We are lifeleisure. We live for fitness. We live for sport. We live for improving the lives of the people around us.
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INTRODUCTION

The last 12 months have been an exciting period of change for Stockport Sports Trust with the company embarking on a complete rebrand. After a period of consultation with members and staff we decided that we as a company needed to provide you, our customers with a more consistent and recognisable brand. Whilst the Target brands served us well as an organisation there was some confusion amongst our audiences, and as we strive to provide a similar experience in all that we do, it was decided to rebrand under one strong distinguished brand, hence lifeLEISURE was borne.

So it was out with the old and in with lifeLEISURE, with fitness, sport and life remaining key themes as they have always been for us as an organisation. A new vision and mission were important to portray what we, as lifeLEISURE, are passionate about:

**our VISION:**
We are lifeLEISURE. We live for fitness. We live for sport. We live for improving the lives of the people around us.

**our MISSION:**
To provide high quality, excellent value, accessible fitness clubs and sports centres with one aim in mind - **TO IMPROVE QUALITY OF LIFE FOR OUR CUSTOMERS.**

To champion and provide opportunities for disadvantaged individuals and communities with one aim in mind - **TO IMPROVE THEIR QUALITY OF LIFE.**

To coincide with the rebrand an exciting new website was launched providing a much more interactive experience for our customers and giving members 24/7 access to their memberships and class bookings.

Having won the contract for Stockport Sports Village, 2011 was proving to be a really exciting year as the plans for the major £9m development started to take shape.

lifeLEISURE were also appointed the new managing agent for Grand Central Pools in the centre of Stockport. Taking over the reins on the 1st October was a challenging but exciting time, with the centre in need...
of some major cosmetic work. An initial rebrand was to be followed by an extensive refurbishment taking place in phases commencing before the end of the 2011/12 financial period. The takeover ensured that employees from the previous managing contractor were also ensured of a role within lifeLEISURE, guaranteeing their jobs should they choose to take up the option.

Stockport Metro and the Intensive Training Centre athletes entered their final cycle of training for the 2012 Olympics and excitement was starting to build with the Olympic torch scheduled to travel right through the centre of Stockport.

The Sport Development team continued to develop some fantastic programmes with further expansion of the PARiS scheme, a strong focus on expanding the All Together Active scheme for overweight children and their families as well as developing many new doorstep initiatives in priority areas across Stockport.

Malcolm McPhail Managing Director

IMPROVE QUALITY OF LIFE FOR OUR CUSTOMERS.
lifeLEISURE team members are still viewed as our strongest asset, with the team going from strength to strength during 2011/12. Our workforce this year has positively grown 19.6% with a further 21% casual team members across the group!

With the addition of Grand Central Pools, further investment and development in our existing and new team members has taken place, with a considerable amount of resource spent redeveloping the Grand Central team, with a positive healthy retention rate to date.

Feedback from our Staff Satisfaction surveys has encouraged us to redevelop the appraisal process with positive outcomes to date. With new team members currently joining the business to ensure a successful opening of Stockport Sports Village we look forward to putting our learning’s into practice and ensuring a smooth, supportive and successful beginning on their lifeLEISURE team member journey.

Continued Apprentice opportunities were made available within many areas of the business, with a successful 8 full-timers taken on so far this year! Active developing relationships with Stockport College, introducing Gym Instructor Level 2, Personal Training Level 3 and Leisure Management Level 3 were made available for all.

Standard compulsory training is continuing with courses available to all new / existing staff on a quarterly basis. Introduction of the NPLQ 8th Edition is going well with the plan for all Lifeguards to be receiving their monthly training by the end of the calendar year.
lifeLEISURE launched the David Hopkins Foundation at the 2011 Annual Awards Evening. The Foundation has a mixed team of Board Members and staff from all areas of the business.

The David Hopkins Foundation accepts applications from any individual, group or organisation in Stockport up to a value of £500 for funding that will benefit their sport or club and help to make a difference to the provision of sport and physical activity, enabling more children and adults from any background to become more active and participate in their chosen activity.

Targets have been set for all Centres with great success in 2011 raising over £22,000 with further funds donated to Sefton Village in the Philippines. lifeLEISURE sponsored 3 team members to travel to Sefton Village not only to see what great use and work they have done with our donations so far but also to leave them with Sports & Fitness skills that will last them for many generations to come!

A fantastic start was made to 2012 with all centres on track to achieve their targets. Advertising & marketing is steadily growing to inform all clubs and organisations within Stockport of the fantastic opportunity available to apply for funds. So far we have given a total of £1500 to three clubs with a further £2000 agreed to four and we are still only a quarter of the way through the year!
Embracing the continued operation at lifeLEISURE AVONDALE after it was threatened with closure, lifeLEISURE embarked on a programme of improving the facilities. We extended the gym (and installed new equipment) and created a new fully air conditioned studio from the old gym on the ground floor. The licensed bar area became another new fully air conditioned studio on the 1st floor. Two unused rooms on the 1st floor became treatment rooms, and remedial improvements were made to the changing rooms, flooring throughout and the reception area.

To encourage additional sports to football, the synthetic turf on pitch 4 at lifeLEISURE HOULDSWORTH VILLAGE was replaced with a more conventional sports hall type vinyl floor to attract badminton and basketball. This also required significant alterations to the lighting and heating systems.

Adding another Stockport facility to the lifeLEISURE brand, with their contractual period ending, private operators Serco vacated Grand Central Pools, and at the invitation of the Council, lifeLEISURE commenced operation on October 1st 2011. This 20 year old facility is part of the larger plans for the regeneration of Grand Central Square, and full plans have yet to be decided. lifeLEISURE commenced a refurbishment programme of the fitness facilities by developing a new aerobics studio (replacing an old catering area) and extending the gym.

As it was part of a larger development scheme, there was a successful transition of all bookings from lifeLEISURE DIALSTONE to a temporary sports facility in the Curzon building of Offerton School.

With an eye on the increasing costs of gas and electricity, lifeLEISURE invested in new swimming pool covers to ensure that heating costs and the building environment were addressed.
Sales and memberships continued to grow and develop for lifeLEISURE during the year April 2011 - March 2012 with the introduction of new membership categories under the Select options at Houldsworth Village and also having taken over the management of Grand Central introducing the Select membership packages at this site.

We have continued to strive for excellent service and quality of membership products and we have sold 11,451 new memberships across the financial year, increasing our net gain by 5,599 members across the board showing that we are offering excellent quality products and services to our members and offering the best value health and fitness facilities in Stockport.

Member retention is continuing to be at a consistent level with the industry average and we have implemented a number of different strategies to manage and focus on retention to ensure that our customers received the products and services that they have bought into. This can be seen through the improvements and expansions within our centres and the management of processes and procedures in the centres.

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ALL TOGETHER ACTIVE

Over the past 12 months there has been a strong focus on strengthening existing partnerships as well as developing new ones. Work with Health Trainers across the borough has improved with a clear pathway for referrals into the programme. All Together Active (A2A) trainers regularly attend health trainer team meetings to ensure effective communication.

Referrals from Stepping Hill continue to steadily stream in via the Healthy Lifestyles Co-ordinator. With the formation of the Act Family team, links have been made to ensure, where appropriate, referrals can be made. Work has continued to develop the profile of the programme with GP’s, not only using surgeries as an effective place to promote the scheme, but also to improve the profile of the programme with the General Practitioners themselves, providing them with a new effective pathway for referral of appropriate patients.

Additional resource was allocated to marketing the programme this year to improve awareness of the scheme; promoting the programme to a much wider audience. Improved relationships with the School Nurse team resulted in 8,000 flyers being distributed through the School Weights & Measures Programme for Reception and Year 6 pupils.

Results for participants enrolling on the programme continue to be extremely positive. The programme now has a proven track record of reducing BMI and improving fitness levels of participants.

SPORTS DEVELOPMENT IN THE COMMUNITY

This year the Sport Development team’s community delivery has increased and been focused on providing activity based on local demand. The team has been able to support various partners with specific interventions in priority areas of Stockport. Working closely with the neighbourhood policing team structures, Sport Development have been able to target their resource to impact upon joint agendas. Working with the Council’s Services for Young People aided the development of sports sessions based directly within Stockport’s priority communities. Utilising community centres previously staffed by the youth service, the team has been able to use facilities familiar and easily accessible to the young people from these priority areas.

Sport Development have delivered a number of targeted interventions, with the help of funding from Neighbourhood Management; two cheerleading initiatives and two football initiatives were developed in Offerton, Adswood and Bridgehall as well as Brinnington. Following the initial funding these sessions have now progressed into sustainable community clubs, involving the whole community in the delivery and development of the sessions. The results from this project encapsulate the delivery ethos of the sports
Sportivate was introduced by Sport England in July 2011 as an adaptation of the Sport Unlimited project. The main difference in the two initiatives saw the age range broadened to include up to 25 year olds, with a focus on reducing the regular drop off from sporting activity between the ages of 16 and 25. The Sportivate project is a key part of Sport England’s London Olympics legacy programme - People, Places, Play. lifeLEISURE Sport Development has continued its successful delivery of Sport Unlimited to the Sportivate programme by consistently hitting targets and in most cases surpassing them. In Year 1 between July 2011 and March 2012, 525 people attended sessions and 367 were retained in the project and continued participation in their chosen sport. Participants needed to attend 5 out of 6 sessions to be retained.

development team, with our overall aim being to create opportunities that are sustainable in the longer term. The team continues to deliver its wide ranging parks delivery as well as community based holiday provision. In all the team has delivered over 12,000 participation opportunities, with the majority of participants being male (7,636) and 4,400 female attendances. Over the next 12 months the team will be working to address the disparity in male and female attendance and attempt to narrow this gap.
A major part of the Sport Development teams work is engaging with the voluntary sector through the Boroughs umbrella organisation, Sport Stockport, local development groups and sports clubs. Sport Stockport is a one stop shop for voluntary sector sport and affiliated clubs can access support on club and coach development, funding guidance and volunteer opportunities. Through such support, 73 local clubs currently hold the Clubmark accreditation of good practice with 21 further clubs working towards. Many affiliated clubs applied for the club development fund grant of £400, with twenty clubs accessing this grant in 2011/12.

Volunteers are the lifeblood of any sports club and Sport Development recognises the importance of developing such individuals to ensure a strong club structure locally. Get Coaching Stockport has supported 116 coaches with 50% funding towards level 1 or 2 coaching qualification. In addition to this, 166 coaches also accessed a subsidised Continual Professional Development workshop such as First Aid, Safeguarding & Protecting Children, and Coaching Disabled Performers. In total, over £16,000 has been distributed to local clubs & coaches to support voluntary sector sport.

At the Greater Manchester Sports Awards held in November 2011, James Goddard from Stockport Metro and the Stockport ITC won the Sports Achiever of the Year award in recognition of his performances at the Commonwealth Games in 2010. Richard Blackshaw, Head Coach at the Stockport Metro Swimming Club also won Coach of the Year.
flexibility. 80% of participants felt that the Home Activity Guide had improved their knowledge of the importance of keeping active. 

The PARiS team has further strengthened their knowledge by qualifying in Level 4 Lower Back Exercise Rehabilitation and Cancer Rehabilitation. This awareness will ensure that the service maintains high quality and specialist advice to those that access the service.

The most recent addition to the service is the innovation of the Health Hub, based at lifeLEISURE AVONDALE. This provides a specialist centre for the many health related programs delivered through lifeLEISURE and partners with NHS Stockport. Through extensive refurbishment, the Health Hub provides a dedicated obesity facility for Stockport and is home to the Weight Loss Guru

**PARiS provides specialist advice for those who want to become more physically active to better manage their health.**

Program, developed by celebrity behaviour change expert Pete Cohen.

The Health Hub aims to become the home for many of the health related projects that are run by Stockport. It will support sedentary clients within Stockport in becoming more active to manage and prevent, the range of chronic medical conditions that inactivity can cause.
SWIMMING

TEACHING PROGRAMME

ACHIEVEMENTS

► 5,125 children, from beginners to improvers, took part in weekly swimming lessons across our 6 lifeLEISURE swimming pools.

► An additional 1,010 children took part in our baby splash or pre school lessons every week which are now available at all 6 lifeLEISURE swimming pools.

► 94 Primary schools and 6 private schools took part in lessons every week, amounting to 3,500 children per week.

► Stockport schools had the highest National Curriculum pass rate in the North West for 2011-2012 with 88%. Children struggling to achieve their National Curriculum pass (to swim a minimum of 25m confidently) were offered scholarships, funded in partnership with Stockport Council’s ‘Services for People’, which enabled them to access free additional swimming lessons after school.

► Children in school lessons took part in fun ‘Aquasplash’ festivals enabling them to experience and compete in aquatic activities including: synchronised swimming, diving, water polo and water safety that they learnt in their swimming lessons.

► Junior swimming lessons have been available throughout every ‘school holiday’ for beginners, improvers and advanced swimmers. An average of 180 children per week have taken part. ‘Club Active’ holiday camps for children aged 6 - 12 years have been popular where children can enjoy a full day of varied activities both in the pool and on dry land. All the activities help to build and improve essential skills such as team work, communication and confidence along with skills such as balance, coordination and many more.

► Our supported lesson scheme offers extra support where necessary to enable all children to take part in a swimming lesson. This may be taking part in a lesson with a smaller group or on a 1:1 basis. These lessons are now running at five of our facilities with weekend classes and after school classes taking place.

► 220 adults took part in adult lessons every week, including 100 attending swim fit sessions to work on fitness, stamina and technique.

► In a bid to inspire the most fearful adults to learn to swim, one year before the Olympic and Paralympic Games, 10 adult non-swimmers were recruited to take on the ‘Swim to the Games’ challenge; to learn to swim and then collectively swim the distance of 203 miles between Stockport and the Olympic Aquatics Centre before the start of the Games.

After a visit from Paul Deighton, Chief Executive of the London Organising Committee of the Olympic and Paralympic Games the adults completed their challenge at the Olympic Aquatics Centre in London.

Swim to the Games has made a real impact on all team members and their families. Debbie Rogers, said: “If you had asked me a year ago if I would have wanted to swim in the Olympic Pool I would have said no thanks, but today now I can swim I am so excited. I can also take my children on holiday and enjoy swimming with them rather than sitting watching them having fun”.

Eamonn Dunlea added “Swim to the Games has totally changed my attitude to sport and fitness and I am very grateful to all those involved for all their hard work and for making the experience possible”.

Ann Currie commented “I am so pleased to be able to swim, after all these years, and I count myself very lucky to have won a place on the ‘Swim to the Games’ scheme”.


SYNCHRONISED SWIMMING

As well as medalling in County and Regional competitions Stockport Metro Synchronised Swimmers attended British National Age Groups for the first year and came away with a Bronze Medal in the 13/14yrs Recreational Team and a credible sixth place for the 12 and under team.

THE END OF SEASON PERFORMANCES OF 2011 WERE THE BEST IN STOCKPORT METRO’S HISTORY FROM ‘GRASS ROOTS’ TO ‘WORLD CLASS SWIMMING’

COMPETITIVE SWIMMING

- Cheshire Champions
- Regional Age Champions
- National Age Group Champions
- National Club Team Champions
- British Championships in Manchester were a huge success
  - 1 Swimmer selected for World Student Games
  - 1 Swimmer selected for World Youth Championships
  - 1 swimmer selected for European Junior Championships
  - 4 swimmers selected for World Championships
- Keri-anne Payne became World Champion in the 10km and was the 1st British athlete selected for London 2012 Olympics
- James Goddard - 4th World Championships 200 IM
- European Junior Gold for Tom Moss in 4 x 200 Freestyle Relay
- Sean Kelly was voted ‘British Swimming Coach of the Year’
- Olympic/Paralympic Team Selection: 7 swimmers were selected for London 2012; Michael Rock, Keri-anne Payne, Sophie Allen, Daniel Sliwinski, David Carney, James Goddard and Daniel Pepper (Paralympics).
- LifeLEISURE was once again highly commended by British Swimming for its partnership in providing a World Class Daily Training environment for competitive swimming at Grand Central Pools.

STOCKPORT METRO
WHERE CHAMPIONS GROW
What a year for lifeLEISURE! (the trading name of Stockport Sports Trust). Whilst the UK economy has continued to struggle, lifeLEISURE as a company has sought to grow and develop as a first class fitness provider.

The appointment as Managing agent for Grand Central further consolidated lifeLEISURE’s ambition to become Stockport’s leading leisure provider and will provide the organisation with a greater opportunity to reach more residents across Stockport as well as expand many programmes from fitness to swimming and sport development.

The team at lifeLEISURE continues to develop and go from strength to strength, partnering with more local organisations and community groups to deliver more sports opportunities for the harder to reach communities across the borough. In addition the team continue to support Cancer Research UK in the delivery of the annual Race for Life as well as raising thousands of pounds for the lifeLEISURE annual charity.

The coming year will see many new challenges with the economy at an all time low, unemployment rising and competition in the fitness market at an all time high in the area. However, at lifeLEISURE we view challenges as our biggest opportunities and look forward to finalising the plans for our new £9million centre at Stockport Sports Village as well as developing our services to be the very best.