



# SERVING THE HEART OF THE COMMUNITY

SANDWELL LEISURE TRUST  
ANNUAL REPORT 2022/23



More people  
More active  
More often  
MEMBER



“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 CUSTOMERS ARE AT THE HEART OF EVERYTHING WE DO

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.

In the most challenging of times SLT has maintained its award-winning services and worked tirelessly to build confidence, offer an affordable choice and support a growth of physical activity in Sandwell.

Whilst the pandemic seems a distant memory, the full recovery lingers on coupled with a challenging financial climate, the cost of living and energy crisis, this continues to be a difficult commercial climate for the leisure industry. We are pleased to see the continued confidence grow in our customers using the services they enjoy. In no small part this is driven by the commitment and dedication of our staff teams. SLT is proud to be a key partner helping to design, develop and support the delivery of the aquatic facilities that hosted the 2022 Birmingham Commonwealth Games at Sandwell Aquatics Centre, a world class legacy aquatic and leisure facility for the communities of 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.



“ 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. ”

Lynda Bateman  
Chair of SLT Board

**LEADERSHIP TEAM**  
 Mark Braithwaite, Chief Executive Officer  
 Mark Wildman, Business & Commercial Manager  
 Sonia Dillion, Finance Manager & Company Secretary  
 Trina Siviter, HR Business Partner

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 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.




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 the 9 sites in 2022/23 has grown to **£11.47million** up from £8.44million in 2021/22

Social value was generated from nearly **100,000 participants** with the vast majority **coming from the Sandwell area**

Average social value per person is **£118** which is in the **top 30% of the sector**

 **GENERATING AND DELIVERING NEARLY £11.5million of social value\* back to Sandwell**

This figure for the 22/23 financial year has increased significantly from 21/22 - highlighting the continued recovery and confident return to physical activity in Sandwell, which is above the average standard for the industry.

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.



“ 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

SLT Business & Commercial Manager

**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.





From April 2022 to April 2023  
the **membership**  
increased by **5.65%**

Various membership promotions were delivered throughout the year to increase membership sales.

**Off peak badminton was added to the ONE membership**, Monday to Friday before 5pm and this has been well received by customers.



The **Family ONE** membership introduced an incentive for Sandwell residents, who are offered a discounted option (£65 for Sandwell residents, £70 for non-Sandwell).

**SLT worked with Public Health** to offer Pulse Wednesbury members an incentive to join Wednesbury Leisure Centre. We matched their membership, with Public Health meeting the difference. **A total of 61 people took advantage of the offer.**



Two new membership options were introduced:

## GYM ONE AND SWIM ONE

The **Gym ONE** allows access to one SLT centre for £21 per month, and the **Swim ONE** allows access to all SLT pools for unlimited public swimming, also £21. These memberships have been well received with the Gym ONE making up 10% of the overall membership (as of 03/04/23).

Prominent Tenders have been commissioned to **launch Sandwell Aquatics Centre membership** and swim school marketing campaigns in 2023.

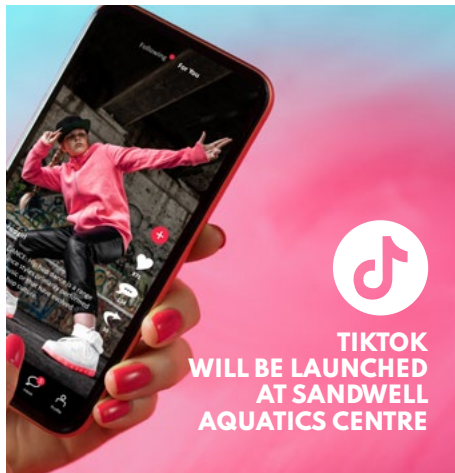
TA6 have also been commissioned to support with the driving of membership and swim school in 2022/23, with the first campaign planned for summer 2023.





# SOCIAL MEDIA TRENDS CONTINUE FOR OUR CUSTOMERS

SLT's social media channels continue to be a valuable tool for the business supporting customer retention, membership sales, programmes and participation at centre sessions. **Facebook reach was over 4.5 million** when combining all centre pages together. Engagement rates have declined since COVID as users tend to just use social media for updates, offer feedback or to ask questions.



Customers do use the SLT platforms and the website as an essential tool for service information. Local news stories and photographs were produced featuring the wide demographics of Sandwell.

TikTok will be launched at Sandwell Aquatics Centre to help reach new younger audiences.

**2023/24 will see us** expand and **invest more in pay-per-click advertising** to ensure that promotional campaigns reach more local people. The marketing team are working with new partners which will bring added imaginative and creative content to increase the organic and paid reach of posts.



We continue to implement and make use of our **\$10,000 per month Google Charity Adgrants** to support the marketing of activities and centres across Sandwell. These campaigns are reviewed at regular periods and the grant is re-assigned to the needs of the business.



The SLT website was used by **219,000** UNIQUE USERS DURING THE YEAR

Whilst this is lower than the previous year, it is because the cookie acceptance policy was added and users now have to accept this but many decline. **The average time spent on the site is 2 minutes and 4 seconds** confirming website users are browsing and using the content.

**This year saw the addition of Roller Disco bookings** at Tipton Sports Academy being added to the shop to increase customer satisfaction at this well attended weekly session.

This excludes the independent websites of Air Mayhem and Aqua Mayhem. These two websites handle the marketing and ticket sales for both of their products.



# airmayhem

2022-23 saw the return of Air Mayhem (Sandwell's first indoor Inflatable Park) to Tipton Sports Academy. The inflatable operated through the school holidays of Summer, October and Christmas with a total of

 **8,168 VISITORS ATTENDING**

With the build up to the reopening we had a high request for our SEN sessions and so increased the programme of SEN time slots which saw a **90% uptake on our SEN sessions**. This year we partnered with schools of Sandwell to offer all Sandwell children a discounted rate to enjoy the inflatable.



## 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.



# aquamayhem

**960**  participants attended parties

 Income from Aqua Mayhem Parties has been **£6,105**

Sessions have attracted **over 5,497** customers since opening in 2021 and our SEN sessions continue to be popular with customers

**A relaunch has been planned for summer 2023** with a new Aqua Run







# PORTWAY LIFESTYLE CENTRE



As a result of customer feedback, the centre had a new opening time of 6.30am Monday to Fridays.

New inclusive equipment in the gym has been introduced that specifically supports wheelchair customers.

**Roller-skating sessions** have become increasingly popular with **150 youngsters attending the session every week.**

We have had to introduce new family skate sessions once a week on a Saturday afternoon to meet demand.



Portway has supported **Oldbury United** in hosting the football camps during the Summer, October and February half term holidays.



The centre's inclusive classes are continuing to grow significantly, with over **600 attendances for the Inclusive circuit class**, and

**1,440** in total attending the weekly **chair yoga** session.

The Chair Yoga class when it was initially introduced in January 2022, had two or three customers attending in the first few weeks, and the average numbers per class now is between 35 to 45, individuals all with mobility difficulties.

Multiple SEN multi-sport events have been hosted at Portway, with **Sandwell Parents for Disabled Children a regular user of the hydrotherapy pool.**

Portway hosted a SEN Mini Commonwealth Games with 100 primary school children taking part in a Commonwealth Games themed session. The event organised by Wood Green Academy, included Cricket, Football, Tri Golf, Seated Volleyball, Wheelchair Basketball and Boccia.



In partnership with **SMBC Adult services and SVI**, Portway Lifestyle Centre has delivered **free Archery sessions for visually impaired**

Service Users which were very well attended and enjoyed by participants.

After starting with sessions at Portway, one of the individuals, **Trish Gracesmith** (who is totally blind) continued in the sport, joined a club and become an incredible athlete who has been **selected to represent GB at the upcoming Disability Games** in Birmingham this August.



Trish Gracesmith © Sky Sports

## PORTWAY LIFESTYLE CENTRE



We have worked in close partnership with **the Albion Foundation** since the centre opened and have become a key site for all 3 of their departments (Wellbeing, Behaviour Change and Active Lifestyles).

The Wellbeing Department which incorporates all of the Foundation's Disability work have been particularly aligned with Portway Lifestyle Centre with **more than 50 teams playing in a PAN disability football league** at Portway. This year the event was hosted by men's mental health football, inclusive walking football, and stroke group sessions.

## CUSTOMER TESTIMONIAL

"I felt compelled to message you regarding the Portway Centre, and our experience there. My Husband is disabled, not only physically, but mentally too- with early onset dementia, and foot drop, ankylosing spondylitis, and many more co-morbidities.

Services have been difficult to access, what with cut backs, and the Pandemic...my poor Chris has had no exercise in over 2 years. His previous class is now available via a Zoom meeting, totally inappropriate for a man who needs pool access. Our GP advised him to attend Droitwich Spa, and that Centre was all that was available!! I have since taken our GP Portway Centre details.

Several weeks on - and 3x a week relax/hydrotherapy session, my brave Husband has come on leaps and bounds - I get some sleep too... **he is much more alert, active, eager and ready to attend his sessions** from 5pm in the evening....(class is 9pm... bless) he is happy, and smiles again, feeling part of society. The Staff, wow, are incredible- they work so hard, always safety first, then cleaning- constantly up/down cleaning the floors, cleaning the cubicles, even sweeping up from reception to each department, and supporting the clients, many have disabilities - in whatever guise - mobility, mentally, post operative...

I have shown loads of clients around, and share the support that will be offered. Young/old, frail, vulnerable, but the service is so so needed. I have seen first-hand what is offered, what your staff do.

**Chris personally wanted to say thank you to the staff, for keeping Portway operational... and if you need anything - he wants to help..."**

District Nurse, PGDip- Specialist Practitioner, Bsc (Hons), Nurse Prescriber(NP)



“

**The Staff, wow, are incredible - they work so hard, always safety first, then cleaning- constantly up/down cleaning the floors, cleaning the cubicles, even sweeping up from reception to each department, and supporting the clients, many have disabilities - in whatever guise - mobility, mentally, post operative... ”**

District Nurse

PGDip - Specialist Practitioner, Bsc (Hons), Nurse Prescriber(NP)







# INDOOR TENNIS PROGRAMME AT TIPTON SPORTS ACADEMY

Since getting all 6 indoor courts up and running, following NHS use as a vaccination centre, we have seen a fantastic rise in the number of people signing up to take part in tennis.

Whether its group coaching, pay and play or one-to-one coaching we have something for all ages and ability levels to get involved in!

WE SEE

35  & 50   
 CHILDREN ADULTS

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

We also introduced a new racquet stringing service, that has been well received and supports tennis, badminton and squash players in the local area.



OUR HIGHLIGHTS

Our 18 and under performance players taking part in the 'Play Your Way to Wimbledon' events, with Casey Unitt and Joshua Coghlan reaching the National doubles final at Wimbledon.

We also formed a new 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.

We now look forward to growing the tennis programme further and re-introducing our successful tournaments/events programme.



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

We deliver Curriculum based PE in one local Sandwell Primary School on various days throughout the week. As well as event bookings here at Tipton Sports Academy (TSA) for various schools and 'School Games' sports such as cricket, tennis, athletics and multi-sport.

 WE ALSO HAD OVER **25** sports days attended at TSA

with a mixture of Commonwealth Games themes with visits from Perry the Bull to cheer them on

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 also 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 here at TSA.

During this delivery we reach around **50 children per week** of a wide age range (Key stage 1 - Key stage 4).



The HAF programme is a government funded initiative in conjunction with the DfE, in which local authorities ask operators to deliver holiday activities and food to eligible benefit related low-income families.



The project running here at TSA contributes to ambition 1 and 2 of Sandwell 2030 Vision. It ran in Easter, Summer and Christmas with 32 children per day signed up for a 4-hour, 4 day a week session. The feedback from the local authority was really positive, along with the feedback from parents of children that attended. Tipton Sports Academy also delivered a 'FREE' holiday camp for children who live in Sandwell during October half-term, which was funded by Tesco Community Grants.

It was a great success with **53 CHILDREN** attending the camp throughout the week and all of them had a fabulous time!

## 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.





# As personal confidence regained after COVID, the successful Couch To 5K & Move a Mile jogging programmes returned to Tipton Sports Academy.

**200** PEOPLE TOOK THAT FIRST STEP TOWARDS A NEW HEALTHY LIFESTYLE

These programmes continue to attract local residents who have not ever attended a leisure centre previously.

Centre Manager Simon Bryan added:

“These programmes never fail to inspire our team, many participants break a number of barriers to just attend the nine-week programme. It’s wonderful that the participants recognise our amazing coaching team who are out on the track delivering the sessions in all weathers.”



The beginners “Ladies That Lift” programme at Portway Lifestyle Centre was introduced to support ONE Card member retention. The six-week programme delivered an introduction to lifting weights and gave confidence to all participants.

ONE CARD MEMBERS FEEDBACK

“I absolutely loved the sessions, I think they were really helpful in making me feel more comfortable in the gym. Having a small group was perfect as it really gave us the time with the instructor to make sure we were using the equipment in the safest and most effective way. Thank you, Liz, you were ace.”

Rebecca

“The course gave me confidence to go into the gym and to use the free weights and a range of exercises I can pull from to make a program when I go. Prior to this I only did classes. I have felt the benefit of adding weight training quite quickly. I feel stronger and more toned and adding this in has pushed me as I had plateaued in my strength and ability.

Liz really sought to understand what each wanted to get out of the program and delivered it. The videos each week were really helpful when trying out what I had learned in the week and for getting my form right. I am going to book a one to one once I have spent more time on weight training to make sure I continue to progress.

Thanks for making the gym more accessible to women.”

Hannah

“I thought the course was well organized, clear and easy to follow and the instructor was very knowledgeable with excellent presentation skills.

The instructor did a great job in covering the basic course material. They were very attentive and encouraged engagement from all students. It’s easy to sum up—Excellent!

I will be taking advantage of my ‘one to one’ sessions as a One Card member, to improve my confidence in the gym and the correct use of equipment. Big thank you from me.”

Angela



# THE WORK IT OUT PROGRAMME CONTINUED THROUGH 2022-23

At the end of March 2023 there were a total of:

## 60 YOUNG PEOPLE WITH A PASS

and from April 2022 to March 2023 a total of:

# 142 VISITS WERE MADE

Sergeant David Rogers, Youth Offender Manager said:

“ The Work it Out programme provided by Sandwell Leisure Trust has been a key tool for Sandwell Police in preventing youth violence.

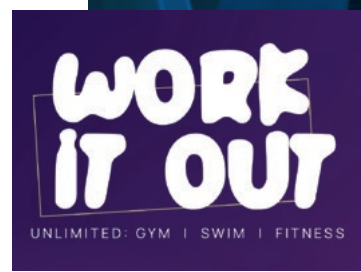
**Police have referred 92 Youths** who are at risk of carrying knives, involved in youth violence, and linked to County Lines. **This has resulted in a reduction in crime and offending**, given the youths a focus, deterred them from hanging around with negative peers and assisted in their mental and physical wellbeing.

The Partnership working within Sandwell has been highlighted across Policing areas within the West Midlands as excellent practice. ”



“ The Work it Out programme provided by Sandwell Leisure Trust has been a key tool for Sandwell Police in preventing youth violence. ”

Sergeant David Rogers  
Youth Offender Manager





# FROM SEPTEMBER 2022 SCHOOL SWIMMING UPTAKE HAS RESUMED AND IS INCREASING

From September 2022 our School Swimming Programme delivers the Swim England School Swimming and Water Safety Charter scheme.



**93** SCHOOLS BOOKED IN FOR THE NEXT ACADEMIC YEAR 2022/23

**11** SCHOOLS HAVE NOT RETURNED BECAUSE OF INCREASE IN COSTS AND COVID STILL BEING AROUND

Total number of School Pupils attending Lessons

**14,610**

Number of people on the SLT Lessons programme

APRIL 2022

5,144

APRIL 2023

5,336

AN INCREASE OF

**4.3%**

The recovery of SLT swimming lessons has been **strong**, but difficult to grow further due to a national shortage of qualified swimming teachers.

## 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 **2022-23** there were

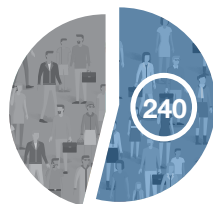
**74,576** FREE SWIMS

delivered to those aged 18 and under or over 60





WE CURRENTLY EMPLOY  
**456** STAFF\*



**52.63%**  
ARE SANDWELL RESIDENTS



**6.3%**

\*as of 31st March 2023



the Trust has invested **£28,500**  
in staff learning and development

This year has seen everyone, from the Board to front line staff, strive to try and ensure that the organisation is as strong, if not stronger than it was prior to the COVID-19 pandemic.

Despite the cost-of-living challenges that all households and businesses continue to face, SLT has continued to invest in its workforce to support the CPD and continuous improvement and growth in the services provided. **Investment in learning and development for the workforce has increased to £28,500.** This has included CPD for staff on general health and safety, pool health and safety as well as multi-skilling staff to enable the Trust to expand its swimming programme across its portfolio.



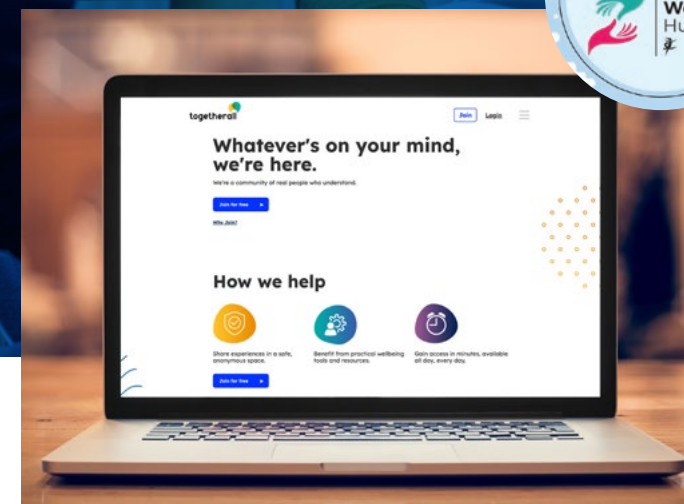
We have continued to work in close partnership with Sandwell MBC on many initiatives to benefit the residents of the borough including a tripartite partnership between the Trust, Sandwell MBC and Swim England to develop a Recruitment Academy for Swimming Teachers, to try and address the workforce shortage to enable more opportunities to the public to learn to swim across the borough.

We are proud to continue to offer all our staff access to a Health and Wellbeing Service provided by Westfield Health.

This 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
- DoctorLine™ - 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.





## INVESTORS IN PEOPLE

“

My Strategic Review for Investors in People, completed in January 2023, demonstrated that Sandwell Leisure Trust continues to uphold the underpinning principles of the ‘We Invest in People’ Standard and remains fully committed to leading, managing and developing its people.

The Trust clearly continues to face high levels of uncertainty as discussions continue with regard to the future structure of the business. However, **the Trust is negotiating the challenges it faces very professionally and very proactively**. For example, detailed monthly updates have been used to ensure all staff are kept well informed about what is happening.

Throughout this period of uncertainty, the Trust has been proactively helping to reassure all staff that whatever the final decisions made about the future operation of leisure services in the Borough, their terms and conditions of employment are fully protected.

In this respect, **the Trust has been exemplary in its approach to ensuring open, honest and transparent communications with all of its staff, managers and stakeholders**. There is no doubt that this has sought to alleviate peoples’ concerns about the change process and satisfy them that their roles are in no way at risk.

Given this business context, the staff within **the Trust continue to do what they have always done; provide excellent service quality and customer experience** as demonstrated by the testimonials which are received by the Trust from its customers. This has been recently complemented by a RoSPA Order of Distinction for Health and Safety, which further demonstrates the levels of commitment and dedication invested by the Trust places in ensuring it provides safe places of work and premises for its staff and customers.

As I have experienced over a number of years now, **the Trust is genuinely committed to investing in its people** and unlike many organisations, never falters on its commitment, even when faced with unprecedented challenges and uncertainty about the future. My congratulations to everyone who makes the Trust the success it is today. ”



“

**As I have experienced over a number of years now, the Trust is genuinely committed to investing in its people and unlike many organisations, never falters on its commitment, even when faced with unprecedented challenges and uncertainty about the future. My congratulations to everyone who makes the Trust the success it is today. ”**

Gordon Stopani

IIP Practitioner



**INVESTORS  
IN PEOPLE**

## MEET THE MEMBER: KIM

Our team were very privileged to meet the wonderful Kim Underwood on a visit to Tipton Leisure Centre. Kim has been a ONE Card member for over eight years, and **we were keen to find out more about her fantastic weight loss and enthusiasm for life.**

### TELL US ABOUT YOUR FITNESS JOURNEY?

I've always been conscious about having a healthy lifestyle after losing my Dad to a heart attack when I was just sixteen.

The prompt for me to get fit was attending the centre and watching my son have his swimming lessons. I really wanted to lead a fitter and healthier lifestyle for him. My weight had reached 24 ½ stone, so it was time for me to take action.

I started by attending gym sessions, and this expanded into classes through the encouragement of Karen, a long-standing member of the team at Tipton Leisure Centre.

Chris and John have been wonderful with their ongoing support, ensuring I keep pushing myself and to stay motivated.



### IS THERE ANY REASON YOU USE TIPTON AND WEDNESBURY LEISURE CENTRE?

My own mental health struggled after a long-term marriage breakdown, but **the SLT team at both centres offered me amazing support and encouragement.** The regular gym sessions with a wide range of classes, delivered by amazing instructors, proved to be life changing for me. **Everyone is so friendly.**

### HOW DOES SLT MEET YOUR NEEDS?

**What more can you want? Great gym equipment, a huge selection of uplifting fitness classes and wonderful staff throughout.** The team also offered support to overcome a nasty calf injury I suffered.

### HOW DID YOU GET ADVICE ABOUT DIET?

Slimming World were excellent in their advice on diet and nutrition. The healthy eating plan combined with my SLT workouts helped me lose half my bodyweight. I now weigh under 12 stone!

### WHAT MOTIVATES YOU TO KEEP GOING?

Don't get me wrong, some days I wake up feeling lousy, but once I swipe into my class or gym session at reception, I'm ready for action. I know the feeling I have when I've finished will be amazing and give me a lift for the rest of the day. The satisfaction of "I've done it!" is something I love.

### CAN YOU OFFER ANY ADVICE FOR ANYONE THINKING OF STARTING A HEALTHIER LIFESTYLE?

It's too easy to do nothing, sign up today and it will make a difference to your mental and physical health.

Don't be embarrassed, it really doesn't matter about your size or strength, SLT can help you achieve your personal goals whatever they may be. I'm so grateful for the new levels I've reached here at Tipton Leisure Centre.

I'm always encouraging friends to come along and join. Make 2023 about you!

### DO YOU FOLLOW SLT ON SOCIAL MEDIA?

Yes, I follow SLT on Facebook and Instagram. I cannot wait to see some photos taken today to support this interview.



## MEET THE MEMBER: LUCY

Our team had a fantastic opportunity to meet Lucy Harper on a recent visit to Haden Hill Leisure Centre. **Lucy shared with us her insightful fitness journey.**

### TELL US ABOUT YOURSELF?

I'm Lucy Harper, I work in a restaurant, and I live in Netherton.

### TELL US ABOUT YOUR FITNESS JOURNEY?

I have been a member for just over a year. I lost quite a bit of weight and felt like I need that class environment to help me. My friend went all the time and I decided to go to my first indoor cycling class with Andrea and I haven't looked back ever since.

However, I then suffered from a knee injury, so I had to stop attending classes. The hospital informed me that I needed keyhole surgery, so I started swimming. Swimming was a great way that I could have a full body workout, but also giving my knee time to heal.

It was disappointing not to be able to go to Sprint in this period however sometimes I just sat and peddled so I could hear the music and feel a part of that class.



### IS THERE ANY REASON YOU USE HADEN HILL LEISURE CENTRE?

It was recommended by my friend. I have built close friendships up with instructors and members so I wouldn't go anywhere else.

Instructors are always supportive with my workouts, and they try to adapt with me if I'm in a 1-2-1.

The biggest thing for me is my mental well-being, there is always someone to talk to whether it is Andrea or Clive, they are always willing to listen. I don't see Heather very often, but every time I need advice she is brilliant and is always willing to help.

### WHAT ARE YOUR FAVOURITE SESSIONS AND WHY?

I love Sprint and I perform well in the session. I have started attending again and I know what I can do without hurting my knee. I used to love Grit but my knee needs a longer period of recovery before I return. That class has an amazing buzz.

### HOW DID YOU GET ADVICE ABOUT DIET?

Diet wise I know myself, but it's hard to keep motivated. I talk to Andrea about diet a lot, she helps with healthy diets, carb intake and things like that.

### WHAT MOTIVATES YOU TO KEEP GOING?

Motivating myself is hard but I keep going because I know when I walk into Haden Hill it's like a family who supports you all the time.

### WHAT DO YOU THINK ABOUT MYZONE, DOES IT MAKE A DIFFERENCE?

Myzone is hard, as I can no longer do what I used to. I think you get fixated on red chasing and it's not always about that... I know now that if it's blue or grey I've worked out. It's all about getting into the mindset, which I now realise myself.

### CAN YOU OFFER ANY ADVICE FOR ANYONE THINKING OF STARTING A HEALTHIER LIFESTYLE?

I think the first issue is stepping through the doors. Being bigger it's hard as you are not a typical gym size, but honestly, I've never been as fit as I am now, being bigger doesn't stop me.

The most important thing is the support from the team and the other members, they are all fantastic.

### DO YOU FOLLOW SLT ON SOCIAL MEDIA?

I do follow SLT on social media, as I like to see updates on new classes including Les Mills. I also enjoy seeing what other SLT centres are doing.



## SLT MAINTAINS SAFE SERVICES IN SANDWELL

Sandwell Leisure Trust (SLT) is proud to have once again been awarded the highest possible accolades in the internationally renowned Royal Society for the Prevention of Accidents (RoSPA) 2023 Health and Safety Awards.



Lynda Bateman, Chair of The Trust's Board, says:

“

**SLT was the first Leisure Trust to achieve the RoSPA Gold Award** – and also the President's Award (10 successive Golds) – then to retain the award over 17 consecutive years and be the first Leisure Trust awarded the Order of Distinction (15 consecutive Gold Awards). In addition to all this, SLT also received the Leisure Safety Gold Award, which recognises excellence in health and safety management among companies that primarily offer services direct to guests and visitors. **This really does demonstrate the consistent high standards achieved by our staff** at the facilities managed by the Trust.

**We sincerely thank and congratulate all our teams** that continue to work extra hard to monitor and maintain such a safe standard of services for all our customers, staff and visitors that work in and enjoy using the sport, leisure, health, fitness and swimming pool facilities throughout Sandwell managed by Sandwell Leisure Trust. ”

**The RoSPA Awards not only focus on commitment to accident and ill-health prevention, but occupational health and safety management systems**, including practices like leadership and workforce involvement.

**It received over 2,000 entries from organisations around the world this year, reaching over seven million employees**, and is also the longest-running industry awards scheme in the UK - recognising the best of the best and organisations that have gone the extra mile, raising the bar for the delivery of safety in the workplace.

“

**The RoSPA Award is the most highly-respected and industry accredited health and safety award globally, so we're extremely proud to maintain and be recognised at the highest level in health and safety practice, leading the way in leisure health and safety recognition.** ”

Lynda Bateman

Chair of The Board

### 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



## FINANCE ANALYSIS 2022/23



## INCOME &amp; EXPENDITURE

	2022/23	2021/22	VAR
	£000s	£000s	£000s
<b>Income from</b>			
Charitable activities	10,062	9,324	739
Trading activities	413	289	124
Investments	55	0	54
Restricted grants	20	0	20
Other Income			0
	<b>10,550</b>	<b>9,613</b>	<b>937</b>
<b>Expenditure on</b>			
Raising funds	132	86	(46)
Charitable activities	12,518	11,570	(948)
Restricted	32	0	(32)
	<b>12,683</b>	<b>11,656</b>	<b>(1,027)</b>

<b>Other Recognised Gains (Losses)</b>	£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 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:

Lynda Bateman (Chair)

Penny Venables (Vice Chair)

Dr Adrian Phillips

Harry Turner JP

Melanie Briggs

Neil King

Pamela Kaur

Paul Piddock

Tracy Pearce

Valerie McFarland (Employee 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 (Closes July 14)

**Portway Lifestyle Centre** Newbury Lane, Oldbury, B69 1HE

**Sandwell Aquatics Centre** Londonderry Lane, Smethwick, B67 7EW (Opens July 24)

**Smethwick Swimming Centre** Thimblemill Road, Smethwick, B67 5QT (Closes July 14)

**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: Tipton Sports Academy, Wednesbury Oak Road, Tipton, West Midlands, DY4 0BS**

**Registered Charity (England & Wales - Registered Number 1102431)**



0300 012 0121



info@slt-leisure.co.uk



www.slt-leisure.co.uk

## PUBLIC BENEFIT

### 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:

- 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;
- increased opportunities to engage in new physical activities that bring people together, leading to greater social cohesion and fulfilment;
- 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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