

ANNUAL REPORT 2017-2018 Holmes Chapel Community Centre



providing 'Leisure for Life'

Registered Charity Number: 1156084

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Foreword by Holmes Chapel PC

The year April 2017 to March 2018 was another good year of consolidation, growth and achievement for the Community Centre.

The centre now has over 1,400 fitness members with the majority coming from either within or the adjoining areas to Holmes Chapel. Continually, the satisfaction levels have shown an increase in this side of the facilities, so much praise must go to the Everybody staff who provide services to these members. We have also seen a pleasing increase in the use of other room facilities as well as the Taste for Life Café and Bar.

The Skatepark is now well established and used extensively. The Holmes Chapel Rugby Club first team had a good winter season in their new position in a higher league finishing fourth, our congratulations goes to all the players and backroom staff.



There have been many discussions on how we can improve the pitch facilities and see how we can achieve greater use of this area of the centre. This includes talking with Holmes Chapel Hurricanes who are now fielding many teams and looking for more pitch space. We hope that we can find a way to accommodate some of these needs soon.

The Parish Council and Everybody continued to meet regularly and look at ways of improving the centre and its facilities. There have of course also been several areas on ongoing maintenance such as tidying up of the boundary fencing, trees and shrubs which continues year-round.

With the impending completion of the adjacent house building within the next 12 months and the closure of the temporary gates into that area, the Council and Everybody investigated how to make better use of the land at the entrance for car parking as well as opening up the visual appearance of the site. It is hoped that plans can be agreed to be achieve this during the next 12 months.

Chief Executive's Report

Welcome to our second Annual Performance Report for 2017-18, reflecting back on all our achievements and successes over another record-breaking year for Everybody at Holmes Chapel Community Centre.

Our purpose is to provide 'Leisure for Life' – helping local people to participate in sport & recreation so they can enjoy a long and healthy life. For that reason I am delighted that we have seen a remarkable increase in the number and frequency of residents using the Holmes Chapel centre.

During 2017-18 overall participation has grown by over 44,000 extra visits representing an increase of almost 67% since last year. Our customers are certainly getting more active, more often which is great to see.

Crucially, this rise is across all age groups and all abilities. 2017-18 has seen a dramatic increase in the number of community groups, families and organisations using the centre for their events, parties, meetings or just to socialise and we look forward to growing this community use in the future.

As a result of the previous years and ongoing investment in facilities and equipment, we have seen our memberships grow by 20% from 1,167 at the start of the year to 1,404 in March 2018. Over half (53%) of our customers tell us they are exercising more than in previous years and that is great to hear.

The latest Customer Survey, undertaken in February 2017, gave us an overall satisfaction score of 9.03/10, with staff friendliness and expertise scoring even higher at an average of 9.3/10.

This introduction cannot hope to do justice to everything that we have achieved alongside our communities, clubs and partners. I hope you will read on and see the individual stories and case studies of remarkable people doing extraordinary things.

Finally, I would like to thank all our staff, our Board of Trustees and Holmes Chapel Parish Council for their support, dedication and enthusiasm throughout the year. Everyone has played their part in delivering this performance over the past twelve months. 2017-18 has been our best year yet and with plans to improve car parking and access to the centre, combined with our shared future ambition and development plans, 2018 and beyond look very exciting too!

Best wishes Peter Hartwell Chief Executive 30th April 2018



Providing Leisure for Life

Who We Are...

Who We Are...

Everybody Sport & Recreation is a company limited by guarantee with charitable status, formed in March 2014 from the transfer of the leisure services portfolio of Cheshire East Council. We are an independent not for profit organisation and reinvest all surpluses back into the services we provide.

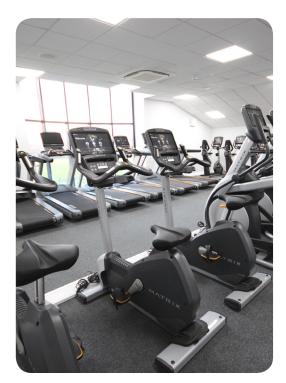
Everything we do will seek to support our charitable objects, as set out in our Articles of Association and demonstrate a public benefit. Our objects are;

"the provision or assistance in the provision of facilities for recreation or other leisure time occupation in the interest of social welfare such facilities being provided to the public at large save that special facilities may be provided to persons who by reason of their youth, age, infirmity or disability, poverty or social or economic circumstances may have need of special facilities and services" and;

"the promotion and preservation of good health including but not limited to through community participation in healthy recreation"

Everybody is responsible for the day to day management of a range of facilities and leisure development activity through the staff and executive management team.

Strategic direction is provided by the independently appointed Board of Trustees in accordance with the contract and funding agreement with Cheshire East Council. The Board has ultimate responsibility for the governance of the Trust and supports and challenges the executive management team.







Providing Leisure for Life

There are 11 Trustees on the board, all of whom are local volunteers with a wide variety of professional backgrounds from various sectors. They bring a wealth of expertise and experience to help shape and improve our services.

At Everybody, we don't just believe in getting more people, more active, more often – that goes without saying! In order to make a real impact on the health and social issues affecting our communities, we need to target our efforts and our service offer. Only in this way can we make participation in leisure and recreation an important part of everybody's day to day lives, whatever their ability or need.

Our simple vision of providing 'Leisure for Life' seeks to make participation in any activity an enduring habit from the earliest years to later life, helping people to live well and for longer.

An essential part of establishing Everybody as an independent charity was to develop a new set of organisational values.

If we are to succeed in delivering on our mission and strategic aims, we will only do so by working with these values at the heart of all that we do.



What We Do...

What We Do...

The sixteen leisure facilities managed by Everybody Sport and Recreation Trust are the main component of the Trust's wider offer to enhance the health and quality of life of the residents of Cheshire East, as well as those who work in or visit the area.

With almost 3.5 million visits each year from all ages and now almost 18,000 members across the borough, the leisure centres provide programmes and activities that contribute enormously to the social, educational and economic life of the community and to the physical and mental health & wellbeing of local people.

By providing targeted initiatives in those areas of greatest need, whatever the cause, we will actively seek to reduce health inequalities across the Borough. At the same time, sport and recreation will help tackle anti-social behaviour and assist with town centre regeneration through greater participation, events and activity resulting in increased footfall in our centres.

Involvement in sport and active recreation has the potential to enable everyone to gain access to an avenue of activity and social networks which will remain with them throughout their lives, for some it will lead to performance at the highest level.

Our development programme ensures that pathways and structures are in place to enable people to learn basic skills, participate in an activity of their choice, developing their competencies and reach levels of performance according to their individual aspirations and ability.

Everybody Sport & Recreation will create the right conditions so that sport, play and active recreation can flourish at all levels. Through effective partnerships we will introduce people to active recreation opportunities, teach them the necessary skills and give them the opportunity to participate and enjoy leisure at their own level - whether this is simply playing in a local park with friends, joining in at their local leisure centre or even, representing their country.



Cooking Course

The Everybody Healthy Team and Taste For Life Café have run cookery courses throughout the year which have been a great way to inspire and educate local residents in their kitchen skills.

We have had great reviews from the participants, one member who went on the 6 week course said "I have learnt so much, I was worried that it would be very basic but actually it was just what I needed to refresh my kitchen skills and discover new recipes".

We are so happy that we have been able to provide a course which has educated people of all ages about nutrition as well as providing the fitness facilities.

"Over the past weeks Ruth & Izzy have made the sessions both informative and enjoyable. I have learnt how to cook healthy alternatives from scratch to that is usually termed unhealthy "Take Away". We have been shown how to look at the food labels when shopping to determine the amount of salt and fats the food contain. In addition by including a rainbow of colours in our meals we eat a more varied diet. I have acquired the knowledge to make sensible choices in the food I eat which will lead to a more healthy lifestyle".

Active Lives

Active Lives is a free 12 week exercise programme to help residents go from inactive to active, which has launched at Holmes Chapel Community Centre. The programme is tailored to resident's individual needs, providing them with the tools, support and knowledge to achieve their goals and transform their lifestyle, as well as access to a range of activities, to take part in for free over the 12 weeks. These include led walks, exercise classes, swimming, gym, racket sports, walking football, and much more!

Throughout the 12 weeks residents receive a dedicated Lifestyle Coach, 1:2:1 consultation, health assessment, personal health plan, goal and target setting, and much more.





Providing Leisure for Life

A participant said, "great programme and idea and think it is a fantastic way of getting more and more inactive people active.

Be Steady Be Safe

Having a fall can be a terrifying experience, Everybody Healthy delivers a free falls prevention programme which has launched at Holmes Chapel Community Centre. Helping residents to increase their confidence, remain independent and in their own home for longer. Be Steady Be Safe is a free 24 week Otago exercise programme, consisting of 15 strength and balance exercise classes, prescribed home exercises and education of reducing falls risk factors.

The exercise programme consists of a set of leg muscle strengthening and balance retraining exercises, progressing in difficulty, and a walking plan. Residents will receive a booklet with instructions for each exercise prescribed and issued ankle cuff weights in the class to provide resistance for the strengthening exercises.

"I improved my strength and balance. Claire was brilliant, the banter she had with the class was very good, especially when we made mistakes which we all did from time to time! It was a lot of fun and although we were different ages we laughed a lot and supported each other."

ESCAPE-Pain launches in Holmes Chapel

We are celebrating, after being awarded National Lottery funding to deliver a new specialist rehabilitation programme, called ESCAPE- Pain available at Holmes Chapel Community Centre.

The grant has been awarded through the Health Innovation Network in conjunction with Arthritis Research UK, as part of Sport England's Active Ageing Fund. This allows us to deliver a funded, 6 week, evidenced based rehabilitation programme, ESCAPE-Pain; sometimes called the 'knee or hip class', designed to reduce pain and disability for people with chronic joint pain.







Over the 6 weeks, customers receive:

- Information, advice and support from qualified ESCAPE-Pain Instructor's, to help customers better manage chronic joint pain and lead a more active life.
- 2. Take part in a group exercise programme, twice a week over 6 weeks, tailored to the customer's individual needs.
- A chance to socialise with and learn from other people living with Osteoarthritis and will result in customers being able to carry out normal activities, manage symptoms and be more active.

Gym / Classes

The gym and fitness studio has been thriving and has seen a big increase in members over the last year increasing from 1,167 to 1,404!

Over the last year our Health and Fitness Advisors have got know many members and seen some amazing dedication, motivation and progress. They have also chosen members who have stood out in particular to make our member of the month.

Our class instructors and gym staff say "We have great job satisfaction being able to help the members get through the daily challenges of health and fitness whilst seeing them progress and excel!"

We continuously review our classes to make sure we have a good variety to suit a wide range of members, we have had a few changes over the year as well as new additions.

One of the most successful new additions was Bootcamp over the summer which was lead by Jezz and Steven, two of our gym staff.

Also our GOLD classes have become very popular as they offer lower intensity and lower impact exercises yet still providing a great workout.





Member Of The Month

Over the past 12 months we have been running a 'Member of the Month' programme, where for each month one of the Health and Fitness Advisors carefully chose a personal training client or gym/class member who showed amazing commitment and progress for that month.

For the month of January, George Kilby was named our member of the month. George has been a member at Holmes Chapel Community Centre since January 2016 and initially signed up because he was looking for some Personal Training.

Since receiving Personal Training, George has noticed a number of benefits which include "looking and feeling lighter and better, with a lot more energy each day".

George has lost an amazing 1stone 2 lbs and his fat percentage has dropped from 25.3% to 19.2% whilst his metabolic age came down from 51 years old to 32!

Myzone

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Towards the end of last year our centre gained MYZONE consoles and we started selling the MYZONE heart rate monitors. The consoles allow users to connect up to the TV screens and monitor their own effort levels through there heart rate, this is very useful when training and the personal trainers all own one and rate them as a great training tool for themselves as well as with their clients.

MYZONE is a health and fitness solution using heart rate monitoring with real-time feedback to motivate and engage you to put your all into your workouts.





Club Use

Rugby

Team Captain Dominic Moss said, "this year has been a great year for Holmes Chapel Rugby club, both on and off the field, at the community centre. We only lost twice at home all year and finished joint third, narrowly missing out on promotion.

We enjoyed post match refreshments after every game, as well as numerous social events that included; a race night, welcoming a touring team from the USA, birthday's and a Curryokea night.

We are looking forward to another year at the community centre and hope the next will be as good as the previous."

Cinema Club

The Holmes Chapel Community Cinema brings big screen films to the heart of the village. They have been running the cinema club at Holmes chapel for over 12 months.

They show one film one a month and have a total attendance of 642 in 2016-17!

The Cinema Club say "Many thanks for the excellent service provided by you and your team."







Club Use

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Community Events

Parties / Events

The Brooklands Suite is the largest of the 3 rooms available to hire at Holmes Chapel Community Centre. This spacious and bright room is perfect for a variety of different functions such as social events, parties, meetings, conferences and includes an in-room bar. There is also direct load-in access to the room to speed up your event build and breakdown.

"I have nothing but praise for Sue and the whole team for the way in which they helped with my daughter's 18th birthday. They made mine and my husband's life incredibly easy and I would have no hesitation in recommending the function room to anyone else who wanted to hold a celebration there."

Blood Donation Use

At several events throughout the year the NHS Blood Donation Team have set up camp in the Brooklands Suite with amazing turn outs from the local residents. The sessions have seen 570 participants during 2017/18 and we hope to welcome many more generous donors through our doors in the coming year!

BNI

BNI is the most successful business networking referral organisation in the world. They have over 12,500 members in the UK and Ireland alone, passing over 676,000 referrals worth over £497 million every year!

"BNI is more than three times more effective than Google for my business." Lawrence Conyers, Anson Corporate Media, Newton Aycliffe, England

BNI regularly hold meetings here at HCCC every Thursday Morning and have had an attendance of 978 during 2017/18 they have a cooked breakfast during this provided by TFL. BNI also hold training days here on a regular basis.









Academy

Apprenticeships

Holmes Chapel Community Centre continues to be the hub for apprentice training a key area of development for new and existing Everybody staff.

Our first cohort of 7 apprentices have all now graduated from the scheme and are in permanent positions with Everybody. Our goal with apprenticeships is to provide high quality learning and development opportunities to prepare our apprentices for a long term career based on experience and knowledge gained through their programme.

We currently have 9 apprentices within the programme and are currently recruiting for up to 10 more to be part of our fourth cohort due to start with us in September 2018.

Everybody Academy Performance

It has been another very busy year for the Everybody Academy with an increase in the number of training delivered and people receiving training.

We have increased links with key partners and made new partnership agreements to ensure that we remain a key organisation within the industry and with strong local links.

The Everybody Academy delivered more than 4,600 interactions to staff in 2017/18 covering 233 different types of learning and development, many of which were available for customers as well as staff. 93% of all learning and development supported by the Academy was delivered by the Academy. Overall, 98% of people stated that they were either satisfied or very satisfied with courses delivered by the Academy and 100% stated that they were very satisfied with Holmes Chapel Academy as a venue for their Academy delivered training.

The Academy Suite in Holmes Chapel hosted more than 350 booked sessions during 2017/18, accounting for more than 1,700 hours for around 2,750 attendees.







Academy

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Academy

Apprentice Day

Holmes Chapel Community Centre were proud to host the first Family Fun Day organised and run by our apprentices. This was a very successful day which brought many local residents and their families to our site to join in the fun and games.

What was on offer:

- Alternative Olympics including Limbo, 3 Legged Race, Water Relay Race and more
- Assault Courses
- Bouncy Castles
- Inflatable Slide
- Inflatable Assault Course
- Free Health Checks
- Tug Of War
- Skate Park
- Archery
- Arts and Crafts
- Smoothie and Paint Bikes
- Xbox Kinect Games and much more





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Taste for Life

Taste for Life Café at Holmes Chapel

Taste for Life aims to deliver an excellent customer experience offering light meals and drinks from the café bar, the local Rugby team use the bar after every home game for refreshments. During the café's first full year of operation we have established a loyal customer base of both members and local residents, which continues to grow.

The Brooklands events suite continues to grow in use, in the last year we have hosted over 90 meetings providing a range of refreshments from drinks to buffet lunches. We also have a regular booking in the form of breakfast meeting every Thursday morning.

In the last year we have held over 25 private events including family celebrations, christenings and groups, providing buffet's through to 3 course meals.

We continue to look at ways of improving our sustainability and in addition to our bespoke coffee which is Fairtrade and organic, our fish which is sustainably sourced MSC and the majority of our takeaway containers being biodegradable. We have now introduced paper straws to reduce our plastic footprint and are looking to introduce further improvements during 2018/19.







Investment

Investment To Date

Site Occupied from 27.7.15 on 24.5 year lease and agreed MOU. Redevelopment of the site commenced immediately:

Phase 1 – Leisure & Fitness

- Procurement July/August 2015
- Works from 6/9/15 27/10/2015
- Opened 28/10/2015
- <u>£365k</u> construction and refurbishment
- $\frac{\pounds 167k}{1000}$ initial investment in gym and fitness equipment

Phase 2 – Brooklands

- Procurement Sept-Nov 2015
- Works from November 2015 Jan 2016
- Occupied from Jan 2016
- <u>£61k</u> investment in open plan construction and refurbishment

Phase 3 – Outdoor Improvements

- Clear up by contractors
- Outdoor change & toilets $\frac{\pm 10k}{E}$ RFU grant supported & secured via HCRC)
- Community payback work programmes
- Outdoor benches & furniture purchased ± 1500
- 10 year MOU and annual hire agreement with Holmes Chapel RUFC arranged
- Pitch improvements
- Skate Park build, support / contract management (Jan May 2017) £65k

Phase 4 – Social areas; Brooklands Suite, Academy Suite, Taste for Life Café & kitchen areas

- R&D arrangements managed by ESAR and financed by HCPC
- Procured Jan-March 2016
- Contract awarded April 2016
- Works undertaken June September 2016
- <u>£211k</u> full refurbishment (£144k by HCPC)
- <u>£36k</u> investment in kitchens, café furniture/equipment
- £11k Academy equipment, along with improved signage.

Investment

Future Investment Plans

Guiding Principles for Master Planning at Holmes Chapel Community Centre:

- Seek to meet known community needs
- Consider innovative, new services or facilities
- Do not compromise the existing purpose and function
- Need a 'proven' business case for any planned investment based on being affordable and clearly identified outcomes*
- Primarily focused on local needs (not seeking to become a destination facility)
- Avoid duplication with other community providers
- Seek to maximise/optimise grants or external funding
- Focus on core outcomes*: health, community/social, sport & activity participation
- Outdoor space can be realigned based on future needs.
- Build travel infrastructure; secure and available parking along with encouraging pedestrian and cycling access

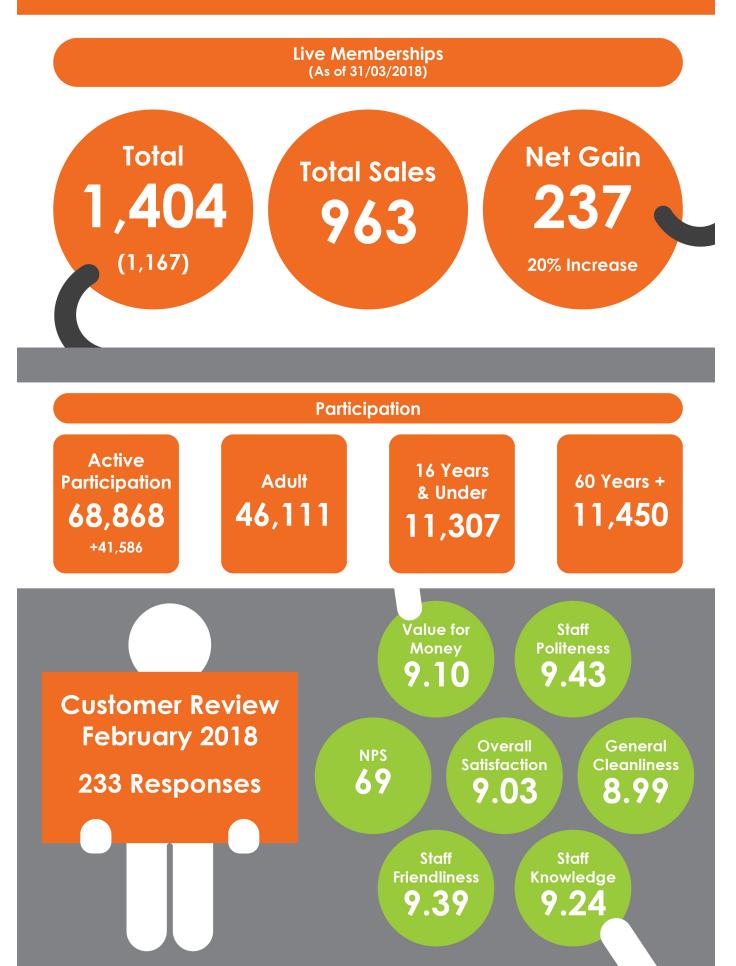
Short-term Plans

- New entrance/signage from Autumn 2018
- Playing pitch options appraisal
- Energy management review
- Toilets and changing room improvements (£20k allocated for Q3/Q4 of 2018/19)

Medium – Long-term Ambition

- Car park and traffic management infrastructure
- New artificial pitch Proposals / configuration
- Options to extend / improve gym areas

Key Performance Indicators



Finance

Statement of Financial Activities 1st April 2017 - 31st March 2018

	Description	Actual £
Income		
	Car Park Income	520
	Cash Over/Under	724
	Event Tickets	150
	XN Debtor Invoices	3,346
	Profit/Loss on Sale of Assets	1,931
	Total Other Income	6,671
	Sale of Clothing, Equipment & Products	497
	Equipment Hire Charges	14
	Total Sales Products	511
	Spa Charges	129
	Total Sales Wetside	129
	Indoor Sport	14
	Group Fitness Class	5,913
	Gym Pay as You Go	4,509
	Gym Personal Training	12,726
	Room Facility Hire Charges	6,811
	Party Room Hire	835
	Total Sales Dryside	30,808
	Membership Fees	278,046
	Staff Everybody Membership	5,342
	Memberships Annual	46,214
	Total Sales Memberships	329,602
Income Total		367,720
Expenditure		
	Duty Managers	60,814
	Health & Fitness Advisors	47,771
	Lifestyle Coaches	1,324
	Leisure Assistants	31,988
	Customer Service Advisors	21,486
	Support Staff	54,944
	Group Exercise Instructors	18,859
	Cleaners	2,933
	Total Direct Employee Expenses	240,118
	Training - Employees	235
	Travel Expenses & Mileage	21
	Employee Leave Adjustment	1,203
	Total Indirect Employee Expenses	1,459
	Electricity	42,724
	Gas	4,009
	Water	366
	Business Rates	4,406
	Property Rental	2
	Total Property Expenses	51,507

Finance

Statement of Financial Activities 1st April 2017 - 31st March 2018

	Description	Actual £
Expenditure		
	Room External Rental	130
	Cleaning Equipment	5,756
	Cleaning Contracts	175
	Coaching & Instructor Contracts	20,807
	Equipment & Servicing - Dryside	16,956
	Equipment & Servicing - Wetside	5,566
	Equipment & Servicing - Outside	2,965
	Maintenance - Premises	2,415
	Pool Testing & Chemicals	771
	Leasing	59,330
	Licences - Music	8,372
	Licences - Sport	2,291
	Uniform & PPE	792
	Catering Stock	123
	Stock Adjustments - CATERING	85
	Printing & Photocopiers	876
	Stationery	407
	Professional Fees	2,260
	Financial Charges	744
	Cash Collection Services	738
	Security Services	575
	IT Equipment & Hardware	894
	Phones & Mobiles	334
	Postage & Carriage	482
	Hospitality	6
	Bad Debt Write Off	293
	Total Supplies & Services	134,142
	Loan Interest Repayments	12,295
	Depreciation - Buildings	21,323
	Depreciation - Gym Equipment	477
	Depreciation - General Equipment	8,697
	Interest - Finance Lease	647
	Depreciation - Finance Lease	2,568
	Total Financing Costs	46,007
Expenditure Total		473,233
Total Surplus / (I	Deficit)	(105,513)

Finance

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YOUR Severybody TRUSTEES

FINANCE & RISK COMMITTEE



Andrew Kolker BOARD CHAIRMAN







CUSTOMERS & PARTNERS COMMITTEE



Christine Gibbons COMMITTEE CHAIR





Richard Middlebrook





PEOPLE & GOVERNANCE COMMITTEE







Company Number: 8685939

HEAD OFFICE: Holmes Chapel Community Centre Brooklands Building, Station Road, Holmes Chapel, CW4 8AA Registered Charity Number: 1156084

COMPANY SECRETARY & REGISTERED OFFICE: Oakwood Corporate Services, 3rd Floor, 1 Ashley Road, Altrincham, Cheshire WA14 2DT

BANKERS:

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SOLICITORS:

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AUDITORS:

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