



2013 – 2014

Downham Health & Leisure Centre

Annual Report

1Life - Live more. Live well.

Downham
Health &
Leisure
Centre



Managed by Downham Lifestyles Ltd in partnership with Lewisham Council. Operated by 1Life.



Trustee's foreward

Downham Lifestyles Limited (DLL), Lewisham Council and 1Life (previously Leisure Connection Limited) continue to successfully work together throughout the year to maintain a high standard of service and an attractive, community-based programme.

The vision of 1Life is to engage with people and communities, to enhance lives through health and wellbeing, sport and activity, learning and the arts.

Some of our key highlights in the report are detailed below.

The increase in participation at the Leisure Centre cannot go unnoticed. The factors that have contributed to this throughout the year are the new gym refurbishment and the increased free swimming usage. The Leisure Centre also ensures to reach out to a variety of different community groups as detailed in the annual plans.

The Leisure Centre aims to be the local community hub and this is highlighted with the many events that are organised throughout the year. The main two biggest events include the Downham Celebrates events. However there are many charity events that take place too, to include the annual Swimathon.

The Library have also had a fantastic year with the main highlights being a visit from the author Malorie Blackman and the successful Summer Reading Challenge where all of the local schools were visited.

The Leisure Centre has had a wide range of positive public relations through press releases and the social media platforms are getting busier all of the time. There were also a variety of comments received which have all helped to improve the Leisure Centre.

There has been a fantastic saving on the Leisure Centre's gas and electric which is helping to reduce the carbon footprint.

All of this would not be possible without the Leisure Centre staff, the Library, NHS, local schools and clubs and groups that use the Leisure Centre. We look forward to continuing these successful relationships.

The four pillars are:

1. Putting customers first
2. Doing things well
3. Knowing our stuff
4. Working together

Downham Lifestyles Limited and Downham Health & Leisure Centre have been embracing the new brand values since January and look forward to the future with 1Life.

In 2013/14 we were pleased to invest in brand new gym equipment and a gym redecoration, which has in turn increased the Leisure Centre membership base and participation figures significantly.

The Industrial Provident Society (IPS) made awards of small grants to groups and partners who use the facilities at Downham Health & Leisure Centre. Many grants were awarded throughout the year, some of these were:

- £1,000 to provide free spaces for looked after children on the Fit for Sport holiday camps from Easter. Successfully, 43 days were given to local looked after children.
- £500 to host free coached tennis sessions for children and to provide all equipment. There were 9 children who took part in the free five weeks of sessions.
- £1,500 to fund Boccia equipment and free sessions. There were a number of participants who attended the free sessions.
- £1,000 to a number of current hirers of the Leisure Centre to help promote their sessions or offer free taster sessions.
- £800 to Dalmain Athletic Girls Football Club to run a tournament, festival and school football sessions for girls. This will take place in 2014/15.
- £625 to buy a set of steps for disabled groups to help them mount the trampoline safely.

The Trustees and Downham Health & Leisure Centre are pleased to present the Annual Report for 2013/14 which gives detailed information on many aspects of DLL's operation.

Our thanks to Lewisham Council, 1Life staff, sports coaches, personal trainers, our partner organisations and especially those who continue to use these excellent local facilities.

Colin Barlow
David Coffield
David Carpenter

Executive summary

Welcome to the annual report for Downham Health & Leisure Centre. This report will focus on the achievements and developments for the year beginning the 1 April 2013 until 31 March 2014. The report will encompass many highlights of the previous year for the Leisure Centre and Library. The statistics of users for both services will be looked at in detail. The Leisure Centre will also report on health and safety, cleaning, partnership working and much more.

Downham Health & Leisure Centre is managed by 1Life operating through an Industrial and Provident Society (IPS) and Downham Lifestyles Limited.

The partnership is advantageous and continues to work successfully through its joint views. The customer is always put first and asked for their views, comments and ideas for new exciting initiatives and projects to take place.

It is always ensured that the partnership is working together to achieve Lewisham Council's key objectives and priorities, ensuring the community's wellbeing and allowing for a vibrant economy for all residents and Leisure Centre users.

The Annual Services Report will provide information on Downham Health & Leisure Centre operated by 1Life on behalf of Lewisham Council. The report will include the Leisure Centre's success stories, customer testimonials and the Library's developments over the past year. It will also look to the future year to discuss the exciting new developments of 2014/15.

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Facilities and services

Downham Health & Leisure Centre is very proud of the fantastic facilities and services which are available to the local community.

Facilities

- 25m swimming pool and teaching pool
- Gym fitness suite
- State-of-the-art library facilities on the lower and upper floors
- Health care facilities, GP surgeries, community health, specialist community dental practice
- Community hall that can be hired by local community groups
- Multi-purpose studio used for spinning and community groups
- Fitness studio featuring a programme of the latest classes
- Meeting rooms for hire
- Spaces for organisations and groups to deliver and promote activities
- Floodlit Astroturf area with football pitch markings
- Floodlit multi-games court with tennis, netball and basketball markings
- Two adult football pitches, four junior pitches and a pavilion for changing at Downham Playing Fields
- Café with healthy meals and snacks
- Crèche for children from birth until 5 years old
- First class changing facilities for the swimming pool, gym and football pitches

Services provided by the Leisure Centre

- Swim School
- Badminton and table tennis
- Personal training
- Sports courses
- Holiday programmes
- Fitness classes
- Spinning classes
- Exercise referral sessions
- Cardiac sessions
- School swimming lessons
- Private swimming lessons
- Community liaison within the local area
- Stop smoking service
- Health trainers giving advice
- Support the clubs that use the facilities

Services provided by Downham Library

For adults

- Wide range of books, CDs and DVDs
- Live events: author visits, films, talks, community celebrations
- Reading group
- Literacy, numeracy and IT adult learning sessions
- 50+ social group meetings including Reminiscence Group
- 18 PCs and 15 iMac computers with free internet and email
- UK Online Centre providing free introductory IT sessions
- Silver surfer IT sessions for the over 50s
- Access to self help, community and council information
- Family learning and parenting sessions
- Film screenings for adults and families

For young people

- Baby bounce and rhyme
- Interactive stories and songs for under 5s
- Stories, entertainment, craft and music activities
- Reading challenges, games and quizzes
- Support with homework
- Guidance in using a range of IT software, including games
- PCs and iMacs available out of school
- Teen space with computers and TV screen
- Film screenings

For schools and community organisations

- Class visits to select books and attend story times and author visits
- Library skills and IT training for school visits
- Outreach and library promotion within the community
- Active involvement in community festivals and events
- MP and Councillor Surgeries
- Space for organisations and groups to deliver and promote activities
- Meeting rooms for hire



Leisure Centre success stories

There are many success stories that have happened at the Leisure Centre, including the increase in participation, gym refurbishment as well as an increase in free swimming usage and reduction in our carbon footprint. These will all be discussed later in the annual report. Throughout the year Downham Health & Leisure Centre has been successful in hosting many events, from charity to community events and competitions, as well as gaining funding for activities. The most noticeable of these are detailed below.



Swimathon

The Swimathon took place on Friday 26 and Saturday 27 April. There were around 30 people that took part in the swimming events. Coopers Lane School joined in on the Friday session and swam 1931 lengths, they raised £600. In total we raised £2,195.

9v9 goal funding

We successfully received match funding from the Football Foundation for new 9v9 goals for the new format of under 11 football. A local football club regularly uses the new goals for their matches.

Girls football festival

In May a girls football festival was arranged in partnership with the London Football Association and Dalmain Athletic Girls Football Club. Five teams took part, the girls thoroughly enjoyed the tournament.

Downham Celebrates summer fair

Downham Celebrates took place on 8 June organised by the Downham Celebrates committee. It went very well with over 3,000 local residents in attendance to browse the stalls as well as taking part in free taster sessions of football, tennis, cheerleading, jewellery making, wall climbing, roller skating and much more.

Downham Celebrates Christmas fair

This took place on Saturday 14 December. It was a great success with a lot of attendees and stalls. There were a vast range of performers including many cultural dancers, a choir and cheerleading. Activities included a football taster session, cheerleading taster session, roller skating disco and much more.





National Bike Week

During this week (15-23 June) we arranged a gym challenge which was very well received by members who competed against the times on the board to cycle 5km. Members asked to carry on the challenge for the rest of the month, which we did. We also offered free bike maintenance in partnership with Lewisham Council, 17 people took up the opportunity to ensure their bike was ready for National Bike Week.

Jimmy Mizen Spinathon

On Sunday 12 May a three hour Spinathon took place at Downham Health & Leisure Centre to raise money for the Jimmy Mizen Foundation. The year of 2013 marked five years since Jimmy's death and when he would have been 21 years old. The foundation raises money to help young people. The Spinathon raised a total of £1,171.25 including gift aid.



Swim School gala

This took place on Saturday 27 July for swimmers in stages five to ten. A total of 19 swimmers competed in stroke races as well as fun float races. All who attended received a medal and a swim school bag.

McMillan coffee morning

The coffee morning took place on Friday 27 September where around 50 people donated or brought some cakes/tea and coffee. A regular customer also helped out on the day and donated her own homemade cakes. A total of £80.80 was raised on the day.

NSPCC Go Green campaign

On 18 February we collected £183.43 for NSPCC by asking customers to donate during the line dancing class and by selling 'green' cakes.

Roller skating sessions

We were successful in receiving funding from the Downham Assembly to run roller skating coaching sessions on Friday nights for children aged 6-11 years. The sessions have been very busy with great feedback from those who participate.

Panathlon

The Leisure Centre hosted a South London Swim Competition as part of the Panathlon Challenge, which is run by the charity the Panathlon Foundation. The event gave disabled students the opportunity to take part in individual races and team challenges. The event involved 52 students from a number of local schools, including Marjorie McClure and Riverside School in Bromley. The teams worked extremely hard and showed great teamwork and as a result, the standard was high. The students took part in a number of events including 25m swimming races, team challenges and float races in a bid to win points for their school; the overall points reflected just how close the competition was.

Library success stories



Activities

Over 10,000 people attended regular activities held throughout the year, including weekly baby bounce, crafts, storytelling, film screenings, IT sessions, and more. In June, October and January library staff created special activities around specific children's authors which attracted nearly 2,000 children and their teachers to visit the library for a story, a quiz and an opportunity to borrow books. Staff promoted library services at Phoenix Day at Forster Park (May), Grove Park Funday (June), Corbett Estate (September) and helped organise Downham Celebrates (June) and Winter Fair (December) in the Leisure Centre. Downham Library also hosted nearly 200 regular public sessions including Polish Club, Chess Club, Neighbourhood Day Centre and "Silver Surfers".

Under 5s

Under 5s activities include weekly storytelling and song events which regularly attract nearly 20 children plus parents each week, in total 926 children and 760 parents last year. Downham's smiley face chart, which rewards children with a smiley sticker for borrowing books, was so successful that it has been rolled out to other branches. Activities include regular opportunities to dress up, for example as a fairytale character when Bookstart Bear came for a visit.

Malorie Blackman visit

Children's Laureate Malorie Blackman met with Lewisham pupils at a book signing event held at Downham Library on 8th July to promote her new book *Noble Conflict*. The Lewisham-raised writer answered questions from 130 students from Bonus Pastor Catholic College and Haberdashers' Aske's Knights Academy.

School outreach

Library staff made at least 66 visits to school classes, and there have been return visits in response. Most pleasing was renewed regular contact with Rangefield School and also with Good Shepherd Primary, who now send nursery classes every week. Downderry Primary School sent every class in the entire school for a library induction visit. Many of these school visits were undertaken in partnership with leisure staff to promote both reading and leisure offers, and one result is that now Knights Temple Grove children combine a visit to the library before their weekly swimming session.

National Storytelling Week, January – February 2014

Building on last year's successful schools programme based on Jill Murphy's books, Downham library staff devised a programme of storytelling and interactive quiz sessions inspired by Janet and Allan Ahlberg's books. The programme was delivered in two versions to be appropriate for all primary classes, and whereas last year there were 400 children and 17 class visits, this year 1,200

children participated over three weeks in 46 class visits. Their work was on display in the Leisure Centre and every class received a certificate.

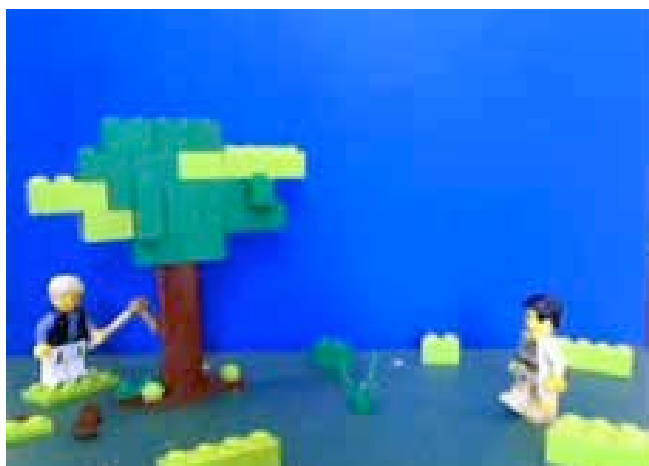
Summer Reading Challenge

The 2013 Summer Reading Challenge was "Creepy House" and staff visited every primary school in Downham to encourage participation, and signed up 622 starters, 25% more than last year. Library staff and some teenage volunteers helped 319 children complete the challenge of reading six books in the summer holidays. This was 21% more than last year with a completion rate of 55%, an upward trend for the last 4 years. The children read 2,173 books over the eight weeks and children's book issues were 11,312, a 10% increase on 2012. Children who completed the challenge received a certificate at their school. There were 58 schools represented, although more than half of the children (170 children) attended the seven Downham schools. Of the other schools, 32 were Lewisham schools, 13 Bromley schools, 16 others included nurseries, private schools and secondary schools.

The "Creepy House" theme inspired a set of events including films, crafts and storytelling which attracted over 500 children in the summer. The children particularly enjoyed "Alien Day" which included the story Aliens love Smelly Jelly followed by a craft activity involving real jelly. Many of the children who took part in the Summer Reading Challenge also took advantage of the free swimming programme and other leisure activities as well.

London Cityread

Downham promoted London Cityread, a month long event encouraging the whole of London to read the same book, by hosting Lego animation workshops for younger readers. This year's book for younger readers was Private Peaceful by Michael Morpurgo, and the children recreated a scene from the book using Lego and software in the Mac Suite.



Reminiscence Group

In February 2013 Downham staff invited the older community to visit the library for a cup of tea and a chat to reminisce together about topics such as travel, money, food, films, seaside, school, and Christmas, and there was a special session with Horniman Museum staff when the Romanian Egg Exhibition was at Downham. The Reminiscence Group is now a core group of 8-10 who meet monthly and new members are welcome. Feedback is good from the group who say they enjoy meeting new neighbours and find out more about what is going on in the community.



Horniman Romanian egg exhibition

Downham hosted a Horniman touring exhibition of decorated Romanian Eggs from February to April 2014. In addition to regular visitors, staff ran two Saturday craft events and Horniman staff ran a Schools Egg Day for 60 Year 4 pupils from Good Shepherd and Downderry schools.

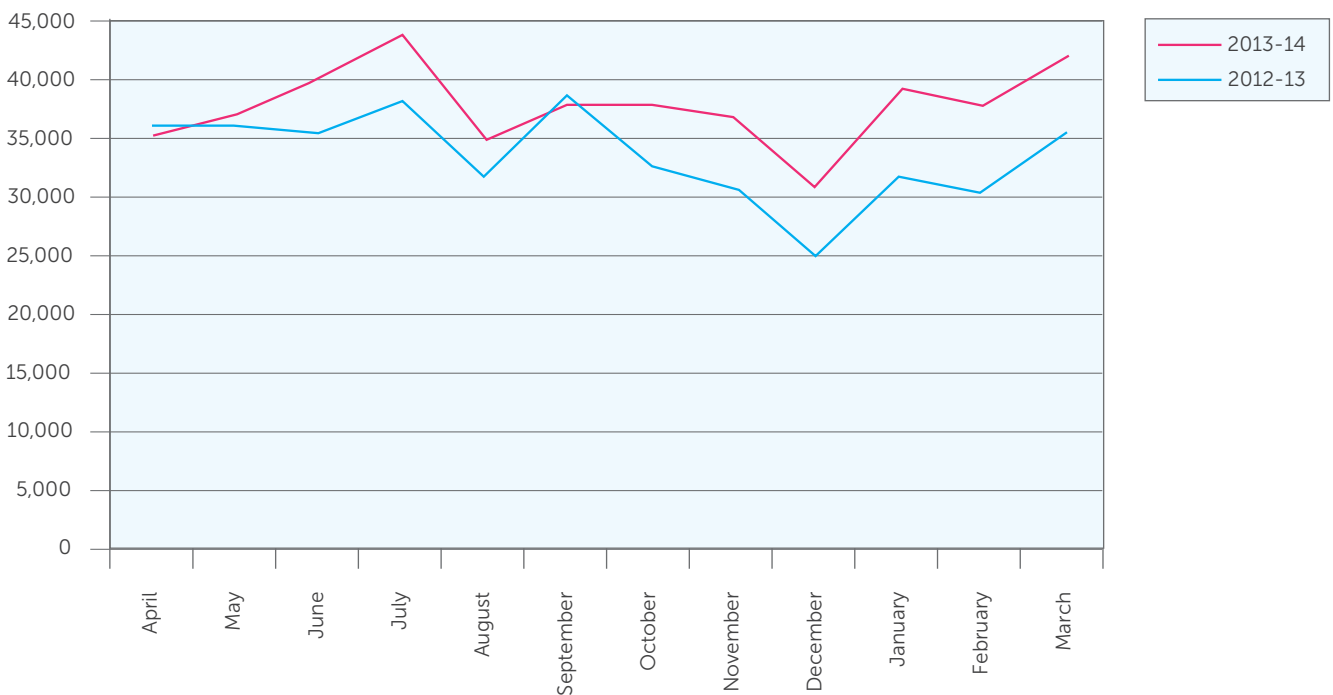
Leisure Centre usage

A total of 455,588 visits were made to the Leisure Centre through the year from April 2013 to March 2014. The library reported 363,058 visits and 91,181 book issues throughout the year.

Table 1: Leisure Centre usage figures

Leisure Centre visits	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
2013-14	35,285	36,979	40,495	44,200	34,995	38,021	38,002	37,137	30,795	39,494	38,142	42,043	455,588
2012-13	35,990	36,136	35,756	38,281	31,935	38,866	32,967	31,196	25,161	31,955	30,776	35,831	404,850

Graph 1: Leisure Centre visits comparison between 2013-14 and 2012/13



Leisure Centre visits

As can be seen in the graph, for the majority of the year the Leisure Centre had more visits than 2012/13. There was a total increase of 50,738 visits to the Leisure Centre in 2013/14 which is very positive and shows participation has increased rapidly. There are a variety of reasons why there has been a substantial increase in usage. However the main reason is due to the gym refit in May 2013 which increased the number of memberships and therefore increased the facility usage. Other reasons are, the increase in children’s activities at the Leisure Centre. These include; an increase in school swimming, and additional activities such as trampolining, a pre school sports club and football sessions.



Library Visits

Graph 2: Library visits 2013/14

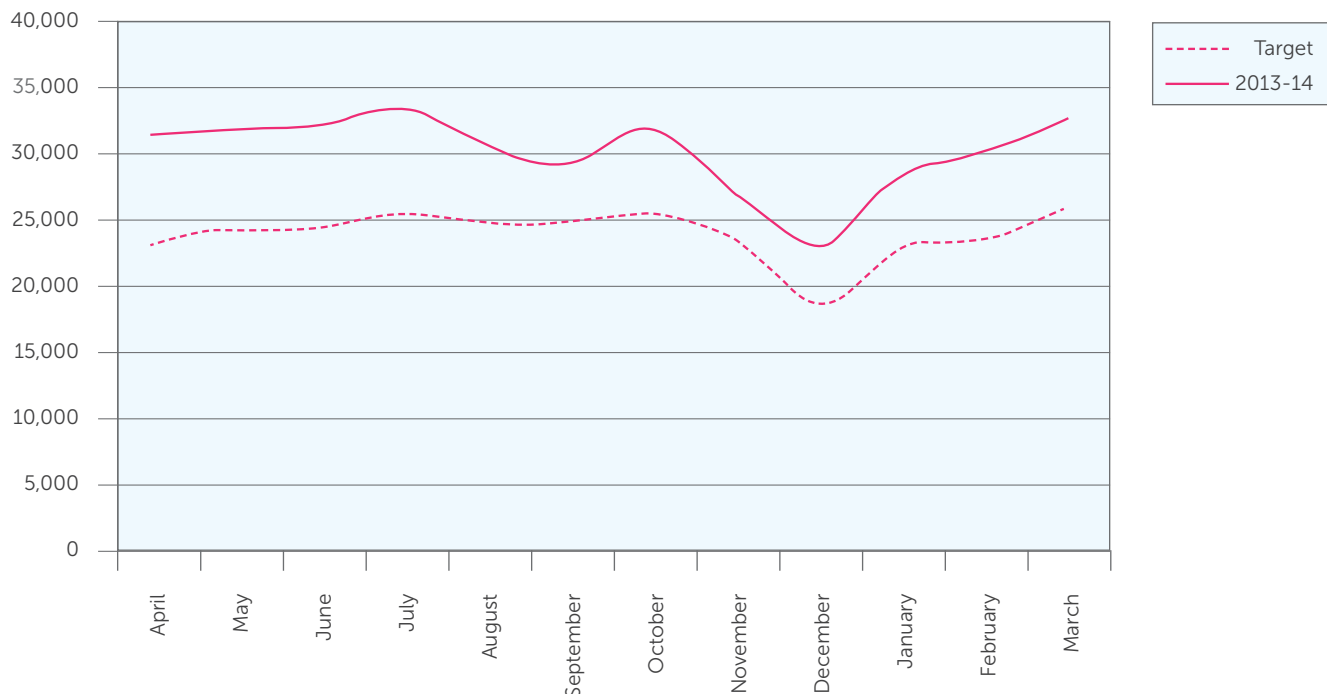


Table 2: Library visits 2013/14

Library visits	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
Downham	31,699	32,000	31,966	33,590	30,763	29,326	32,101	27,211	23,099	28,503	30,004	32,796
Targets	23,144	24,439	24,568	25,760	25,174	25,070	25,876	23,713	18,808	23,151	23,651	26,137

Downham Library had 363,058 visitors during 2013/14, an increase of 4% on the previous year, which exceeded the target of 289,492 by 25%. Downham Celebrates was a factor with 3,216 visits to the library in one day. Following recent outreach to schools, Knights Temple Grove children now combine a visit to the library with their weekly swimming session and Good Shepherd Primary School send nursery classes every week. Rangefield School started attending again for the first time in several years. Other factors for the increase in visits are the impact of Be Active/Free Swim registration, the popularity of the Mac Suite, and free WiFi.

Downham Library joined 2,843 new borrowers in this year, a 5% increase against last year. This positive performance is due to the ongoing success of staff outreach to local schools as well as the popularity of the Free Swim/Be Active programme.

Graph 3: Library issues graph 2013/14

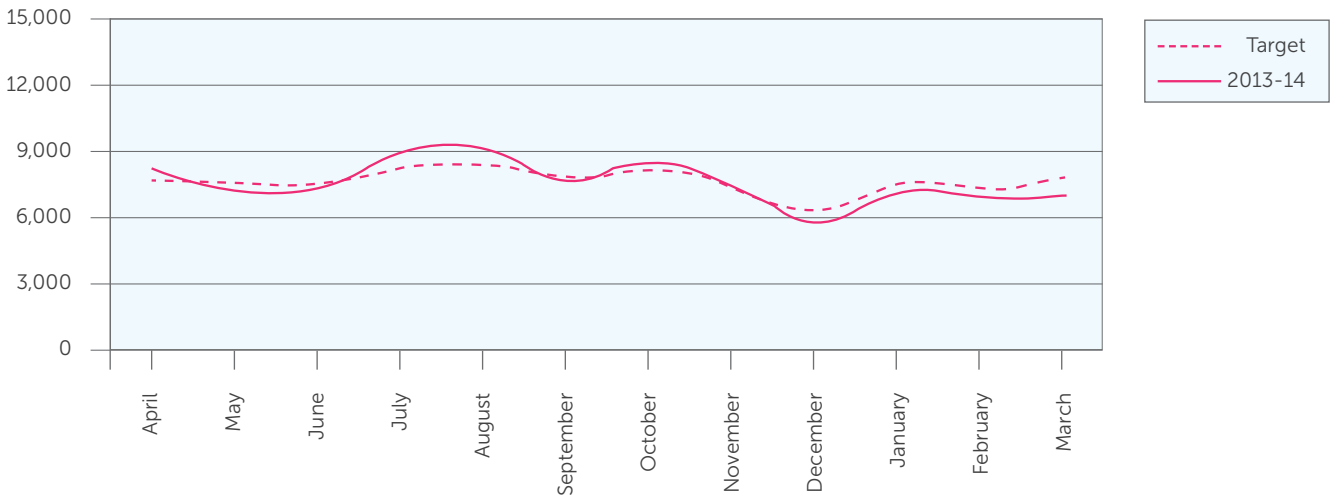


Table 3: Library issues table 2013/14

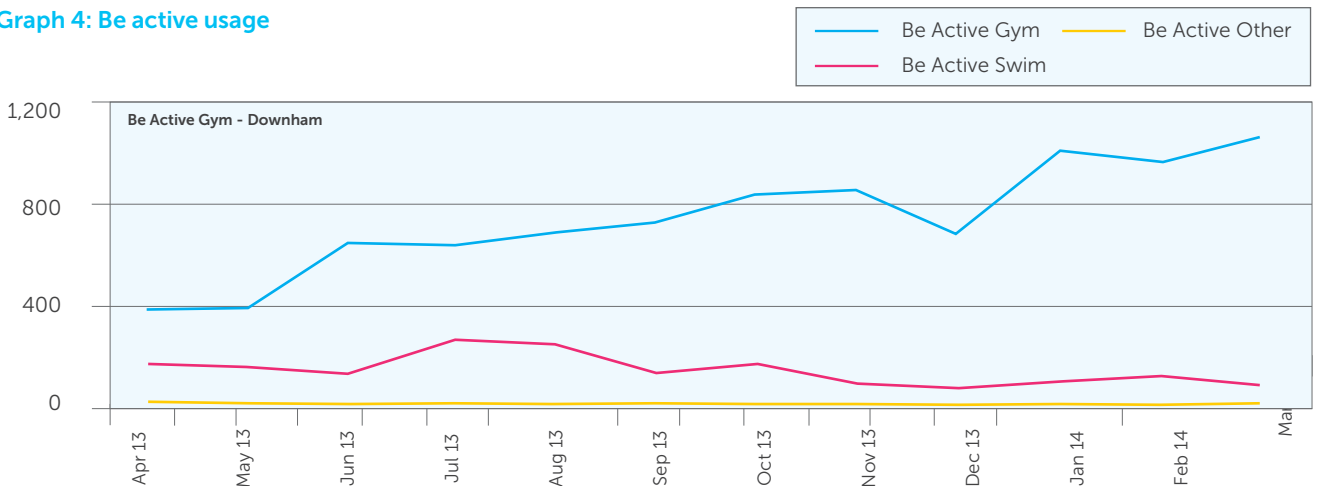
Library issues	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
2013-14	8,181	7,166	7,278	8,967	9,144	7,584	8,500	7,518	5,803	7,165	6,870	7,005
Targets	7,693	7,678	7,454	8,216	8,392	7,795	8,176	7,488	6,296	7,631	7,295	7,775

Downham Library issued 91,181 items last year, an increase of 3% on the previous year (88,273), and just under the annual target 91,889. Library staff have increased book issues through regular displays updated to echo current events and celebrate holidays, book themed activities, reading groups, and the Smiley face sticker chart to provide an incentive for the under 5s to borrow more books. There were also significant peaks in issues of children’s books during the Summer Reading Challenge and in February with National Storytelling Week.

Public Internet Usage 2013/14

Overall public internet usage comprised of 47,571 bookings for the public PCs including 9,374 for the Mac Suite. Overall usage was up 8% on the previous year. A positive factor has been an increase in the number of Mac Suite sessions to accommodate the growing number of children aged 8-17 who want to use the room. There are also new activities in the Mac Suite for young people, especially teenagers during the holiday period, such as interactive Minecraft, Stop Frame Animation and Garageband sessions, supported by 1Life through a bursary. Over 700 children and young people used the Mac Suite over the summer holidays, 70% more than last year. There is also a notable increase in visitors accessing WiFi, especially students.

Graph 4: Be active usage



Be Active

The Be Active leisure discount programme has been running for 18 months and has grown steadily in popularity since September 2012. The Council scheme was created to provide leisure concessions to residents on low income through their library card registration or by signing up for a low cost 1Life membership. Seniors and residents on disability benefits can register for free access to the pool and gym; residents on eligible benefits and full time students can register for 25% discount. There is also provision for Carers and looked after children. Since the programme started, Downham recorded 9,900 separate Be Active Gym visits and 2,225 Be Active swims (this in addition to the free swim programme). In March 2014 there were nearly 1,000 individual visitors who accessed Be Active monthly through the use of the library card.

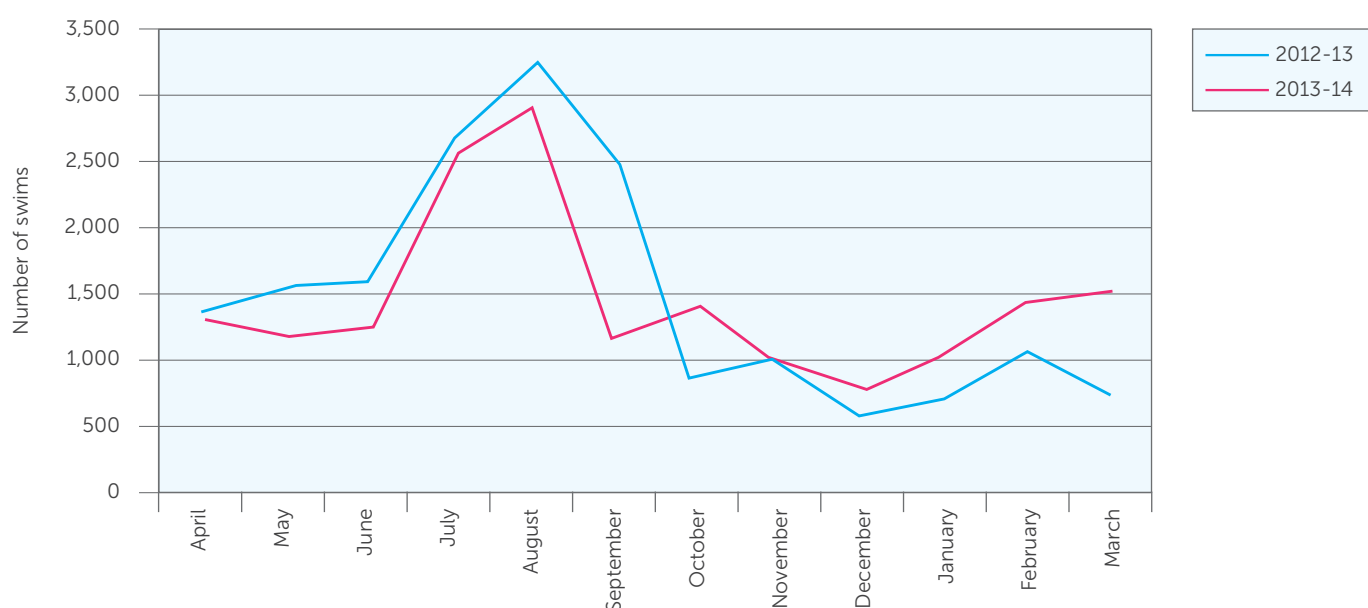
Lewisham free swimming

Downham Health & Leisure Centre and the library continued to promote free swimming to Lewisham residents under 16 and over 60 through outreach and education within the Leisure Centre and on registering for a library card. The graphs show the free swimming usage for each month and compares the two years.

Table 4: Free swimming figures

Month	2012-13	2013-14
April	1,439	1,342
May	1,515	1,268
June	1,532	1,347
July	2,605	2,591
August	3,237	2,932
September	2,500	1,206
October	844	1,393
November	1,044	1,044
December	596	790
January	692	1,094
February	1,035	1,428
March	758	1,565
Totals	17,797	18,000

Graph 5: Free swimming data for 2012/13 and 2013/14



As can be seen there was an additional 203 usages for the 2013/14 year, which is a positive increase. October 2013 and March 2014 shows a much higher than normal usage compared to 2012/13, this is down to the increased popularity during October half term and an early Easter in 2014. The summer months traditionally record the highest usage due to the school holidays.

Encouraging participation

To encourage participation, whether within exercise or within structured sporting activities, is at the top of the agenda at the Leisure Centre. The following target groups have been identified with a brief explanation of what we have achieved for that target group throughout the year. Usage figures for each target group are also included. However these are based on swipes/ bookings with accounts on the Leisure Centre booking system for the 2013/14 year, provided they have given all the correct information.

Young people

It has been identified that 17.06% of all ages given are young people under 18. A large proportion of this is swim school bookings.

Throughout 2013/14 the Leisure Centre aimed to increase the activities available for young people. This included starting a pre-school sports club, trampolining sessions, football sessions and tennis sessions. Additional funded sessions took place for swimming lessons for Key Stage 2 non swimmers and looked after children. Cricket and tennis sessions were funded during 2013/14 too. The swimming lesson programme reached its highest numbers in summer, to over 1000 swimmers. Rookie lifeguard sessions were also added to the programme.



BAME groups

The ethnicity of participants is shown as 35.53% are white British/Irish or other. Refused or unknown was 3.79% meaning that 60.68% are from other ethnic backgrounds.

To ensure BAME groups continue to participate in everything we offer, certain groups are added to make them more appealing for those seen as 'hard to reach'. We continue to offer ladies only swimming sessions which appeals to a wide range of groups. Badminton and table tennis sessions for ladies only took place during the year. IAPT provided self confidence classes for ladies only, some were specific to BAME only women too. Many different church leaders also use the Leisure Centre regularly.

Older people

It is shown that 11.9% of customers are in the 50+ age bracket, although this doesn't take into account swipes with a Be Active card.

The Leisure Centre has many activities available for older people over and above the Be Active membership. These include Zumba Gold, 60+ Aqua fit, line dancing and adult swimming lessons. These all continue to be very successful with a high number of older people taking part each week. For those who would rather socialise there is a 50+ social group that takes place each week.



People with disabilities

The report shows there are around 3.73% of people using the Leisure Centre with a disability, although this doesn't take into account the swipes of the Be Active card.

Boccia sessions were started in September, a great activity for those with mobility issues to try a sport which is just like bowls. The local disability club SEALS continues to use the pool for their sessions. Other groups that continue to use us each week include MS and Dementia groups. Within the year we also started trampolining sessions for a local adult autistic group which continues to run successfully. A local autistic school, Drumbeat, uses us extensively for swimming lessons, trampolining sessions and activities during the holidays.

Women and girls

It has been identified that there are 47.62% of women using the Leisure Centre and 37.33% are men (others are unknown or refused).

Many activities that are run at the Leisure Centre are for both men and women but other sessions are specific for women to encourage further participation. Our Back to Netball session continues to encourage women to participate in a session just for them. Ladies only swimming sessions take place each week to cater for those who only want to swim with ladies. Many promotions took place throughout the year to encourage ladies to bring a friend for free to the ladies only sessions and aqua fit.

Partnership working

1Life, the Leisure Centre, the Library and NHS continue to successfully work together to ensure a rounded community approach is achieved. The Library and Leisure Centre find it beneficial to work together during large events and outreach to schools and promotional opportunities. The services also have separate partners who they work with in relation to their specific areas of service.

Leisure Centre partnership working

Downham Library

The Leisure Centre and the library work closely together to go to schools, children's centres and nurseries to promote the Leisure Centre activities. The two services are also a main partner in organising Downham Celebrates.

Public health Lewisham

As mentioned previously the Leisure Centre has a close relationship to the NHS and delivers programmes with Public health Lewisham to include the exercise referral programme, shape up, lets get moving sessions and health trainer advice once a week.

Downham Celebrates

Two festivals are run annually at Downham Health & Leisure Centre by the Downham Celebrates committee made up of local councillors, businesses and residents. The festivals take place on the second Saturday of June and December and offer great activities and stalls for the whole family.

Clubs, churches and teams that hire

The Leisure Centre aims to keep a good relationships with the many groups that hire the Leisure Centre and outdoor facilities. The Leisure Centre ensures their services are promoted in line with the Leisure Centre's and the club is running well and happy with our service throughout the year.

Local youth groups

We continue to work with many youth groups to enable them to take part in different activities at the Leisure Centre. Throughout the year Good Shepherd Youth Club arranges activities with us which include swimming, trampolining, dance mats, football and roller skating. Other youth groups who have used us for similar activities include the 11 Forest Hill Scout, Cub and Beavers group and the 9th Lewisham Scout group.

IAPT (Improving Access to Psychological Therapies)

IAPT Lewisham is a free and confidential NHS service. It offers a range of psychological therapies to adults 18+. The service has ran many self confidence courses at the Leisure Centre throughout the year and provided additional advice during Mental Health Week.

Downham Nutrition Partnership and Delicious Nutritious

They are a charity based in Downham. Their aim is to try and reduce some of the barriers to healthy eating which people face. Throughout the year the Leisure Centre has worked with the groups on events and cook and eat courses.

Local schools

The Leisure Centre catered for 16 local schools who came in for school swimming lessons during 2013/14. Other activities and opportunities are offered to the schools. They are also always happy to pass on any Leisure Centre activity information to their pupils.

Stop smoking service

Every week the stop smoking service attends the Leisure Centre to give advice to help people stop smoking. They also book people in for appointments with them to continue to help them to stop.

Library partnerships

To ensure provision of a well-balanced, customer-focused programme of activities we have worked in partnership with our leisure centre partners and with the following groups:

- Community Education Lewisham – Literacy, Numeracy, IT, CV Advice and Lewisham Patchwork Project for 2014
- Polish Community Group – Polish sing-a-long
- SLAM
- Children's Centre Area 3
- Diabetes Self-help group – monthly meeting and advice sessions
- Lewisham Health Improvement Team – Healthy Lifestyle Advice Sessions
- Downham Nutrition Partnership – healthy eating displays

NHS

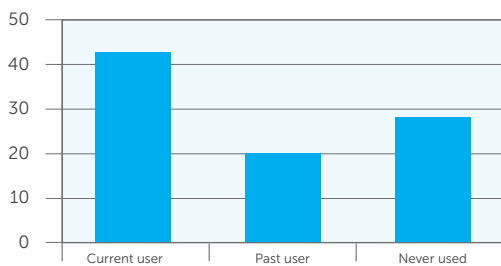
" Working in partnership with Downham Health & Leisure Centre has been very crucial in helping us engage with members of the local community. Through this partnership, the Lewisham Community Health Improvement Service has successfully, delivered the NHS Health Check to people from the south. Our fortnightly health Trainer drop in service at the foyer has given local residents the chance to engage and find out more about ways of improving their health and changing their lifestyle. It is hoped that we will continue to use the Leisure Centre to promote good health as well as deliver services to the people of Downham"

Lewisham Community Health Improvement Service

Non user survey

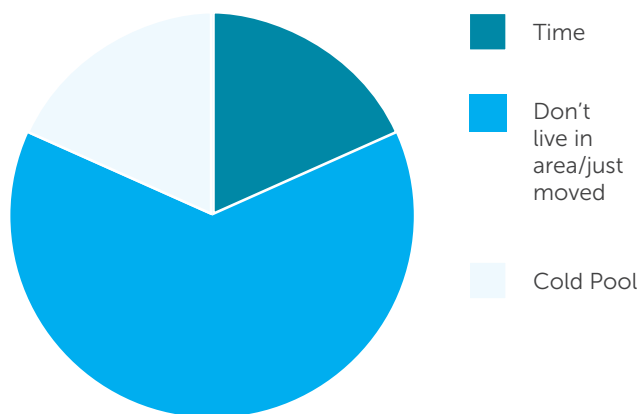
Downham Health & Leisure Centre is committed to providing the best possible service to the local community and ensuring that everyone locally knows what happens within the Leisure Centre. The following non user survey was carried out at the Phoenix Festival 2013. This means that some participants visited currently, some in the past and others were complete non users.

Graph 6: Non user survey answering: Have you ever used DHLC?



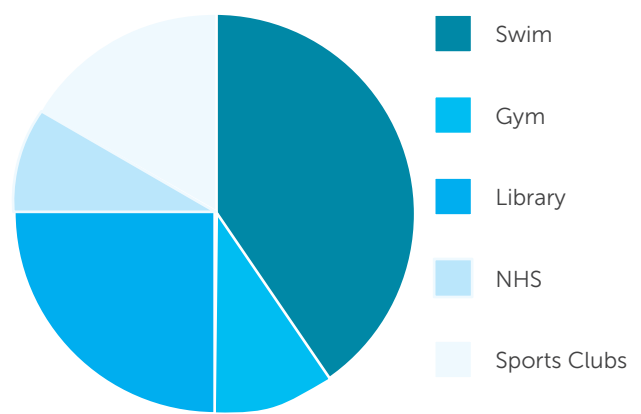
A total of 69% of people questioned had visited the Leisure Centre before which shows local people know about the Leisure Centre.

Graph 7: Non user survey answering: If you don't, why don't you currently use the Leisure Centre?



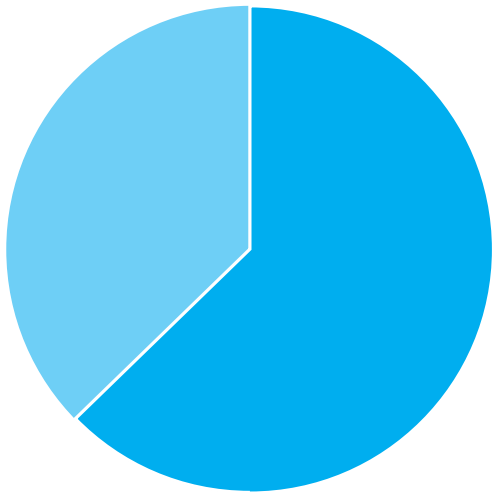
This is positive in the fact that the majority of respondents that had never used the Leisure Centre before were not local to the area or had just moved to the area.

Graph 8: Non user survey answering: If you do use the Leisure Centre what do you use?



The majority of people who had visited the Leisure Centre visited for the swimming pool, this is probably due to the free swimming offer.

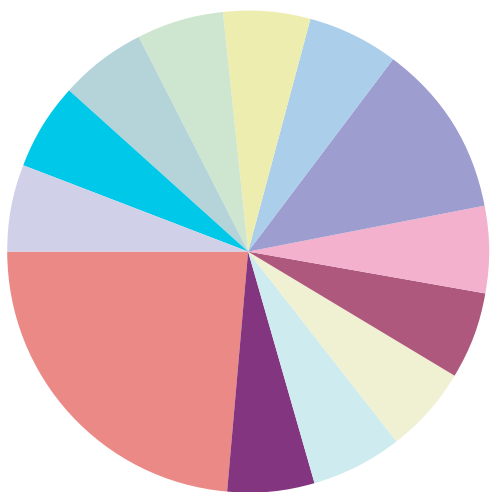
Graph 9:
Non user survey answering:
Are you aware of the services provided- swimming lessons/tennis sessions/football sessions?



- Yes
- No

The aim of the Phoenix festival is to promote the sessions that we have at the Leisure Centre so this was able to happen with those who said no

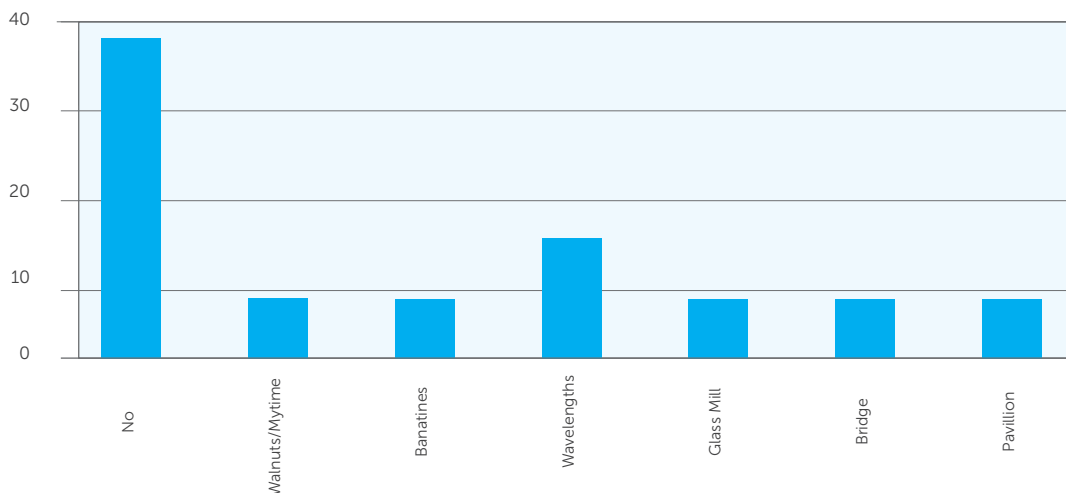
Graph 10: Non user survey answering: What would attract you to using the Leisure Centre?



- Swimming pool
- Cheaper gym
- Sauna/steam
- Bowling alley
- Ball pit
- Football
- Arts & crafts
- Tennis
- Gym
- More for young children
- Thinking of joining
- Library
- Free activities
- After school club

Many of these suggestions, unfortunately are not able to take place as it includes structural changes for example bowling alley, ball pit and sauna/seam. Since the survey football, tennis and more activities for younger children have been implemented.

Graph 11: Non user survey answering: Have you visited any other Leisure Centres in the past year?



This gives an overview of where individuals are going in the local area or if they are not going to a Leisure Centre at all.

Health and wellbeing

Downham Health & Leisure Centre ensures there is a health and wellbeing focus for customers on top of the sport and exercise classes that are offered. The Leisure Centre does this by linking events and offers to national days and weeks or offering regular activities and advice sessions.

Exercise Referral

We work closely with GPs and health professionals to help people who would benefit from exercise for specific health reasons. Individuals can take part in specific gym sessions, aqua sessions and Zumba sessions. In 2013/14 there have been 740 patients referred to the Leisure Centre.

Active heart

Active Heart is for anyone who has experienced a cardiac event. Individuals can be referred through the hospital or through the GP. Throughout the year participation figures for the session have equalled 1093.

Shape up

This programme is run in partnership with the NHS. The free eight week weight management programme provides the knowledge and skills to achieve and maintain a healthy weight. The groups have all been successful in losing weight, increasing their physical activity levels and reducing their BMIs.

Check and Change programme

This is also run in partnership with the NHS. Individuals can attend for free if they complete an NHS health check and are referred to the programme. In 2013/14 a men's only spinning session was organised.

BOOST

BOOST delivers family weight management programmes to build a better and healthier life for the whole family. They have conducted 1-2-1 interviews here as well as a teenage BOOST session. Downham Health & Leisure Centre is their most popular venue. 40 people have attended the Active Boost programmes and initial appointments have run over two terms, which has catered for around 80 families.

Delicious most nutritious

The local food organisation works to promote and develop everyone's love and need for nourishment through food. They hosted cook and eat and Yummy Explorers courses here for free.

Maintenance

The Leisure Centre has contracted Emcor Facilities Services to manage the day-to-day site maintenance issues that may arise through the normal usage of the Leisure Centre.

Emcor Facilities Services provides a pre-planned maintenance schedule for the Leisure Centre to which it reports back on a monthly basis on its completion.

The 'Help Desk' continues to ensure jobs are completed within the allocated timescales and allows for transparency within the self-monitoring contract.

Lifecycle

To ensure the Leisure Centre is continually looking its best, a number of key works are identified for each year in relation to its lifecycle. These projects take place throughout the year to update the facilities by making improvements on decoration or replacing equipment that has come to the end of its lifecycle. The projects that took place in 2013/14 can be seen below.

Health Centre area

- Main stairwell redecoration
- Large Meeting Room redecoration
- Main reception redecoration of green wall

Leisure area

- Keyboard
- CCTV
- Pump
- CCTV replace
- Community Hall - redecoration and MDF
- New CCTV Camera
- Fire Extinguisher
- CCTV DVR
- Swim Pool Seating
- Lift drive
- General re-lamping



Customer and public relations

We have a variety of ways to promote our activities, events and offers taking place throughout the year in the Leisure Centre. These include outreach to schools, local shops, nurseries and children's centres; press releases are sent out through our marketing company Manifest; posters and leaflets help to advertise the activity from within the Leisure Centre and social media is a great way to get the message out there easily.

Outreach to schools, shops, nurseries and children's centres

Throughout the year the sales team and the Community Liaison Manager go to local areas which include Bromley, Beckenham and Grove Park Train Station to promote Leisure Centre activities and memberships. The Community Liaison Manager and the Library work closely together to go to local schools, nurseries and children's centres to promote Leisure Centre activities, water safety, library events and read stories to the children.

Press releases

The Leisure Centre is targeted to send out 12 press releases per quarter, which is around one per week. We try to ensure this is met to get a good coverage throughout the year in the local papers for free. Some of the successful stories which were printed can be seen below.

Table 5: Printed press releases

Headline	Paper issued in	Circulation
'A slice of history' goes on display	News Shopper Lewisham & Catford	51,718
CHARITY CASH	News Shopper Lewisham & Catford	51,718
In brief	News Shopper Greenwich & Charlton	51,718
TOP CLASS	News Shopper Greenwich & Charlton (Main)	49,420
	News Shopper Lewisham & Catford (Main)	49,420
HEALTHY OFFER	News Shopper Greenwich & Charlton	49,420
	News Shopper Lewisham & Catford	49,420
Food for the needy	South London Press (Friday) (Main)	16,293
	Deptford, New Cross & South London Press	14,778
	Brixton & South London Press	14,778
	Dulwich & South London Press (Main)	1,200
	Streatham & South London Press	1,200
	Wandsworth & South London Press (Main)	1,200
	Wimbledon & South London Press (Main)	1,200
	Forest Hill, Sydenham & South London Press	1,200
Your what's On	Your Local Paper (Main)	1,000
Get fit, join gym for just £1	Mercury (Lewisham Borough) (Main)	33,352
	Mercury (Greenwich Borough) (Main)	43,745
Boost for disabled swimmers	South London Press (Tuesday) (Main)	10,797
QUIDS IN	News Shopper Greenwich & Charlton	49,420
YOUNG SPORTS	News Shopper Greenwich & Charlton	49,420
Pupils in swim success	Bromley Times (Main)	64,280

Figure 1: News Shopper Greenwich and Lewisham

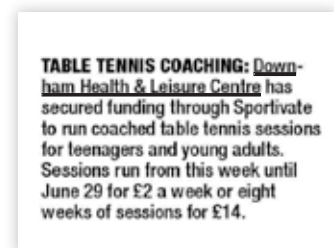


Figure 2: Variety of newspapers



Figure 3: News Shopper Gravesend



Social media

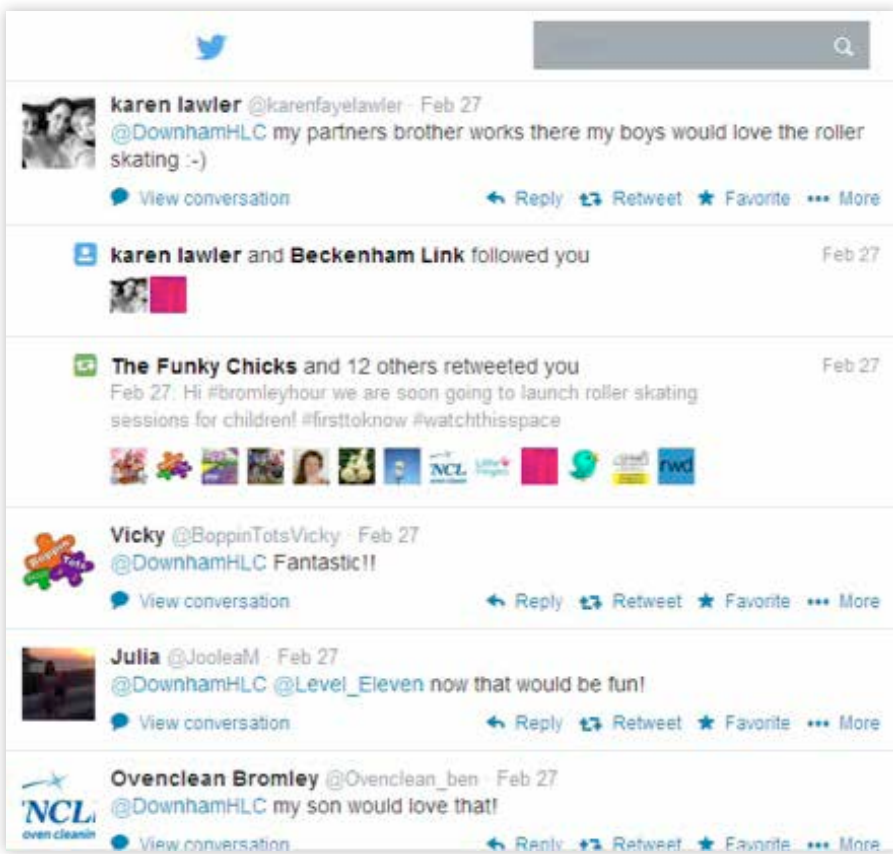
It has now been a year since we launched our social media sites on Twitter and Facebook. Updates are made daily which include facts, interest stories around health and fitness, workout tips as well as the promotion of Leisure Centre events, activities and news. Twitter is great for linking to other businesses in the local community and has encouraged local businesses to hire from us or join up as members themselves. There is a great community spirit during #BromleyHour with lots of retweets of activities. Facebook is great to reply to customer comments about the Leisure Centre and activities and share photos of events. On Twitter we have 450 followers and on Facebook we have 250 likes.

Figure 4: Twitter comments and retweets



Here is an example of a Facebook 'paid' reach post. This reached 8,104 people when usually our posts reach around 100. This is a great, cost effective way to promote our services.

Figure 5: Facebook comments and likes



This is a great example of a successful tweet during #BromleyHour. This initial tweet received many retweets as well as comments about our funded roller skating sessions.

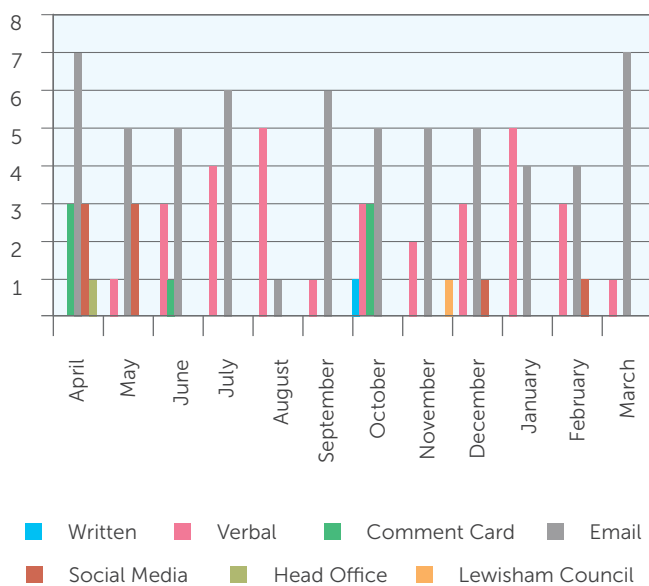
Customer satisfaction

We value the views of our customers, this is emphasised in our 1Life pillars. The first one being to put customers first. There are many ways to contact us which include Facebook and Twitter. Here are some of the comments we have received:

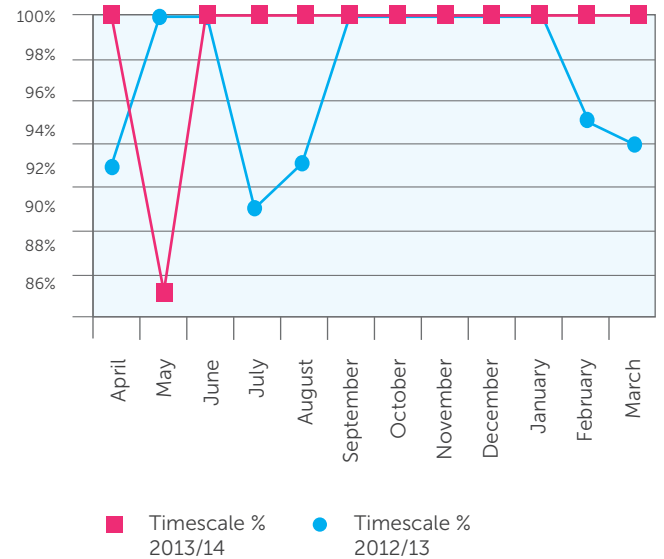


We measure how we receive customer comments each month as well as whether they were replied to within the timescale of 48 hours of receipt of the comment. These measurements are shown in the below graphs

Graph 12: How our customer comments were received



Graph 13: Were comments replied to within the 48hr target time?



With technology and time changing it can be seen that emails are the most popular way to get in touch with us with verbal being the next.

As can be seen apart from May, which was only one comment, customer comments were responded to 100% percent of the time throughout 2013/14 which is a large improvement on 2012/13

Member retention

Retention is historically within the industry a difficult measurement to control, with there being highs and lows throughout the year. Downham’s retention of its customers has been driven by cleanliness, maintenance and customer service predominantly, as well as key improvements such as the gym refurbishment. The chart and graph show the joiners, leavers and variance for each month throughout the year.

Table 6: Retention and joiners figures

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Totals
Joiners	6.74%	9.28%	10.98%	9.40%	6.67%	7.20%	6.46%	6.20%	5.06%	7.57%	9.15%	7.31%	7.67%
Leavers	5.10%	5.71%	3.80%	5.02%	6.77%	6.95%	6.46%	7.20%	6.05%	5.32%	5.64%	6.06%	5.84%
Variance	1.64%	3.57%	7.18%	4.38%	-0.10%	0.25%	0.00%	-1.00%	-0.99%	2.25%	3.51%	1.25%	1.83%

Graph 14: Retention and joiners graphs



The following can be seen from the above graph:

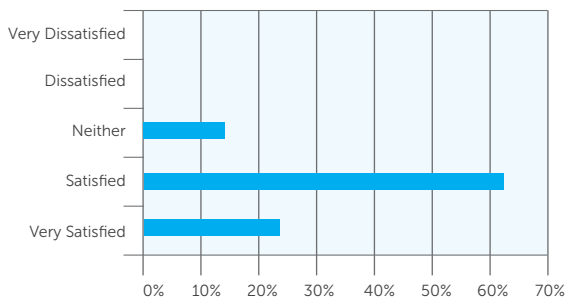
- Throughout the majority of months the amount of joiners outweighs the number of leavers
- Our strongest months for joiners were May, June and July. This was due to the new gym refit.
- By far the best month overall is June.



Staff satisfaction survey

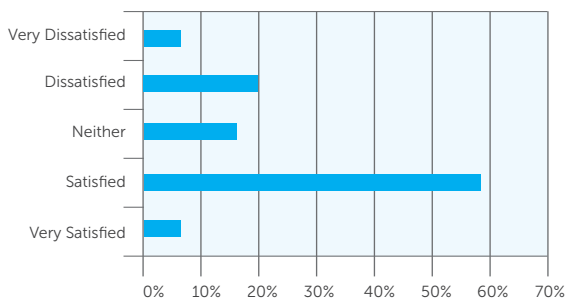
Annually, Downham Health & Leisure Centre carries out a staff satisfaction survey to all of the services at the Leisure Centre. This includes asking the NHS, Library and Leisure Centre staff for their feedback and satisfaction on a variety of questions. Each question is rated according to their satisfaction.

Graph 15: The facilities at Downham Health & Leisure Centre?



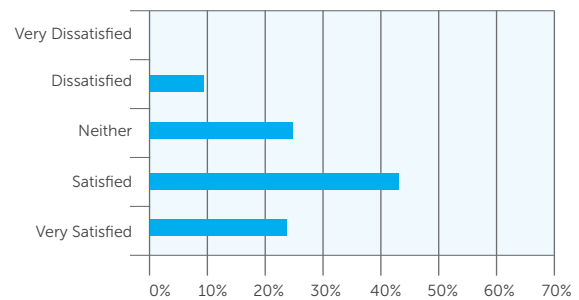
The satisfaction for this question is higher than the previous year which is positive. This year no one was dissatisfied, compared to 4% last year.

Graph 16: The cleanliness of the public areas



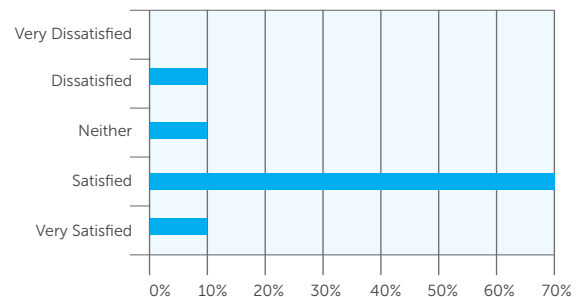
This question has more people satisfied in the cleanliness of public areas compared to last year with 39% which is 18% difference.

Graph 17: The Leisure Centre staff being friendly and professional



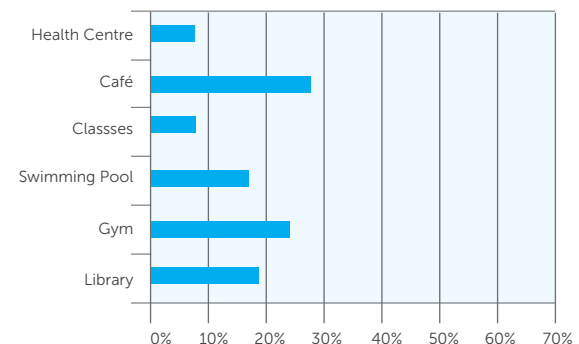
There is still further work to be done with regards to this question but it is still more positive compared to last year. There was no one very dissatisfied, compared to 4% last year.

Graph 18: Downham Health & Leisure Centre overall



The satisfaction for this question is higher than last year with over 70% satisfied compared to over 50% previously.

Graph 19: Have you used any of the below facilities at Downham Health & Leisure Centre?



It is great to see that the staff use the facilities on site as it shows they like what is on offer.

Training and development

1Life are committed to staff development and very passionate about the development of new staff, apprentices and being able to offer work experience to local young people. 1Life have worked hard on providing management training courses that will add value to the job roles within the business and have recently added to the range of courses that are available for all staff.

1Life has recently changed the company's training provider to ICON. Every member of staff in the Leisure Centre completes an eligibility form to take an ICON course. Those eligible can take a variety of courses including leisure management, customer service, fitness and sales courses. This is great for current members of staff to up skill or to learn a different area of the business.

To ensure current staff are up to date with the latest developments in the industry and to continually add to their qualifications continual professional development is embedded into the working environment at Downham Health & Leisure Centre.

One of the Leisure Centre's full time lifeguards was enrolled onto a course organised by 1Life via the company's training programme to become a NPLQ Trainer assessor. He can now run his own courses and train the other staff within the monthly NPLQ training sessions.

A lifeguard and Duty Manager enrolled onto a Level 1 Swimming teachers course which they successfully completed and have since been developing their skills by teaching the Leisure Centre swimming lessons.

The Leisure Centre hosted a football Level 1 course in partnership with Lewisham Football Partnership, which one of the lifeguard's was able to attend for free. They have since coached football at the Leisure Centre to further develop their skills.

The lifeguards complete their NPLQ (National Pool Lifeguard Qualification) training each month to keep refreshed and aware of any updates to the qualification. Swimming teachers were given the opportunity to gain or update their National Rescue Award for Swimming Teachers and Coaches. Training also takes place for this every four months to keep them abreast of any new information.

Current staff are also given opportunities to work in other roles to expand their knowledge of the Leisure Centre and to develop their careers further if they so wish.

We also like to work with local organisations to help support the unemployed within the local community to gain work experience and potential employment. We have a close relationship with local sports provider Teachsport who we regularly take on work experience students for a month in different areas of the Leisure Centre. One work experience student from Teachsport has now joined us on a permanent 30 hour contract. We have also joined up with Spice, a local volunteering scheme who give time credits to those who volunteer. We will work with them to encourage volunteering and in return volunteers can gain free entry to the facilities or entry to other local and national attractions.

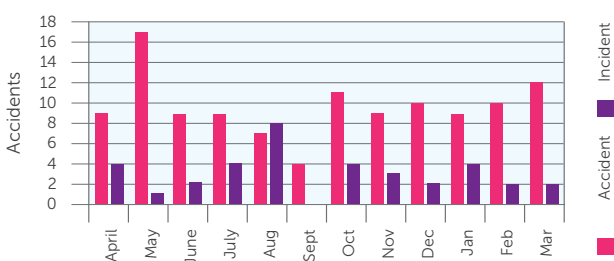
Health and safety

We take health and safety very seriously for staff and customers alike. Staff members are encouraged to keep health and safety at the forefront of their minds.

We are committed to providing a safe and healthy environment for the benefit of our employees, customers and contractors by achieving high standards of health and safety, including fire safety, in its operations.

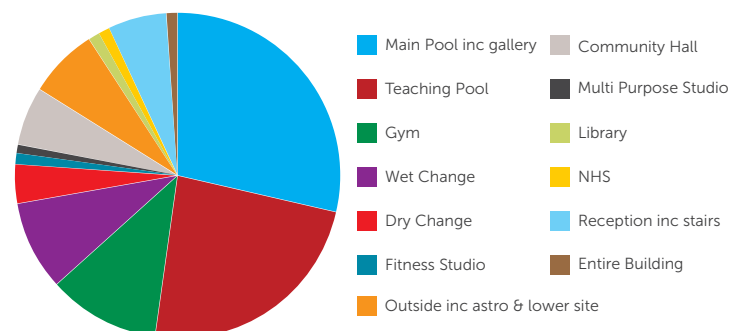
Graph 20: Number of accidents and incidents during 2013/14.

The graph shows the number of accidents and incidents which happened each month throughout 2013/14. A spike of accidents happened within the month of May and August had the most incidents. There were 26 fewer accidents in 2013/14 in comparison to 2012/13. However there were eight more incidents in 2013/14. Most were of a minor nature.



Graph 21: Where the accidents and incidents happened in the Leisure Centre

The pie chart shows where the accidents and incidents happened within the Leisure Centre. The two main places where they happened were the main pool and teaching pool. The main pool was also the place where the most accidents and incidents happened in 2012/13.



Environmental impact

Downham Health & Leisure Centre is committed to driving down the energy of the site across all areas of the building. We can control our energy consumption by ensuring the Building Management System (BMS) is managing our heating and water temperature effectively. Our pool covers which are put on nightly help to conserve the temperature of the water. We also ensure we recycle throughout the year. We have recently installed recycling bins for public use which will increase the recycling of cans and plastics.

Utilities

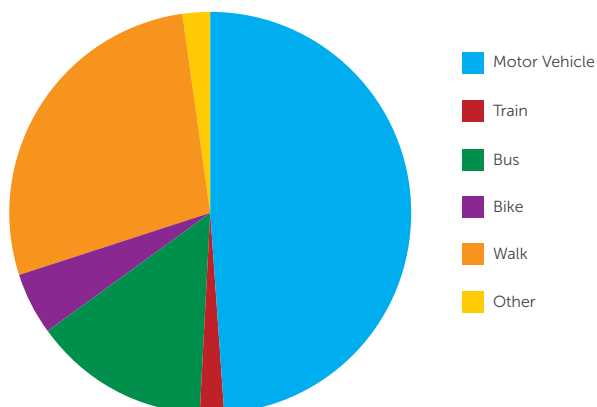
We closely measure how much gas and electricity we are consuming and compare it to the consumption of the previous year. With figures from October 2013 to March 2014 we have made some great savings on both gas and electricity year to date.

Gas 22.93% Electricity 5.24%

Green travel

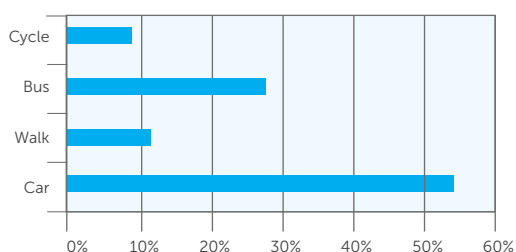
We encourage our customers and staff to use green ways to get to the Leisure Centre in order to help with our carbon footprint. The below chart shows the different ways that customers got to the Leisure Centre.

Graph 22: How our customers got to the Leisure Centre



The majority of people are still getting to the Leisure Centre via a motor vehicle, which is the same as 2012/13. A positive 34% of people walked to the Leisure Centre which is an increase on last year. Over the last year 10% more got the bus here in comparison to last year.

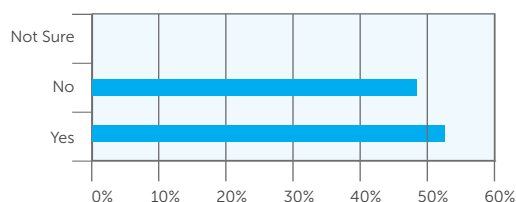
Graph 23: Staff questionnaire: How do you get to work?



The graph shows how staff for all of the services from within Downham Health & Leisure Centre got to work. The majority of people still use motor vehicles, more people are cycling this year.

The Leisure Centre has a green travel plan in place to promote the various cycling and walking events taking place throughout the year as well as to encourage customers and staff to think green when getting to the Leisure Centre. The graph shows that there are quite a few members of staff who are not aware of the green travel plan but this does not mean they have not been subject to the promotion of green travel.

Graph 24: Staff questionnaire: Do you know about the green travel plan?



Cleaning

1Life and Initial are responsible for the cleaning within the whole building. Initial Cleaning services carry out the cleaning for the NHS Block, Library areas, entrance foyers and all toilet areas in the building. 1Life staff carry out all other cleaning in the Leisure area. To ensure the cleanliness of the Leisure Centre a cleaning schedule is in place which covers daily, weekly and monthly cleaning tasks.

Table 7: Planned Cleaning by 1Life employees

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
95%*	95%*	96%	98%	98%	98%	98%	99%	99%	100%	99%	99%

Table 8: Reactive Cleaning within the Leisure Centre by 1Life employees

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
96%	100%	98%	100%	100%	98%	100%	99%	99%	98%	99%	98%

Table 9: Contract cleaning by Initial

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
95%*	95%*	95%	95%	95%	95%	95%	95%	95%	95%	95%	95%

* The report method changed in June. The figures shown for April and May are 1Life and Initial combined.

The performance standard is 95% which all of the areas have maintained or risen above, which is an improvement on last year. The reactive cleaning has improved on last year with an average of 98% compared to 97% last year. The reactive cleaning result demonstrates the quick response the team has to identified tasks.

New developments for 2014/15

After having reflected on the previous year at Downham Health & Leisure Centre we would like to look to the future to continually improve year on year.

The Leisure Centre and library will welcome the Citizen's Advice Bureau who will support residents with changes to benefit schemes. All services at the Leisure Centre will aim to successfully work in partnership on an ongoing basis.

Leisure Centre developments

The following are projects the Leisure Centre aim to carry out during 2014/15 in order to increase what we offer to the local community in all of our target areas.

- We will further embed the 1Life brand into the Leisure Centre throughout the year. The Leisure Centre ethos, customer relations and the look of the Leisure Centre will change in line with the new brand developments
- After increasing the activities for children in 2013/14 we will continue to further increase the available children's activities by developing the programme of teenage activities
- Although we increased the disability offering in 2013/14 we will be working towards the IFI accreditation and working with a local Downs Syndrome friendship group
- We will further develop our swimming programme by using the new management system Learn 2 which allows parents to view their child's progression online
- Our group fitness class programme will develop to include more Les Mills classes and other different classes like a boot camp session
- We will also have a greater focus on retention and attrition throughout 2014/15 with the support of a new company role of a 'Retention Manager'

Library developments

This year the Society of Chief Librarians and partners including Arts Council England and The Reading Agency launched four 'Universal Offers' – Health, Reading, Information, and Digital. These are the four service areas which modern users regard as integral to public libraries. Downham Library will place these offers at the heart of new developments next year:

Health & Wellbeing – "a commitment to provide a range of services including public health information and promotion, sign posting and referrals as well as creative and social reading activity"

- Promote relaunched national Reading Well on Prescription Scheme – books prescribed to support health & wellbeing by GPs
- Enhance provision of health information and signposting, in particular liaising with Downham Nutrition Partnership and Sexual Health Clinic
- Promote Reminiscence Group across the community
- Support Lewisham Patchwork Project culminating in community quilt at People's Day 2014
- Work with 1Life to promote the Be Active and free swimming programmes

Reading – "a commitment to provide a lively and engaging reading offer with reading groups, challenges, promotions and author events. It aims to focus libraries' attention and efforts on promoting key shared reading programmes."

- Establish a new local reading group
- Create future events focussing on authors for adults and children
- Host author visits
- Celebrate annual reading festivals such as World Book Day, World Book Night, and London City Read
- Participate in WWI Centenary commemorations through book displays and events

Information – "realise libraries' role in supporting people to access information and services online in life-critical areas such as careers and job seeking; health, personal financial information and benefits. Central to this offer is helping people to use vital government online information services."

- National Numeracy Challenge – promote and implement the challenge and its aims through staff to the public
- Information provision – signpost to council and other support services
- Generate visits by partnership organisations providing community information

Digital – "This offer recognises that the development of digital services, skills and access underpins so much of a 21st century library service. As such, it supports and enables the delivery of all of the universal offers."

- Free internet & WiFi access
- Clear and accessible online information about library services
- Staff trained to help customers access digital information
- Increase IT training and digital activities for all ages
- Art and music sessions for teenagers in Mac Suite
- Promote free eBooks and eResources with a special focus on homework support for local secondary school children

Concluding statement

At the end of the annual report 2012/13 we included some developments which we were planning on taking place this year. Below shows the developments proposed and the outcomes of these.

- In May 2013 there will be a gym refurbishment with new flooring and brand new equipment for members and pay as you go customers.
This took place and has substantially increased the number of people who are using the gym.
- After launching social media during 2012 we will continue to use this method of communication extensively to current members, new customers and community groups.
This is used daily to either promote new activities, give advice or post interest stories. Facebook has 250 likes and Twitter has 450 followers.
- We aim to offer a wider range of activities for younger people, including year round tennis and football courses.
Tennis sessions were run in the Summer 2013. Our football sessions were run with Millwall at the beginning of the year and are now coached by Crystal Palace. They are running smoothly every Monday. Other additional children's activities have included trampolining and a wider range of swimming sessions.
- We aim to expand the activities available for people with disabilities.
We have increased this with the Boccia sessions, the new trampolining and swimming sessions for Drumbeat and the trampolining session for the adult autistic group.
- We will commit to continually reduce our carbon footprint.
This has been achieved with the 22.93% saving in gas and 5.24% saving in electricity.
- We would like to increase the education and awareness of healthy eating and leading a healthy lifestyle.
We hosted a number of healthy eating events during the year with Downham Nutritional Partnership which were very successful.
- We would also like to reach the wider community to offer employment opportunities for coaching to those leaving school or in sixth form.
We worked with Teachsport to offer work experience to their students, which ended in one of them gaining employment at the Leisure Centre.

In conclusion, 2013/14 was a really successful year for the Leisure Centre with many improvements on the previous year. The gym refurbishment was a major improvement to the Leisure Centre, with it bringing over 50,000 more visitors. Further children's activities were added throughout the year which continue to go from strength to strength and the future will see the development of teenage activities offered. More and more community links were made which will continue to develop in the new year. The library and Leisure Centre would like to thank Sue Court, who retired in 2013/14, for her work both with the library and the Downham community. Two members of library staff, Amy Johnstone and Jessica Barlow, received Customer Service excellence awards – both have now been promoted to more senior roles and have left Downham Library. Ramel Foster, Apprentice at Downham Library, received Outstanding Contribution Award during the Lewisham Celebrating Achievement March 2014 ceremony, part of the Lewisham Apprenticeship Programme.

All of the Leisure Centre's services will continue to work together, with the addition of Citizen's Advice Bureau to the many services that successfully exist at Downham Health & Leisure Centre. Further exciting developments will take place in 2014/15 and we look forward to continue to work with the local community.

Downham Health & Leisure Centre
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