Stockport Sports Trust
ANNUAL REVIEW 2009 - 2010

leisure for a lifetime

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Contents

Page 3  Introduction
Page 4  Personnel
Page 6  Operations
Page 8  Sales & Marketing
Page 10 Health & Fitness
Page 13 Swimming
Page 16 Sports Development
Page 22 Summary
Introduction

The past 12 months has been action packed and has brought numerous success stories, but has also been matched with many challenges.

April 1st saw the arrival of Sports Development and the transition was relatively smooth. This was always going to be a natural progression for both the Trust and Sports Development and has ensured we can provide more of a service to the community, especially reaching out to priority areas.

Once again as a business, we have managed to exceed our financial, membership and operational targets. However due to the economic climate, this year has been much tighter and testing for us all. With the anticipated “double dip” recession, it may be time to re-think our plans once again for the future.

Our financial success leaves us in a healthy position to invest back into our facilities and also to concentrate on our social obligations in the community. We are constantly reaching out to more people throughout the borough.

Plans are underway to open new high quality facilities around the borough which gives additional opportunities for people to access sport and physical activity.

On a sad note, this year saw the passing of our Chairman David Hopkins OBE which has been a great loss to myself and the Trust, as his involvement and input was unsurpassable.

Stockport Sports Trust continues to go from strength to strength and we recognise that there is still room to grow and improve, we welcome the challenge and opportunities for the forthcoming year.

Malcolm McPhail
Chief Executive
Personnel

Training

The investment into training by the Trust continued this year to the value of £55,000. We view the development of staff as a priority and the opportunities available to the workforce are incredible. Our training contributes towards us having an extremely high staff retention rate.

We have continued to offer opportunities for development with Apprenticeships and NVQ’s at all levels. The courses not only enhance the skills of the workforce to undertake their job function more efficiently but also gives scope to progress outside of their job remit into other areas of the business.

Alongside the vocational training, staff have been provided with First Aid, Manual Handling, Child Protection, Conflict Management and computer based courses as standard compulsory training.

“we view the development of staff as a priority and the opportunities available to the workforce are incredible”
Charity

Our chosen charity for 2009/2010 was Sefton Village Orphanage in the Phillipines. We set ourselves an ambitious target of £10,000 which would enable the village to build a new sportshall for the children.

Numerous events took place throughout the year such as aerobathons, sponsored events, the Three Peaks Challenge and one member of staff even shaved her head to raise funds.

Many customers and members of staff supported the events each month. At the end of the target period, we were pleased to present a cheque to the Orphanage for £16,500, obviously smashing the initial target.

To say they were grateful was an understatement. The work that goes on in the Village is incredible and we have decided to support this charity again in the forthcoming year.

“we were pleased to present a cheque to the Orphanage for £16,500, obviously smashing the initial target”
Operations

Quest is the Sport England quality kite mark whereby sports facilities are graded and assessed on a number of set criteria eg; product, cleanliness, service, policies etc.

In 2009 all Target Fitness+ centres & Target Fitness Marple went through a full Quest assessment with great results, seeing all centres improving on scores from the previous year.

Romiley 69%, increase of 5%, June 09

Cheadle 73%, increase of 9%, June 09

Hazel Grove, 85%, increase of 8%, December 09
This score means that Target Fitness+ Hazel Grove now sits proudly within the top 2% of leisure facilities in the Country.

Marple 72%, increase of 11%, November 09

In 2009 all Target Fitness+ centres & Target Fitness Marple went through full Quest assessment with great results, seeing all centres improving on scores from the previous year.
Refurbishments

New Studio’s
Due to the overwhelming response to our group exercise programmes in 2008, this year has seen an large investment into the development of a brand new studio at Target Fitness+ Romiley, with an further new studio and expansion planned at Target Fitness+ Hazel Grove due to open in the next financial year. The studio at Target Fitness+ Romiley has been completed with a state of the art music and lighting system and has the capacity to hold up to 40 participants in each class. Since it’s launch, class capacity has remained at a fantastic 100% in all peak time classes. The general response from both members and instructors alike is that the new studio is quite simply ‘the best I have ever worked out in or taught in’. It is hoped that the new studio at Target Fitness+ Hazel Grove shall open in time for the new timetable in June 2010.

In addition to Hazel Grove’s studio refurbishment, the old studio space completing June 2010, will comprise of a new free weights and Personal Training performance area as well as being home to a dedicated spinning studio.

New disabled gym
With a bid from SPA (Sport & Physical Activities Alliance) and investment from the Trust, Target Life Lapwing have seen a £80,000 refurbishment in Arnies disabled gym. The refurbishment involved creating a bigger gym space, with brand new Life Fitness resistance equipment, changing facilities & toilet. As a result Lapwing has seen a big increase in disabled users and some amazing fitness achievements from its members. Two great examples are Dave Gibson winning Gold & Tim Elwood winning Bronze at the British Championships in Cardiff in Bench Pressing.

Other centres that have seen improvements:
New fitness reception area at Target Fitness+ Romiley, new lockers at Target Fitness Marple and new changing room and flooring at Target Life Hazel Grove.
Sales & Marketing

Membership sales continue to form a key element in the growth and development of the business. 2009/2010 has seen continued growth building on the success of the previous 18 months. We have anticipated market trend extremely well and continued to grow our membership base at an exceptional rate. This shows that we are continuing to offer a high quality product and service to our members along with the best value for money health and fitness facilities in the borough.

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Retention

Member retention is always a very high priority within our centres and as a result we have seen some of the best results in the industry. With the launch of our member loyalty scheme in July and upgraded facilities at Target Fitness+ Romiley we have seen some good results with our retention rate being above the industry average for most of the year.

With 60% more members at the start of 2009/10, compared to the previous year, a rapidly growing membership base and the current economic climate, retention was always going to be much tougher this year. Increased demands on existing facilities mean that it is a much bigger challenge to ensure the needs of each and every customer are met.

We are continuing to offer a high quality product and service to our members along with the best value for money health and fitness facilities in the borough.
Health & Fitness

The last 12 months has been a period of continued improvements for Health and Fitness at Stockport Sports Trust. We already had an established number of fitness products that we spent time working on, improving and evolving to better suit our member needs.

Our fitness course product range was expanded, and we trained more instructors on their delivery. We have introduced new courses such as CardioFit – a cardiovascular fitness improvement course and ‘Awesome Abs’ – a fitness course designed to train abdominals. A summer boot camp has been launched, and all have met with immediate success.

Heroes, our regional first Children’s gym opened in 2009 providing an excellent service to the children of Stockport. Staffed by fully-qualified instructors, the centre provides daily sessions for children to enjoy exercising on actual resistance & cardiovascular gym equipment, interactive bikes, dance mats, an interactive target wall, boxing equipment and much more.

Feedback from parents wanting to get their kids active has been that its given them peace of mind, knowing that they can take their children to a children orientated gym facility, which offers their children the chance to work out in so many fun and exciting ways, whilst in a supervised and safe environment. Heroes has provided an invaluable service to Stockport in 2009/10.
Our Personal Training product has been altered over the last 12 months. We have increased the price at our Target Fitness+ Hazel Grove and Target Fitness+ Romiley sites – our first price increase in 3 years. This is to reflect the increase in skills of our Personal Trainers and the improvement of the equipment used by our trainers. We have also introduced a Personal Training ladder, which gives our Personal Trainers a monthly update as to their performance in relation to the others – every quarter the overall leader is awarded with a prize, such as tickets to a Manchester City football match, shopping vouchers or a bike!

To provide more of our members with an opportunity to enjoy Personal Training, we are set to launch ‘Buddy Training’ – small group training that is slightly cheaper than Personal Training but allows members the expertise and motivation of having a Personal Trainer. This will launch in summer 2010, just in time for the holiday season!

“we already had an established number of fitness products that we spent time working on improving and evolving to better suit our member needs”
Winter 2009 saw the introduction of a new family gym session “fit 4 families” at Target Fitness+ Hazel Grove, running from 5pm on Saturdays and providing members with an opportunity to bring their children to a supervised gym session, allowing them to train in a safe environment. The children are supervised with gym-based games whilst the adults can go ahead and exercise as they like! Due to the success of the Family Gym initiative at Target Fitness+ Hazel Grove, it has been expanded to our Target Fitness+ sites at Romiley and Cheadle.

On a wider scale, our new studio at Target Fitness+ Romiley has opened to great success, meaning more of our members can enjoy our group exercise classes. We have worked towards improving our timetables by introducing a traffic light system, meaning we can monitor the success of our classes, removing those that under-perform and increasing the number of more popular classes.

To go along with our new studio and an increase in group exercise success, we have provided our own staff with opportunities to train as group exercise instructors. Alongside an investment of £28,000 on 40 brand new, state-of-the-art Keiser M3 spin bikes we trained 30 staff to teach spinning. We also trained 14 staff to teach Body Combat and have another 10 staff due to complete the Body Pump course in June 2010. Add to this numerous opportunities for staff to enrol on a whole host of industry qualifications, and we are keeping our promise of investing heavily in staff development!

The overall success of our fitness product has led to studio expansions, and both Target Fitness+ Hazel Grove and Target Fitness+ Cheadle are due to have their gym floor space expanded, following on from the development of Target Fitness+ Romiley last year. The expansions will further improve member services and enhance the member experience – valuable points that are at the core of our vision and mission statement.
Swimming

Annual Highlights April 2009 – March 2010

Lesson programme

Throughout 2009-2010 the total number of children taking part in swimming lessons rose by 16%. Target Fitness+ Cheadle deserves a particular mention as the number of children accessing swimming lessons has increased by 30% over the year. We now have over 4,300 swimmers taking part in the teaching and coaching programme.

In addition, we have 90 Primary Schools taking part in our Schools Swimming Programme which involves over 4,500 children per week from Year 3 to Year 6. This year we have taught 2,445 Year 6 children and 2,164 of those children passed the Key Stage 2 target, an average of 88.5% pass rate for National Curriculum. This compares to a National average of 64%. 2,285 out of a total of 2,434 (93%) of year 5’s are already 10m+ swimmers and are on line to achieve the National Curriculum pass rate early.

In April 2010 we will host Aquasplash festivals for Stockport Primary Schools to celebrate the skills children have achieved during their swimming lessons and to offer development pathways to aquatic activities available within our programme (Synchronised Swimming, Rookie Lifesaving, Competitive Swimming and Multi Aquatic Activities including all other activities plus Water Polo and Snorkeling). Our Olympic Silver medallist, Keri-anne Payne will come along to give her support to the children.
We held a “Gifted and Talented” day at Grand Central Pools for disabled children in December leading to a number of children being identified to go through to a County assessment day in Manchester. We have a comprehensive supported lesson programme in place for disabled children and offer progressive pathways to competitive swimming or recreation.

Our synchronised swimming programme has gone from strength to strength this year with a junior and under 12 team that will be competitive nationally. We provide youngsters with the appropriate skills for their future long term development and provide a pathway to Trafford Synchronised Swimming Club who achieved gold at Scottish Nationals and silver at British Nationals at the end of 2009.

**Coaching Programme achievements**

- The programmes first ever World Champion: Keri-anne Payne in the 10km Open Water, Rome, 2009. Keri-anne was voted ‘World Open Water Swimmer of the Year’ this year by ‘Swimming World Magazine’.

- 4 qualifiers for the Commonwealth Games in Delhi, October 2010: Michael Rock, Keri-anne Payne, David Carry and James Goddard.

- 3 qualifiers for the European Championships in Budapest, August 2010: Michael Rock, James Goddard and David Carry.

- 2 qualifiers for the World Open Water Championships in Canada, August 2010: Keri-anne Payne and Cassandra Patten.
• 2 qualifiers for the European Junior Championships in Helsinki, July 2010: Liam Selby & Sophie Pyatt. Stockport Metro have placed 9 swimmers on the Great Britain Junior Team in the last 3 years.

• Girls Team Champions at the National Age Group Championships, Sheffield, July 2009.

• 4 Gold, 1 Silver, 1 Bronze won at the 2010 British Senior Championships.

• Currently 32 qualifiers for the 2010 National Age Group and National Youth Championships.

• Female Winner of the Great London Swim 2009: Katy Whitfield.

• Richard Blackshaw (Head Coach Stockport Metro) awarded Best Emerging Coach by the British Swimming Coaches Association.

• Sean Kelly (Head Coach – Stockport ITC) will receive award of excellence for World Championship Gold.

• British Swimming Centre of Excellence (Stockport ITC – Intensive Training Centre)

• After the 2nd Annual Review Stockport Sports Trust was commended for its effective working partnership with British Swimming. The partnership reflects a synergy that continues to be used as an example of good practice.
Sports Development

The Council’s Sports Development team was transferred to the Sports Trust on 1 April 2009, to assist with the “One Vision for Sport and Physical Activity” in Stockport.

Understandably, the year has been one of transition. The team has been rebranded under the Target Sports banner. The Trust now offers facilities and services across four brands: Target Fitness+, Target Fitness, Target Life and Target Sports.

During the year, Target Sports has got to grips with different ways of working. The team has undergone significant change and growth, ensuring that it is ready to deliver the Trust’s outcomes articulated through its new 2010 – 2015 Community Partnership Plan. During this period of significant change, the Target Sports Team has continued to deliver services to the community of Stockport, in addition to creating new and maturing existing partnerships, most notably with Sport Stockport. Notable examples of service delivery over the last 12 months include:

**Holiday Activity – Lapwing**
- Summer 09 – 330 Young People
- Oct 09 – 56 Young People
- Dec 09 – 24 Young People
- Feb 10 – 49 Young People
- Easter 10 – 124 Young People
Parks, Summer 2009: 20 Parks, over 6 weeks, 522 Young people

Community Sessions, Summer 2009: 6 venues – 186 Young people

Volunteering
- 21 volunteers on the programme
- 8 ex-offenders
- 3 gaining National Governing Body qualifications
- 191 – Voluntary hours in total

Football Development
- 4 New Charter Standard Clubs & 2 Charter Standard Development Clubs taking the total to 30 in the Borough
- One of only 10 projects Nationally to receive Football Foundation Funding
- All clubs with a junior section now have a Club Welfare Officer
- New Football Club Database

A2A (All Together Active) - Programme for overweight Children aged 7-11
- 32 Participants on the A2A programme
- Participants on the programme show a statistically significant reduction in Body Mass Index
- Currently running to capacity
- Waiting list for next intake in September 2010
Champions Challenge

A Greater Manchester wide competition for young people in school years 7 to 11, where boroughs compete against each other to be crowned the annual champion, across a number of sports.

- 89 Young people attended the First Champions Challenge April 2009
- A number of Stockport successes across various sporting disciplines
- Stockport placed 5th overall

Club/Coach Development

Delivered

- 3 Safeguarding Courses for Clubs and members
- 2 Equity in Your Coaching Courses
- 2 First Aid Courses
- 2 Club for All workshops
- 46 Clubs in the borough hold Clubmark accreditation and an additional 31 clubs are actively working towards accreditation
Sport Unlimited Review (April 09 – March 10)

Targeting youngsters who may have some interest in sport, but aren’t particularly engaged with community or club sport. Sport Unlimited aims to provide sports that young people wish to participate in, but not necessarily the more traditional sports. Sessions are for 10-weeks, and are designed to inspire youngster to sign up for longer-term participation in local clubs and in the community.

- £42,885 funding from Sport England to deliver the project
- 2,100 young people attended sessions
- 1,572 young people came to 6 or more sessions
- 26 different sports catered for
- 30 clubs involved in project, providing exit routes for participants
- 33 venues used including schools, leisure centres, community centres and youth clubs
- Incentives for continued participation such as reduced club membership and loan of equipment
- Highly commended by County Sports Partnership for high retention and strong exit routes

Community Coach Review (April 09 – March 10)

- 1 term of multi skills sessions delivered to all primary schools in the Borough – Average 14 children per session
- 4,696 hours of actual coaching split between multi skills, athletics, community delivery, holiday activities & play sessions
- 1,436 sessions delivered
- 15,360 children attended sessions
Home Activity Guide (2009-10)
Exercise workshop & guide for individuals with mobility problems
- Number of master classes held 11, 1 cancelled due to broken wrist
- Total number of people attending classes *134, breakdown
  119 over 55, 114 female, 9 BME
- Number of copies distributed - 186
  This figures includes copies distributed to libraries, Keep it Off for Good,
  Weight Management and Cardiac Rehab

*Where classes have been held in some Sheltered accommodation copies have
  been left at the centre to be loaned out by the Care Scheme Manager.

Key Outcomes PARiS (2009 – 2010)
From 1st April 2009, the PARiS scheme (Physical Activity Referral in Stockport)
expanded borough wide to give every GP Practice in Stockport, the potential to
refer suitable patients to this service.

Since the expansion, PARiS has doubled the number of participants who have
accessed the scheme. The expansion has also seen an uptake from areas which
are within the 40% most deprived areas of the borough but have not previously
been accessed such as Woodley and Bredbury.
PARiS (continued)

Number of patients 989

Most popular reasons for referral
1. Obesity
2. Joint Pain
3. Anxiety / Depression

- 65.8% of participants are more active at 3 months after entering the scheme.
- Most common reason for drop out is recurring ill health.
- An average of 25% of all participants are achieving the recommended 3 x 30 minutes of physical activity per week.
- 484 users were aged 55+
- Main barrier to physical activity is lack of motivation

Community Exercise program
- 3,086 participants to the community exercise classes
Summary

Another year has flown by with all that is happening at Stockport Sports Trust. What is even more exciting is the prospect of the forthcoming year, with new centre openings, current centre developments and the launch of our new Community Partnership Plan. The new plan centres around 10 key outcomes for 2010-2015 and shall ensure all partners in Stockport contribute to the sport and physical activity infrastructure and its delivery in Stockport.

There have certainly been some testing times over the last 12 months which will most definitely be matched with the challenges that we will face next year and beyond. Each year brings new challenges and opportunities and as we grow we embrace everything that we come across with enthusiasm, determination, as well as a passion for success. Stockport Sports Trust is certainly an exciting place to be. Watch this space!

“What is even more exciting is the prospect of the forthcoming year, with new centre openings, current centre developments and the launch of our new Community Partnership Plan”.
“Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it.”

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