

EVERYONE

COVID Recovery

Watford Leisure Contract

COVID SAFE



Due to Covid-19 the following has been implemented at both sites:

- New Covid-19 risk assessments
- New cleaning rotas
- Cleaning dispensers
- Social distancing signage
- Gym equipment spaced out to accommodate social distancing
- Operating a one way system in and out of the building
- Fitness classes and children's activities ratios have been reduced
- Swimming lessons ratios have been reduced and pool space doubled

Lockdown has changed our customers' behaviours mentally and physically and this has led to fears about returning to exercise. The contract's key priorities remains the same and the biggest impact post Covid-19 is older people with long term health conditions and young people with mental health issues, these will be one of our biggest priorities. It is important to reassure customers and partners that all centres are following the Government safety guidelines.

Map of return



Attendances

Gym

		Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Area	Site	20/07/ 2020	27/07/ 2020	03/08/ 2020	10/08/ 2020	17/08/ 2020	24/08/ 2020	31/08/ 2020	07/09/ 2020	14/09/ 2020	21/09/ 2020	28/09/ 2020	05/10/ 2020	12/10/ 2020	19/10/ 2020
SE South	Watford Central	148	671	755	863	975	1023	982	1042	1014	1045	1063	1121	1171	1161
SE South	Watford Woodside	330	1787	1926	2145	2228	2290	2274	2476	2411	2414	2481	2439	2427	2566
	Contract Total	478	2458	2681	3008	3203	3313	3256	3518	3425	3459	3544	3560	3598	3727

Group Exercise

		Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Site		20/07/ 2020	27/07/ 2020	03/08/ 2020	10/08/ 2020	17/08/ 2020	24/08/ 2020	31/08/ 2020	07/09/ 2020	14/09/ 2020	21/09/ 2020	28/09/ 2020	05/10/ 2020	12/10/ 2020	19/10/ 2020
	Watford Central	41	339	475	439	515	506	464	605	639	639	681	694	720	756
	Watford Woodside	152	913	903	977	1057	1205	1110	1263	1375	1320	1416	1430	1429	1489
	Contract Total	193	1252	1378	1416	1572	1711	1574	1868	2014	1959	2097	2124	2149	2245

General Attendances

Daily Attendance	September 2019	September 2020	Variance	%
Watford Central	1067	836	-231	-21%
Watford Woodside	2329	1427	-902	-38%
Total	3396	2263	-1133	-33%

Membership

-30%

Watford Central

Swim Lessons

1504 September 2019

881 September 2020

Fitness Direct Debit

1517 September 2019

1207 September 2020

-23%

Watford Woodside

Swim lessons

2266 September 2019

1483 September 2020

Fitness Direct Debit

2849 September 2019

2417 September 2020

What are we doing?

COVID Safe

- Increased Cleaning
 - Social Distancing
- Training for Colleagues
 - Feedback Shared
- Working with UK Active
- Working with local health authorities

Commercial

- 25% Discount on Sales
- Increased Marketing
- Regular Programme Reviews
 - Outreach
 - Partnerships
- Streamline Service

Innovation

- ON DEMAND
- Increased Personal Training
 - Online Reviews
 - App Development
- Increased Group Exercise



recommends
Watford Leisure Centre Woodside.

1 month ago · 🌐

First week back of swimming lessons in 4 months for my son.
The centre was well organised and less chaotic than before. staff directing you where to go and signs everywhere.
We felt safe in there and my son had a great 1st lesson back.
Thank you



recommends **Watford Leisure Centre Central.**

1 month ago · 🌐

So good to be back here today! Friendly staff, lots of simple but important safety measures - felt clean and well managed... great job, EA!

Went back to the gym for the first time since it closed and I have to say I loved it! very well organised and very helpful staff! Thank you !

You and 2 others

1 Comment

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ON DEMAND

EVERYONE ON DEMAND supports our members in reaching their fitness goals. It is designed to be used, in the gym, outdoors, and at home.

EVERYONE ON DEMAND contains FOUR apps, which are completely FREE to members

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 **FLEX**
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ACTIVE