunity to accompany the members to lead various activities such as gym sessions, walks, cycling, hikes, runs, swims and tennis. This was a 'not for profit trip' organised by Jonathan Friendly from Cycle Friendly and Everyone Active Watford Woodside.

The Lanzarote trip was a perfect opportunity for Everyone Active to work with a local organization that promotes activity and wellbeing. It also allowed the gym team to work with members outside of a gym context and promote activity outdoors in wonderful surroundings. This multi- activity holiday was a great success and the members that took part had an amazing time.

Working with members in a fun but challenging way added another dimension to the staff-member relationship. It allowed us to build meaningful trust and rapport with members which was built through motivation, support and professionalism.

Ascot 2018

Our annual members day out to Ascot races was again a huge success with over 50 members and colleagues enjoying this fun social event.



UK Active Physical Activity Champion Finalist

Luke Sheppard joined Everyone Active, Watford Leisure Centre- Central in 2013. Having originally started on a work experience placement, he soon progressed on to become a personal trainer and exercise referral coordinator, before attaining his current role.

His achievements at the centre have been significant. Since the launch of the GP Referral scheme in Watford, those participants assigned to Luke have lost a combined weight of 65 stone.

He also successfully secured funding to run a number of popular exercise classes aimed at engaging underrepresented groups within the borough, and has helped to mentor his colleagues through various courses and qualifications.

Swimathon

2017/18 Swimathon was one of the best we have done in many years. We had over 250 people swimming across the weekend and raised more than £5000 for Cancer Research UK.



Gym based Personal Trainer of the year category for the National Fitness awards

Peter Hanc has worked as a personal trainer at Watford Woodside for two years. During that time, he has helped many clients to drastically improve their lives through physical activity.

Motivated by helping people, Peter has assisted his clients to regain mobility after an accident, eliminate debilitating joint pain and even combat the symptoms of anxiety.

Peter has developed relationships with his clients, who have credited his unique training style, professional approach and personalised programmes as just some of the reasons for their results. Many people have reported fast recovery times, including a 66-year-old who was fully recovered and back to training within five weeks of stretching his knee ligament; steady and sustainable weight loss, such as one client losing a stone over seven weeks; and multiple clients reporting their feelings of stress and anxiety have lessened after working with Peter.

He stands out as a personal trainer through his individualised approach and the time he takes to understand clients' needs. Peter begins all journeys with a conversation about health background and personal goals. He then designs a bespoke training plan around this. Peter has set up a Facebook group where he shares home workouts and encourages clients to talk about their experiences. He is also available to answer questions, giving people greater access to his knowledge and giving them brilliant value for money.

He is a Level 3 personal trainer. He is also trained in Post-Rehab Essentials and Pilates, and is currently undertaking Precision Nutrition Level 1 and Online Trainers Academy qualifications. Peter is a huge asset to Everyone Active, and was recently announced as the winner of a feedback initiative after receiving 15 customer comments and a 5/5 rating. He creates a welcoming environment and makes a real difference to people's lives.

In addition, Watford – Woodside will be also entering the following categories for the National Fitness awards:

- Local authority gym of the year
- Group exercise gym of the year

Group exercise launch in January 2018

We launched our January group exercise programme consisting of six hours of our most popular programmes, which attracted 300 plus members. We received such positive feedback from our members with this annual event, where our members get the opportunity to see their most popular Instructors team teach on a stage.

Regional Fitness team of the year 2018 – Watford – Woodside

Watford's fitness team were awarded Area fitness team and Regional fitness team of the year for the following:

- Attrition budget is always below the industry standards for a 3000 plus membership
- Length of stay exceeds industry standards
- Group Exercise occupancy and associated KPI
- PT growth and member penetration
- Fitness Colleague retention
- Service quality and standards



*Top: Group exercise classes
Above: Mandy Rosamond Front of House Manager & Janine Rodgers Health & Fitness Manager collecting Regional Department Awards*

Social media

Social media is used to advertise event, activities and changes to the centre programme. Head office set out guidelines and procedures which set a standard for all Social Media Admins.

We can update social media on site, this is carried out by our Social Media Champions and we find that this is the best means of communicating any last minute changes to our programme.

- We review the statistics on a regular basis and use Facebook analytics to review our users and target audience, we have done this by offering incentives and word by mouth.
- We have increased our LIKES through Facebook from 3896 September 2017 – 4360 in June 2018. Our Customers are also able to review the centre on Facebook and we are currently at a rating of 4.1 out of 5.

Hockey fun with an Olympic champion

An Olympic champion joined more than 300 Watford & Three Rivers school children to host a day of hockey fun at a Woodside Leisure Centre. Alex Danson, who won gold at Rio 2016 as part of Team GB's women's hockey team, visited Watford Woodside Leisure Centre on Thursday (18th October) to inspire more primary school children to pick up a stick and give the game a try.

Everyone Active have teamed up with the sports star to introduce an innovative hockey programme in local schools and at its centres. The Alex Danson Hockey Academy aims to give more children the chance to get active by offering them access to fun, engaging training sessions led by expert coaches.

This event offered a unique opportunity for children from local schools, including Divine Saviour Primary, St Catherine of Siena Primary and Stanborough Primary to learn a number of skills and drills from Alex herself.

As well as impressing the youngsters with her gold medal, Alex joined in with the games and offered tips and advice on how to start a journey into sport.

Regional Front of House team of the year 2018- Watford – Woodside

The Front of House team were awarded for the following:

- KPI performance
- Quality standards for customer service
- Retail performance
- Colleague retention



*Top right: Watford Central Team at Watford BID Awards
Middle right: Alex Danson
Bottom right: Social media image example*

AWARDS & ACCREDITATIONS

External Accreditation

2017-18 has seen both sites maintain external accreditations as follows;

Quest - Watford Woodside 'Excellent' banding retained for the second time

Watford Central 'Excellent' banding maintained

Swim 21 - Swim 21 Accreditation Maintained UK Active Code of Practice

Watford Central achieved this accreditation in March 2017 and have successfully maintained

FIA Code of Practice - Both sites are fully compliant with the FIA code of practice

ISO 14001 & 18001 - The company has again been successful in the compliance and achievement of awards for Environmental Management and Health & Safety Management respectively.

Track Accreditation - Woodside holds class A certificate. This has been successfully reassessed at the start of the season and is a 5 year assessment by UKA. Assessed annually by Sport and Play

Food Hygiene - Watford Woodside – 5 star rating
Eat Out Eat Well – Gold Award

Operations

The Work Asset Management (WAM) system continues to be used to good effect to manage defects, the system effectively assists in managing both reactive and planned preventative maintenance.

Key Maintenance and Investments

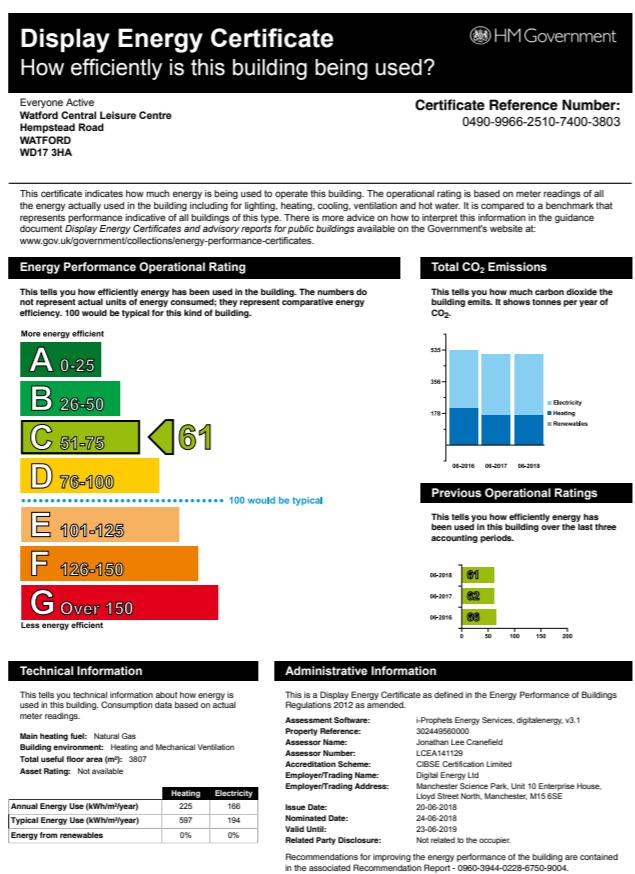
Sports hall & studio floors	20k
LED Conversions	£11k
Gymnastics Equipment	£9k
Showers	3k
Electrical Remedial	£20k
Flood Lights	£5k
Stadium	£3.5k
Gym & Studio Equipment	£7k
Solar Optimisation	£3k
Accessibility equipment	£1k
Water Heaters	£2k
Boiler Repairs	£6k
Pool Filter Media	£50k
Pool Tank repairs	30k
Maintenance Costs 2016-17	£345k
Maintenance Costs 2017-18	£486k

Digital Energy Certificate

Almost 40% of the UK's energy consumption and carbon emissions come from the way our buildings are lit, heated and used. Even comparatively small changes in energy performance and the way we use each building will have a significant effect in reducing total energy consumption.

The principle underlying the Directive is to make energy efficiency of buildings transparent through the provision of a certificate showing the energy rating of a building and recommendations on how to improve its efficiency. An Energy Performance Certificate (EPC) rates how energy efficient your building is using grades from A to G (with 'A' the most efficient grade).

Both leisure facilities have achieved excellent scores and considerable efforts have been made in reducing their energy ratings even further.



WATFORD STATISTICS 2017/2018

8 SUCCESSFUL APPRENTICES

**1.2 MILLION VISITS
ACROSS THE LEISURE
CENTRES PER YEAR**

40

**COLLEAGUES ATTENDED
DEMENTIA FRIENDS TRAINING**

28
**SCHOOLS OR COLLEGES
USING THE LEISURE
CENTRE'S PER WEEK**

6881
FITNESS MEMBERS

32

**NEWLY QUALIFIED LIFEGUARDS TRAINED
FROM OUR LEISURE CENTERS**

158

**GROUP EXERCISE CLASSES
PER WEEK**

48%

**REDUCTION IN SUGAR SALES FROM
OUR FOOD & BEVERAGE PROVISION**

3945

**SWIMMERS ON OUR
LEARN TO SWIM PROGRAMME**

3
**NEW INFLATABLES FOR
KIDS TO BE ACTIVE**

163
**COLLEAGUES WHO ARE
WATFORD RESIDENTS**



NEW & IMPROVED...

WATFORD LEISURE CENTRE - WOODSIDE

- Gym facilities to include over 130 pieces of state-of -the-art equipment
- Relocation of the upstairs dry-side changing rooms to the ground floor
- Changing rooms to be significantly improved to a high specification
- Brand new toning suite to accommodate more activities for the over 50s and users with disabilities
- A relocated fitness studio with additional space
- Three virtual studios, including a dedicated group-cycling studio

WATFORD LEISURE CENTRE - CENTRAL

- A new and improved fitness studio to include over 70 pieces of state-of-the-art equipment
- Refurbished studios with the introduction of virtual classes
- A new health suite including sauna and steam

Registered address:

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Hinckley, LE10 3EY

Managing Director: David Bibby

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