# UNITING COMMUNITIES THROUGH ACTIVITY 2021 - 2022

### MISSION

To encourage our customers to undertake 30 minutes of activity five times a week, two of which are in our centres



### PAYROLL MASTERS

- Colleague costs for March 2022 to be a minimum of 15% lower than March 2020 budget
  Return to March 2020 payroll
  - to turnover %Full review of present centre resource and

future delivery

### FINANCE

- Recover all income codes by March 2022, to March 2020 budget
- Recover fitness yield back to March 2020
  Centre pricing review for implementation on 1st July 2021

### SPORTS & ACTIVITY

 Full review of sports & activity programme, to ensure appropriate mix of commercial and community outcomes

### DIGITAL

Re-invent our business
through our digital
capabilities, this will allow us to:
• Drive our business through online payment, sales and bookings
• Opportunity to standardise

Enhanced communication with our customers
 Train and development our

colleagues

#### **MARKETING**

- Deliver the quarterly recovery marketing plan
- To include digital, social media and traditional marketing channels

# • Recover swim lesson

- membership numbers back to March 2020
   Increase SL pricing
- by 50p on the 1st July 2021 and 1st January 2022

# CENTRE RECOVERY

Q1 Recover customer numbers
Review 'roadmap' and easing of restrictions

Q2 Continue recovering customer numbers Review yield, pricing and other income codes Focus on recovering all casual income codes

Q3 All activities and income codes continue to recover Start initial delivery of Community Wellbeing Pan

Q4 "The biggest quarter we have ever had!"
Business to recover back to March 2020

**HEALTH** 

& SAFETY

**AND QUALITY** 

EQMS compliance

at 95% plus

Statutory compliance and

PPM schedules 100%

• 100% response to SCV

feedback within 24 hours,

closed & resolved

### FITNESS GURU'S

 Recover fitness membership numbers

back to March 2020
Achieve a 1%
improvement in attrition on 2019/2020

**ENVIRONMENTAL** 

• 5% kWH reduction on gas

and electricity

• Implement site energy

efficiency plan

Implement recycling and

single-use plastics

 Membership yield back to March 2020

#### SALES ANIMALS

 Deliver sales units 30% above those achieved during 2019/2020

**COMMUNITY** 

**PLAN** 

To ensure we deliver

the centre recovery

plan and unite our

communities

through activity

Increase yield by driving 'add-ons' and 'pricing'
50% of sales to be

# of sales to be delivered remotely on line'

**Our Greatest Asset** 

**CLIENT** 

Will continue to

support our contracts

in order we can

recover together

More than ever realise the contribution that you bring to the recovery of our centre

Our Values:
Inclusive, Expert,
Down to Earth,
Progressive

### CUSTOMER

To encourage, support and enable our customers to get back to activity. Attract new customers.

# **CONNECTING COMMUNITIES**

Focusing on sport and physical activity's ability to make better places to live and bring people together.

### RECOVER & RE-INVENT

Recovering from the biggest crisis in a generation and reinventing as a vibrant, elevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

# POSITIVE EXPERIENCES FOR CHILDREN AND YOUNG PEOPLE

Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

COMMUNITY

WELLBEING

**Centre Recovery** 

Local research

Commence initial implementation

**Review Centre Recovery and** 

Review 'roadmap' and easing of restrictions

**Development of 'Targeted Programmes'** 

of 'Targeted Programmes'

easing of restrictions

If appropriate, commence further

implementation of 'Targeted Programmes'

**CENTRE** 

**TARGETED** 

**PROGRAMMES** 

Provide targeted

programmes to

community groups that

are in much more

need of support.

# CONNECTING WITH HEALTH & WELLBEING

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

# ACTIVE ENVIRONMENT

Creating and protecting the places and spaces that make it easier for people to be active.

## SOCIAL VALUE

Recover to our social value during 2019/2020 of £342 million

# COMMUNITY PLEDGE

Promoting healthy and happy communities by working in partnership with our local organisations to create and identify opportunities to move more.

### NEUTRAL Support our l

Support our local authority partners on the journey to a net-zero future

**CARBON** 

#### EXPLORE FURTHER OPPORTUNITIES

- Funding for community projectsNew local activity
- programmesSupport from Active Community Teams

### CENTRE PLAN

To ensure that in 2021/2022 we deliver the centre recovery plan and unite our communities through activity.

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# WHAT WE PLAN TO DELIVER IN OUR COMMUNITIES:

# 1. COMMUNITY EDUCATION & EMPLOYMENT PROGRAMME

Providing education, training, and employment programmes in local communities.

- Kickstart
- Apprenticeship
- Community Online Learning

### 2. CLUB SUPPORT PROGRAMME

Our Community Club support programme will consider:

- Flexible programming
- Flexible pricingClub funding advice and support
- Club digital marketing campaigns
- Club open days
- Talented Athlete Memberships

We will work with Sport England and Active Partnerships on the Club Matters Programme

# 3. EXERCISE REFERRAL PROGRAMME

- Adult Exercise Referral
   Fitness, Swim and Group Fitness
- Children's Exercise Referral
   Family months activity pass
- Working with local GP's and school nursing teams

# 4. INEQUALITIES SUPPORT PROGRAMME

- Targeting the following groups to provide free activities to support them re-engage with communities:
- Looked after children
- Carers
- Young offenders rehabilitating
- Low income families
- Working with local authorities to identify these people

# 5. NATIONAL PARTNER & LOCAL NETWORK PROGRAMME

Work with national and local partners to explore free community slots in our sports hall and meeting space to local network support groups.

Disabled Users - Activity Alliance
Children & Young People - Save the Children
Older People - Age UK
BME - Sporting Equals

Volunteering - NCVO

# 6. COMMUNITY DIGI-ACTIVITY PROGRAMME

Explore the potential to offer free access of our Everyone On Demand platform to target groups and organisations.

Care homes

Disability and Special Care Homes

Rural community places such as schools

**Special Support Schools** 

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