



Downham Lifestyles Ltd

Downham Lifestyles Limited Annual Report

2014 to 2015 (April to March inclusive)





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Trustees' Foreword

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

The partnership continues to achieve very high standards of service quality and safety management. During the many events throughout the year, the partnership shows its strength to work together to produce fantastic events. This is highlighted the most during the Downham Celebrates Summer and Winter Festivals, which show great community spirit year on year.

Throughout 2014/15 1Life have continued to change staff behaviour and the look of the centre to embed the 1Life brand. The refurbishment of the centre has improved the look and feel overall, with many of the centre walls painted to reflect the 1Life brand colours. Many lights in the centre have been changed to LED lighting, which gives a cleaner whiter look. The main areas of focus for lighting in 2014/15 was in the pool hall and in the library.

The centre continues to go from strength to strength, this year saw an increase in the activity and exercise programmes for children and adults, the installation of a pool pod on poolside for people with a disability and increased partnerships within the local community with health and community groups.

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

- £2,660 to provide free spaces on an NPLQ for local unemployed young people
- £825 to purchase boxing equipment to run sessions for local young people
- £910 to fund walking football sessions for people who are 50+
- £800 to Good Shepherd Youth Club to fund 14 sports centres.

The process for awarding the grants changed slightly towards the end of the year to an application form, which was sent to local community organisations and sports clubs to complete if they wished to bid for the funding.

The Trustees and Downham Health & Leisure Centre are pleased to present the Annual Report for 2014/15 which gives detailed information on many aspects of DLL's operation.

Our thanks to Lewisham Council, 1Life staff, Library staff, NHS staff, our partner organisations and especially those who continue to use these excellent local facilities.

Colin Barlow
David Coffield
David Carpenter

community

Introduction

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 2014 until 31 March 2015. The report will encompass many highlights of the previous year for the whole of Downham Health & Leisure Centre. The statistics and good news stories of all elements of the centre 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 it's 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 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 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 2015/16.



Facilities and Services

Downham Health & Leisure Centre is very proud of the fantastic facilities and services which are available to the local community. This year the centre was pleased to welcome Lewisham Advice and Information Hub who are successfully advising the local community of Downham about benefit entitlement, housing, debt and other issues online.

DOWNHAM ADVICE AND INFORMATION HUB

In April 2014, the centre welcomed the Downham Advice and Information Hub this year to add to the many services the centre currently offers.

The aim of the service is to reduce the number of clients seeking basic advice and information from existing advice services, freeing their time to deal with complex legal issues. The hub is achieving this by improving the provision of support and access to basic advice and information, and developing work on early intervention by making it easier for people to access advice and information as soon as possible.

The hub offers help to clients to access advice and information about benefit entitlement, housing, debt and other issues online and through self-help material that is available at the hub. We also assist clients complete online benefit applications, notify Lewisham Council's Housing Benefit Department about their change of circumstances by scanning the documents and uploading them and clients can use our phone to make enquiries to DWP regarding their benefit applications.

Clients can use the computers for free to access advice and information. They can also use our photocopier for free, if they want copies of their documents. There are trained staff available to assist if needed.

DOWNHAM HEALTH & LEISURE CENTRE CAFÉ

In December 2014 the café was renovated to evolve into a Costa Coffee café, through a partnership between 1Life and TSA. The walls were painted, additional furniture added and the new Costa Coffee equipment installed. The change continues to be a success.

CENTRE FACILITIES

- 25m swimming pool and teaching pool
- Gym fitness suite
- State-of-the-art library facilities on the lower and upper floors
- Mac suite with free internet access
- Health care facilities, GP surgeries, community health, specialist community dental practice
- Lewisham Advice and Information Hub
- 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 Astro turf pitch 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 AT DOWNHAM HEALTH & LEISURE CENTRE

- Swim school
- Badminton and table tennis
- Personal training
- Sports courses
- Fitness classes
- Exercise referral and cardiac sessions
- School swimming lessons
- Stop smoking service
- Health trainers
- Kings Dental Service
- Foot Health
- Physiotherapy
- Sexual health support
- The Lymphoedema and Leg Ulcer Clinics
- Speech and language
- GP and dental advice
- Wide range of books, CDs and DVDs
- Live events: author visits, films, talks, community celebrations
- Literacy, numeracy and IT adult learning sessions
- 50+ social group meetings including Reminiscence Group
- UK Online Centre providing free introductory IT sessions
- Silver surfer IT sessions for the over 50's
- Access to self help, community and council information
- Family learning and parenting sessions
- Film screenings for adults and families
- Baby bounce and rhyme
- Interactive stories, entertainment, craft and music activities
- Reading challenges, games and quizzes
- Support with homework
- Class visits to select books and attend story times and author visits

- Library skills and IT training for school visits
- Outreach to promote leisure and library within the community
- Active involvement in community festivals and events
- MP and Councillor Surgeries



Centre Success Stories

There are many success stories that have taken place over the last year at Downham Health & Leisure Centre in all departments. Here we showcase some of the highlights.

FUNDING ACQUIRED

The centre has been successful in gaining a total of **£11,394** for projects which have taken place throughout the year. This includes the following projects.

SPORTIVATE

Through Sportivate funding we were able to run table tennis sessions for young people aged 11-16 years and attracted around 15 young people across the eight week course.

DOWNHAM ASSEMBLY

We were successful in securing funding from the local assembly to run roller skating sessions which have continued to go from strength to strength. Since the sessions started in March/April 2014 we have attracted 1856 usages.

SWIMATHON FOUNDATION

We were awarded funding to work in partnership with a new local Downs Friendship group. We put on specific sessions for these individuals and attracted around 30 young people across the seven month course.

STREETGAMES

This year-long funded programme has been successful in attracting around 50 young people, of which 60% were retained in the activities. There were over 35% of females taking part in the sessions which ranged from Zumba to Circuits.

DOWNHAM ASSEMBLY

We are also successful in gaining funding in March/April 2015 from Downham Assembly to run swimming lessons for children ages 8-16 who cannot swim 25 metres. For the first course all three available lessons are at capacity.

LIBRARY ACTIVITIES

Over 10,000 people attended regular activities held throughout the year, including baby bounce, crafts, storytelling, film screenings, IT sessions, and special events.

GROVE PARK ADULT EDUCATION CENTRE

Downham Library ran 'Six Book Challenge' reading groups at the new Grove Park Adult Education Centre.

SUMMER READING CHALLENGE

The 2014 Summer Reading Challenge was "Mythical Maze", every primary school in Downham was visited to encourage participation. Children aged 4-12 are challenged to read 6 books in return for prizes, and children who complete the challenge received a medal in the library and a certificate during their school assembly. Downham Library signed up 666 children this year, an increase of 40% on last year, and 358 (a record 54%) of children completed the challenge. The children came from over 50 primary and secondary schools across Lewisham, Bromley and neighbouring boroughs. The success of the Summer Reading Challenge in Downham is down to extensive outreach to schools before the summer and decorating the library. Many of the children who took part in the Summer Reading Challenge also took advantage of the Free Swim programme and other leisure activities as well.

SUMMER ACTIVITIES IN THE LIBRARY

Downham Library hosted 43 separate events in a 6 week period during the Summer holidays for children. Activities included crafts, films, book displays and other activities.

DOWNHAM FAMILY MEDICAL PRACTICE PATIENT REPRESENTATIVE GROUP

The Practice has a Patient Representative Group which has been instrumental in help to improve service for the practice and is always looking for new members. The group was pivotal in getting the chairs upholstered in the waiting area. The Downham Family Medical Practice oldest patient is now 103 years old.

Centre Events

The whole centre really pulls together for the annual Downham Celebrates events at the centre which are detailed below. The different departments within the centre also run separate events too which are detailed below.

DOWNHAM CELEBRATES SUMMER 2014

The annual festival took place on the 14 June 2014. There were over 2000 people in attendance at the festival, taking part in many activities including short mat bowls, roller skating, army activities, a Zoetrope and viewing stalls and performances.

DOWNHAM CELEBRATES CHRISTMAS 2014

This was a successful event with 2415 people in attendance. Over 40 stalls and many performances and activities took place ranging from Sing Along Sally, face painting, disco and many more.

SWIMATHON

This year the Swimathon was linked with Sport Relief. There were over 30 people swimming for the great cause. We also hosted the school's Swimathon with Coopers Lane Primary School which Duncan Goodhew attended and enthused the children.

SWIM SCHOOL GALA

Swim school gala took place on the 26 July with 47 children in attendance. There were many stroke races and fun races at the end, all split into abilities. Medals were given at the end to all that took part.

CHARITY EVENTS

We like to support many charity events at the centre, these events included:

Tommy's Splashathon, which took place on Friday 25 July with 8 children and adults swimming to raise money for Tommy's, Local nurseries, children centres and community

The centre hosted a MacMillans coffee morning on 26 September at 10-12 and raised £70

The marathon spin takes place during May every year, this year £130 was successfully raised for 1Life's charity, Wheelpower

For Children in Need the Leisure Centre raised £48 by dressing in onsies and selling cakes

This year the Leisure Centre hosted a Zumba session which raised £137 for Sport Relief.

PANATHLON

After a successful Panathlon last year, the centre was asked to host the event again by the Panathlon Foundation. There were many local schools in attendance for the successful swimming event for children with a disability.



TELLING TALES CREATIVE WRITING COURSE (SPINE FESTIVAL): JANUARY - MARCH

In January, 15 pupils aged 8-11 from schools in the Downham area took part in a 6 week creative writing workshop led by Simon Mole, a professional poet and spoken word artist from Apples and Snakes with funding provided by the Arts Council. Apples and Snakes is the leading organisation for performance poetry in England, with a national reputation for producing exciting and innovative participation and performance work in spoken word.

Simon encouraged his dedicated and enthusiastic writers to explore new creative avenues through role-play, poetry and performance, and on the 7th March, family and friends came together to watch how their imaginations sprang to life through their writings and performance. Simon Mole said "this is such an awesome group of kids - genuinely really fantastic."

Telling Tales coincided with World Book Day and the launch of the London-wide Spine Festival, bringing London communities together to celebrate the arts and literature in libraries.

NATIONAL STORYTELLING WEEK (31 JANUARY – 7 FEBRUARY 2015)

Downham Library devised a programme of storytelling and interactive quiz sessions for National Storytelling Week focusing on books and poems by Michael Rosen. Nearly 600 primary school children took part in 29 sessions hosted in the library, five primary schools and one nursery were also visited.

BLACK HISTORY MONTH (OCTOBER 2014)

Downham Library hosted an inspirational exhibition from the Windrush Foundation featuring riots, rebellions and revolutions. Making Freedom was a concise 12 panel exhibition taking guests on a journey up to and beyond 1838, when nearly one million Africans were freed from enslavement in the Caribbean. The exhibition celebrates those who resisted enslavement, those who fought to end it, and others who worked in Britain to improve social, economic and cultural conditions in the Caribbean. A curated talk by Arthur Torrington CBE and look at the exhibition effectively opened the Lewisham BHM 2014 programme which was available to view for the 33,799 residents visiting. This Heritage Lottery Funded exhibition which is now touring nationally and internationally received great written feedback from visitors, including:

"Let's hope the young ones truly appreciate the struggle and the hardships our forefathers endured. Please keep up the good work, least we forget."

"A vivid reminder that iron bars do not make prisoners/ slaves and that the enslaved do not have to remain so."

"It is terrible that slaves received no compensation, but their owners did. Shame on mankind. Thank you for this experience. It was so enriching and made me think."

Also at Downham was Caribbean Family History workshop 'Dig out dem Roots' with Sharon Tomlin; and Sandra Agard's dramatic monologue Steal Away, recounting the story of Harriet Tubman as seen through the eyes of a runaway slave.



Encouraging Participation

The Leisure Centre's Health & Physical Activity Manager completes the annual plans for the centre to ensure that the local community is encouraged to use the centre. These plans include, an Encouraging Participation Plan (Marketing Plan), a Sports Development Plan and Key Sports plans for Swimming and Football. Some of the main outcomes of these are shown below, which are not included in other sections of the report.

SPORTS DEVELOPMENT

The Sports Development Plan achieved a 100% completion rate for the 2014/15 year. The plan aims to attract groups who are of minority and less likely to take part in physical activity, the centre's figures for these groups of people are detailed below, with highlights relating to that group.

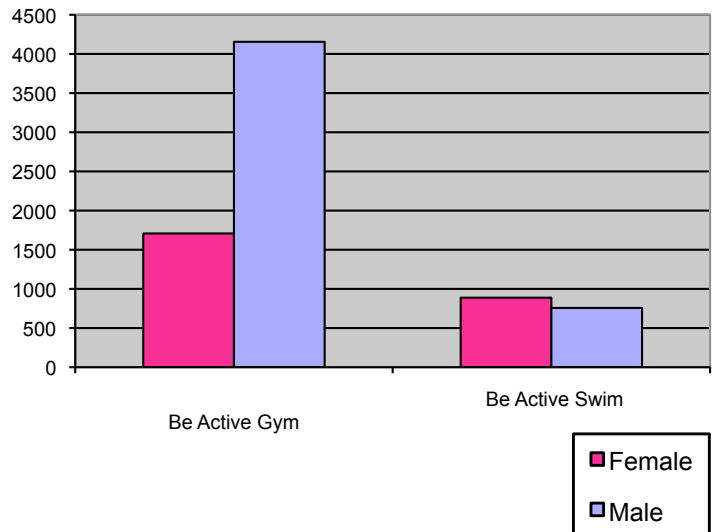
BE ACTIVE

The Leisure Centre and library continue to work in partnership to ensure the smooth running and promotion of the Be Active scheme. Graphs 1, 2 and 3 show the total casual usages for April 2014 until March 2015 broken down into gender, age and ethnicity

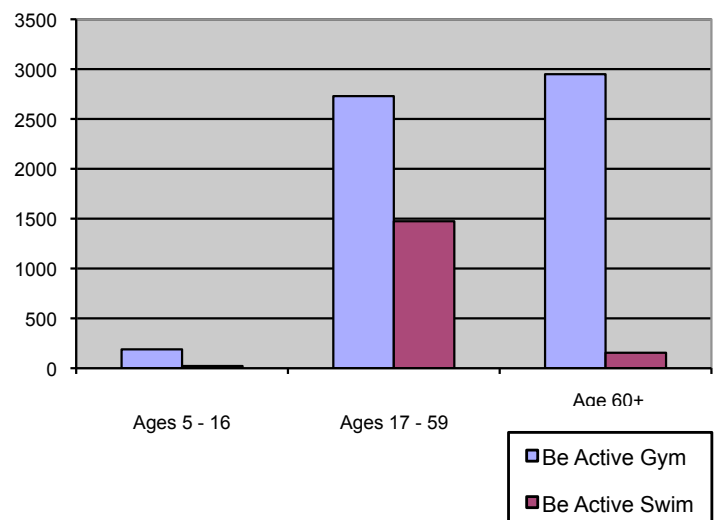
YOUNG PEOPLE

The children's activities continue to go from strength to strength. The trampolining sessions have had over 70 attendees and 1,322 usages since April 2014. Each school holiday there are a number of activities that children can take part in. In Summer 2014 1Life took over running the Activity Camp from Fit for Sport. The sports organisation still supports the camp but does not directly run the camp. Downham Health & Leisure Centre has an average of 30 children per day on camp across the holidays. Many youth clubs, scout clubs and other groups also continue to use the centre on a regular basis for sports sessions.

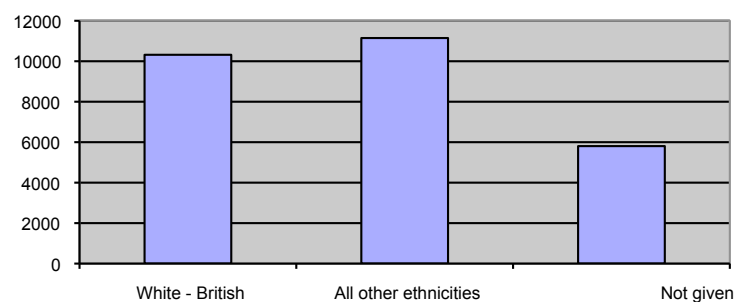
Graph 1: Be Active usage gender differences



Graph 2: Be Active usage age range



Graph 3: Be Active usage ethnicity



BAME

The sessions that the centre organises continue to ensure that everyone can be included. Although, there are a few sessions that are arranged to ensure BAME groups are encouraged to take part, the ladies only sessions in the pool continue to be popular and IAPT organised self confidence sessions for BAME participants which took place at the centre for free.

OLDER PEOPLE

The centre continues to encourage older people to participate in activities. There are activities that specifically targets the older age range including: 60+ swimming sessions, 60+ Aquafit, Zumba Gold and the successful line dancing sessions. The library also continues to run a reminiscence group and an ICT course to attract older people.

PEOPLE WITH A DISABILITY

The centre increased work with disability groups this year. An 'Ability Sports' club was set up, in a partnership between 1Life and Ability Sports. Lots of young people got to take part in sports adapted for children with a disability. There were also regular swimming lessons organised with a local Downs Friendship Group. An additional disability school also joined us for trampolining and Drumbeat school increased their sessions to include spinning.

WOMEN AND GIRLS

The majority of our group fitness classes are attended by all women, which is encouraging as it shows we are offering classes women would like to take part in. Our trampolining sessions for everyone also show a majority of women and girls taking part.

KEY SPORT PLANS

Swimming and Football are the sports that are identified as Key Sports. Therefore, separate plans are made for these activities. They are sports high in popularity, locally as well as nationally and are ones that we can successfully deliver. The key sports plans achieved a 98% completion rate for the 2014/15 year. Some of the highlights on the two sports are detailed below.

SWIMMING

We have a wide range of swimming activities that customers can take part in the pool. The swimming timetable is updated quarterly to ensure we are making the most out of the space in the pool. The swim school is currently on 950 swimmers registered and the school swimming slots are highly used by local schools.

SWIM SCHOOL MANAGEMENT

The way swim school lessons are managed has changed positively during the last year. Firstly, a Swimming Development Manager post was put in place to positively help develop swimming from swim school to casual swimming. The swimming lesson management system also changed over to 'Learn2' a system which is solely developed to run swimming lessons. This system is great for swim school management, teachers and of course our customers. The teachers get to see real time registers and assessments on an iPod which they take onto poolside. Parents can then access their own child's swimming lesson progress online via the Homeportal. With over 900 children on the swim school, this system helps with parent feedback as well as an easy booking process as everyone no longer needs to book at the same time. It also encourages ongoing assessments so children can move up throughout the term, rather than waiting to move up as traditional swim school management would.

Table 1: School swimming 2014/15

Term	Total number	Non-swimmers start of term	Non-swimmers end of term	KS2 passes start of term	KS2 passes end of term	Overall improvement
April - July 2014	580	366	200	0	76	30.87%
September - December 2014	444	220	80	0	51	40.76%
January - March 2015	438	236	122	6	59	31.14%

The other addition to swim school management is the offer of Direct Debits to customers. This is a good way to spread out the cost of swimming lessons, especially in the economic climate that we are currently in and the demographics of the local area.

A number of themed swim school weeks took place during the year, including water polo week, jumps and dives week and Drowning Prevention Week, which is a national week to highlight the importance of water safety. Swim school competitions also took place to include a 'Draw your swimming teacher' competition.

SCHOOL SWIMMING

The centre has a regular 15 schools who attend for their school swimming lessons each term, taking up to 37 half an hour slots in the pool during the school day. Many schools bring one class for 10 weeks during one term. Each term the school swimming start and end achievements are recorded and analysed by the centre which can be seen in table.

As can be seen, most schools prefer to swim during the summer months so we have a lot higher uptake during the

final term. There are a large number of children who come to the swimming lessons without being able to swim at all, with the majority of children not able to swim over 10 metres. Marked improvements are made throughout the year and there are a number of KS2 passes, although positively they are not all year 6 classes that attend.

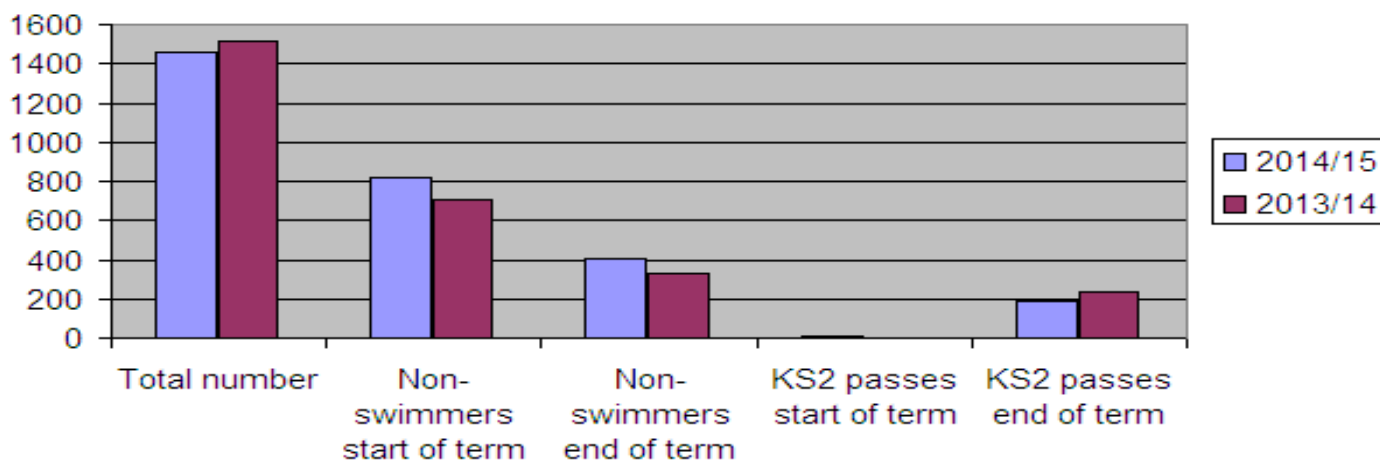
SWIMMING FOR CHILDREN

During the Easter and a week during the summer holidays lessons were arranged for children in school years 5, 6 and 7 who could not swim 25 metres. There were 60 young people who attended these sessions and marked improvements were seen in their swimming skills.

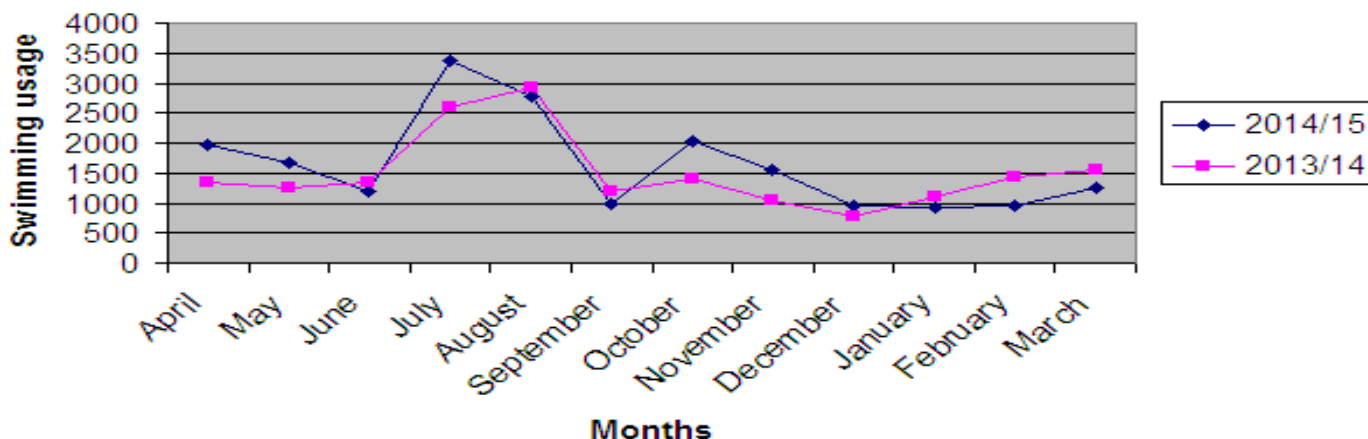
FREE SWIMMING

The centre continues to offer free swimming for young people 16 and under as well as people over 60. The table and the graph shows that free swimming usages have increased compared to 2013-14 which is very positive. Year on year, there were quite substantial increases in April, July, October and November.

Graph 4: School swimming 2013/14 and 2014/15



Graph 5: Free swimming usage 2013/14 and 2014/15



FOOTBALL

The centre facilities for football ensure that a number of football activities can take place throughout the week. We ensure that young people from 3 years old can take part in weekly and holiday sessions, which are coached by the Crystal Palace Football Foundation. The Astro turf allows for training to take place for a number of clubs which utilise it in the evening and the grass football pitches are heavily used by local teams at the weekend.

CPFC WEEKLY FOOTBALL SESSIONS

The football sessions, ran in partnership with Crystal Palace Foundation, have had 124 participants and 878 usages for 5-12 year olds over the past year.

CPFC HOLIDAY COURSES

The football holiday courses are hosted in the school holidays, where there is demand. A total of 143 usages have accumulated over the year. The most successful holiday course was in the summer holiday where 15 children were attending each day.

GIRLS SCHOOL FOOTBALL EVENT

In partnership with Dalmain Athletics Girls Football Club the centre ran a tournament for years 3 and 4 on Wednesday 11th June. There were 5 schools taking part. They all received medals and the winners received a trophy. The girls that took part were also invited to take part in a drop in tournament on 14th June to continue their football training.

1LIFE SPONSORED A LOCAL FOOTBALL TEAM

A new football team joined us called Heart 2 Heart who 1Life were able to sponsor due to their values. Their aim is to encourage youths off the street and into playing football. They have continued to use the football pitches since the games that were sponsored.





Partnership Working

The whole of Downham Health & Leisure Centre continually works together to ensure the local community receives a great service when they visit the centre. Many local people use all of the facilities available to them at the centre, which shows what a great community hub it is.

A group of parents who first attended the centre for the post-natal group (in NHS area). During one week of this group, both the library and Leisure Centre visited the group to showcase the centre activities. They began to visit the library for the weekly baby bounce and rhyme session, which they currently all take part in and the core for the group over the last year. The promotion of the centre led the parents to also sign up for the parent & child swimming lessons. While the parents enjoy a coffee at the café, they also leave their children playing in the crèche. This is a key feature for the whole success of the centre.

OUTREACH

The Leisure Centre and Library continue to successfully work together on outreach to local schools. In July 2014 and October 2014 both services attended schools to promote the Summer Reading Challenge as well as Summer and October activities taking place in the centre. Local events are also attended to promote the centre including, Phoenix Festival, Peoples Day and Children's Centre events and Family Learning Festivals.

DOWNHAM CELEBRATES

As discussed within the Centre event's section, these events are big highlights for the centre. For them to work it requires great partnership working. The Leisure Centre and library both sit on the committee and are an integral part to the organisation of the event. Other committee members include local councillors, Community Connections, local residents, local churches, schools and organisations.

COMMUNITY CONNECTIONS

The centre has a close partnership with Community Connections. Regularly, activities which are targeting older people that the centre arranges are promoted via Community Connections. The local organisation also arranges community meetings to discuss upcoming events, funding and good news stories which the Leisure Centre and Library attend.

PARTNERSHIPS WITH HIRERS

The centre welcomes clubs, churches, and education groups to hire the facilities, which positively increases and enhances the activities on offer. Some of these groups are also involved in the annual festivals. The centre also helps to promote the partner activities where possible. These partnerships include, Saxon Crown Swimming Club, Cheer London Allstarz, Allstar Beatz, TKI Shotokan Karate, First Class Learning, Community education Lewisham, Polish Community Group and many more.

LOCAL YOUTH GROUPS

The centre encourages local youth groups to take part in activities at the centre. Good Shepherd Youth Club continue to use the centre on a regular basis to take part in sports sessions. A new partnership was created with Good Shepherd After School club who attend weekly for football and swimming sessions also. Many scout and guide groups attend to take part in swimming sessions throughout the year.

PRIMARY SCHOOLS, SECONDARY SCHOOLS AND CHILDREN'S CENTRES

Over 19 primary schools attend the centre for swimming lessons and the Library has had 2,000 children visit through school visits. The centre works closely with schools to promote additional activities to parents. The Leisure Centre also worked with the secondary school Haberdashers Askes Knights Academy to offer them Zumba and Circuit sessions due to funding acquired. The libraries promoted Centre activities and the Be Active card to students through a letter sent to the pupils. The Children's Centre partnership helps promote centre activities and Downderry Children's Centre attends the centre to promote their service.

FIT FOR SPORT

The company who is passionate about children's sport is currently working with the Leisure Centre to help manage, primarily the children's Activity Camp but future projects will include parties and other children's activities.

THE AMATEUR SWIMMING ASSOCIATION (ASA)

During the year 1Life recruited David Rayner who is on secondment from the ASA to help with swimming development across 1Life centres. The Leisure Centre also has a link with the local Aquatic Officer to help with swimming development too.

LES MILLS

1Life has a partnership with Les Mills, with the aim being to increase the amount of Les Mills classes that the centre offers. In January 2015 the centre launched additional Les Mills classes, so GRIT was included on the centre timetables.

DELICIOUS NUTRITIOUS AND DOWNHAM NUTRITIONAL PARTNERSHIP

Both the library and Leisure Centre work with the healthy eating partnerships to educate the local community about eating healthily on centre displays and during local events.

DIABETES SELF-HELP GROUP

The self help group meets in the library monthly to run advice sessions for people with Diabetes.

TAMIL SPEAKING ADVISER

Since January 2015, a Tamil speaking adviser from the Multi-Lingual Advice Service has been seeing clients who have a limited command of English. This advice is every Thursday from 10am to 12noon in the Lewisham Advice and Information Hub. He also sees the Tamil speaking clients from our drop in session.

LEWISHAM REFUGEE AND MIGRANT NETWORK

There is also an adviser from Lewisham Refugee and Migrant Network who provides generalist advice at the Hub to clients who need further in depth advice. To date the adviser has seen 64 clients at the Hub.



social value

Centre Usage

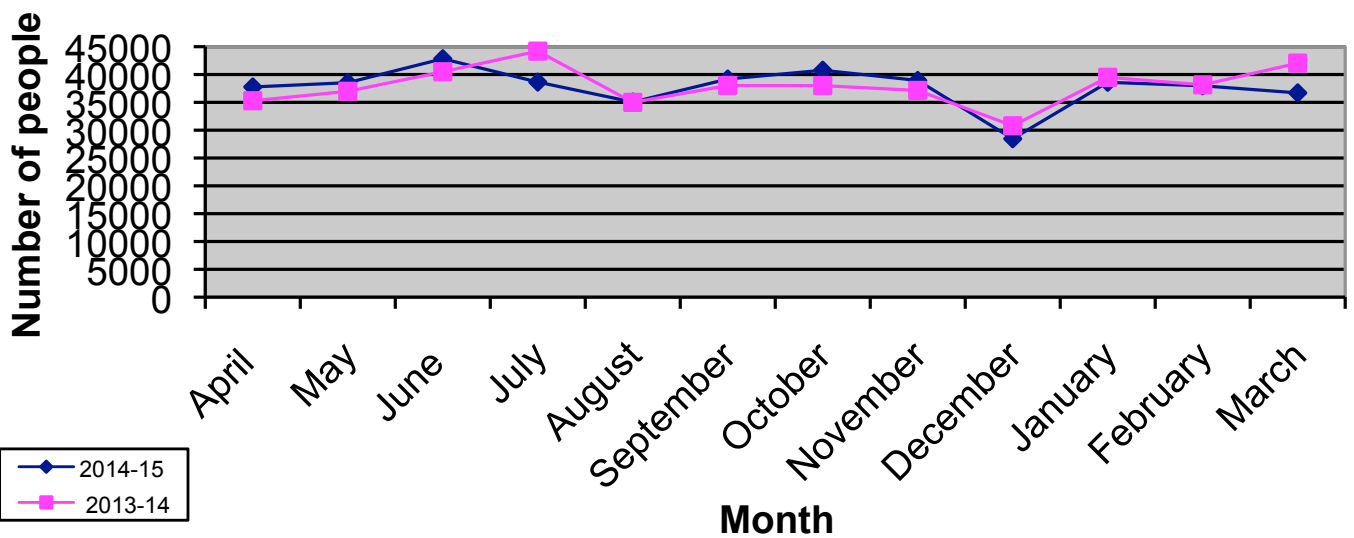
LEISURE CENTRE USAGE

A total of 453,456 visits were made to the Leisure Centre side of the building during 2014-15. The library had 355,993 visits and 79,792 book issues during the year. The Lewisham Advice and Information Hub helped 355 people.

Table 2: Centre usage 2013/14 and 2014/15

Leisure Centre visits													
	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
2014-15	37763	38534	42833	38642	35055	39187	40772	38935	28458	38605	37975	36697	453456
2013-14	35,285	36,979	40495	44200	34995	38021	38002	37137	30795	39494	38142	42043	455,588

Graph 6: Centre usage 2013/14 and 2014/15



LEISURE CENTRE VISITS

The above graph shows the centre reported a slightly lower usage figure for the year 2014/15. As can be seen in the graph the main difference in months was July, otherwise other months were higher or very similar. In July the barriers at reception were waiting to be fixed through lifecycle, this accounts for the visible drop. Reasons for increased usage includes an increase in memberships, an increase in free swimming usage and an increase in community and children's activity programmes.



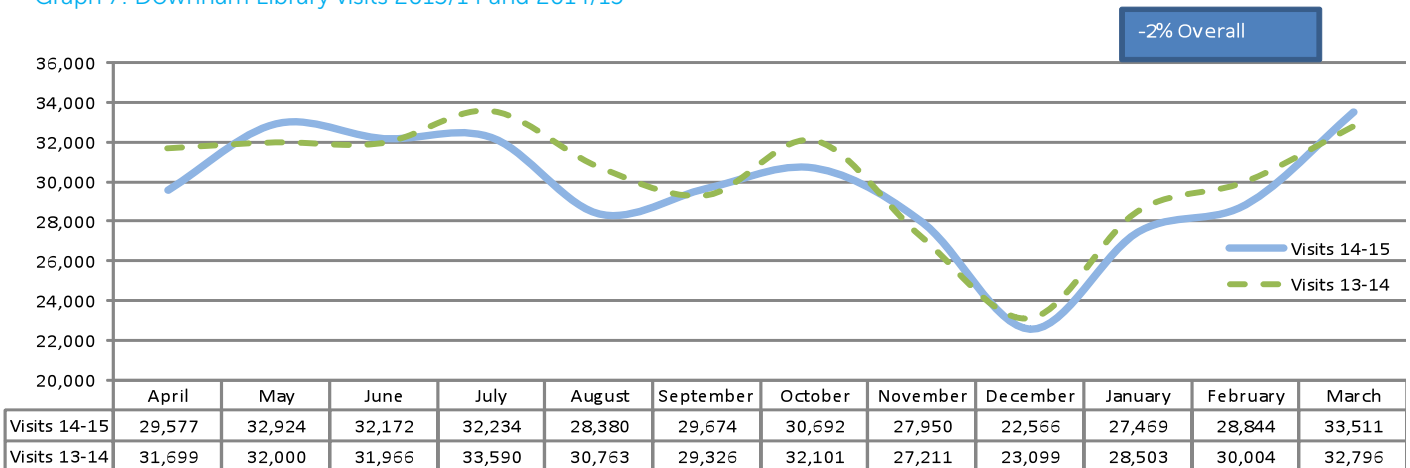
DOWNHAM LIBRARY USAGE

The year 2014-15 has been a year of transition for libraries nationally and locally. Downham’s visitor figure (355,993) is 2% down on last year’s performance (363,058). This may be due in part to the reduced outreach activity. This is one of the priorities for this library in the year ahead. However, other figures show substantial improvement: Downham library joined up 3,872 new borrowers, 36% more than last year, and 44% more children signed up for the Summer Reading Challenge. Visitor figures in the last few months show improvement that is very encouraging for next year.

To put this in context, library visits to the seven Lewisham Council-run libraries grew 1% and visits to the community libraries grew 4%, which means that over 2 million people visited libraries last year. The Chartered Institute of Public Finance and Accounting note that Lewisham has closest to the “highest number of libraries” within its comparator group and serves the “7th largest” population. In relation to active borrowers, Lewisham “is in the higher quartile suggesting that the library service engages well with the population when compared to the other authorities”. Lewisham registers the third highest number of visits to libraries per 1,000 population in London.



Graph 7: Downham Library visits 2013/14 and 2014/15



DOWNHAM LIBRARY ISSUES

Downham Library issued 79,792 books, CDs and DVDs in 2014-15, which represents a 10% decrease on last year. Downham Library issued 79,792 books, CDs and DVDs in 2014-15, which represents a 10% decrease on last year (91,182). All Lewisham Libraries experienced a decline in issues overall, but the decrease at Downham coincides with the reduction of class visits by one third last year. National Storytelling Week activities brought issues up in late January/February, but as per the overall number of visits, this is directly linked to the reduction in outreach activity at Downham. Some stock, particularly children's books, issued very well compared to the other Lewisham libraries, and DVDs issues were up 100% during the Winter Warmer promotion. Following the library restructure in June 2015, efforts to improve performance at Downham will redouble, through increased visits to all Downham schools and a review of the stock. Promotional activities will also focus on eBooks and eAudiobooks.

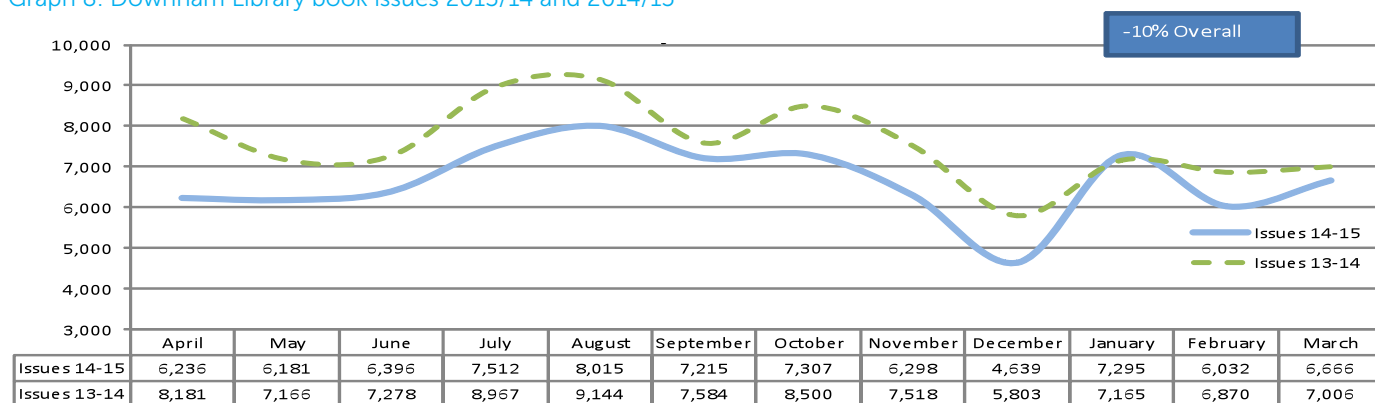
DOWNHAM FAMILY MEDICAL PRACTICE

Over the last year the Downham Family Medical Practice has done 6851 consultations face to face and over the telephone. The Practice is a local well-established family practice and has been in existence on the Downham estate since 1954. It moved to its current premises in September 2007. There are currently 5 GPs 1 Practice Nurse and 1 Healthcare Assistant. The reception staff is available for at least 52 hours per week on weekdays between 8.00am and 6.30pm to make appointments or to assist. The surgery is now open until 8pm on Thursday evenings for pre booked appointments only. As part of the practice patient improvement plan, there are various ways for patients to access a doctor; face to face, on the telephone at the end; of morning surgery and online.

LEWISHAM ADVICE HUB

From Sep 2014 to March 2015 the hub has helped 335 clients at the Hub during the 3 sessions that currently run each week.

Graph 8: Downham Library book issues 2013/14 and 2014/15



Health and Wellbeing

1Life holds health & wellbeing high in the company values, as mentioned in the vision statement.

To support with initiatives the company welcomed Matt Charles into the role of Head of Health and Physical Activity, who is developing the 1Life Health & Physical Activity Strategic plan and supporting the centres in this area. The Community Liaison role at Downham Health & Leisure Centre was also changed to Health & Physical Activity Manager.

EXERCISE REFERRAL

During this year the Leisure Centre has been working closely with public health, Lewisham to improve and develop the exercise on referral offer. John Harkin was also commissioned to support and analyse the current schemes to develop improvements as well as training and educating the GPs. The scheme has now been finalised and will be rolled out in 2015 with an additional referral pathway for low level support which will feature an education session. The scheme has also already changed from paper referrals to receiving them electronically via the Refer-All hub.

Table 3: Exercise on referral

Total referrals received	465
Initial assessments attended	284
Total number of usages for sessions	3681
Percent of completers (on initial assessment attendance)	7%

As can be seen in the table there were a large amount of people that were referred to the scheme but then did not take up the opportunity to attend the initial assessment, therefore did not start the scheme. The completion rate is low, which is why the scheme has been reviewed and developed for the following year. The new scheme will also reduce the amount of low level support participants referred to the exercise scheme as they will go on the educational pathway.

ACTIVE HEART

The centre continues to run the Active Heart sessions on a weekly basis for the referred people who have had a cardiac event. Many participants continue to attend the sessions for a number of years. The following figures for active heart are for the period September 2014 to March 2015.

Table 4: Active Heart

Active Heart referrals	10
Active Heart session usages	432

MS GROUP SESSION

The exercise session for individuals with MS was set up funded a few years ago with MS Lewisham. This was investigated during April and the session is now for anyone with a disability and called 'Stretch and Relax disability'. They are now collaboratively funded by MS Lewisham, Parkinson, 1Life and attendees who continue to enjoy the session. There is an average of 8 attendees per session.

STOP SMOKING SERVICE

The stop smoking service continues to attend the centre to help people to stop their life-long habit. There are regular attendees who book appointments each week as well as people who just drop by when the service is available.

BOOST

The children's weight management service in Lewisham is managed by BOOST. At Downham Health & Leisure Centre they host mother and baby sessions, teenage sessions and 1-2-1 appointments. Due to the success of the other two programmes the mother and baby session was introduced to Downham at the beginning of the year.

IAPT

IAPT attended the Centre on Monday and Wednesday during Mental Health Week 2014 to promote their work and to give advice. The centre also supported them to run women only self confidence sessions for free.

READING WELL BOOKS ON PRESCRIPTION FOR DEMENTIA

On 26 January, the library participated in the national launch of the latest Reading Well Books on Prescription scheme, to support people with dementia and their carers. The new scheme builds on the existing Reading Well Books on Prescription programme, which already helps over 275,000 people with common mental health conditions feel better through self-help reading. In addition to the information and self help books, there are also resources such as Pictures to Share and a book for children. All of these books are available to loan free of charge in all Lewisham libraries.

Customer and Public Relations

We have a variety of ways to promote our activities, events and offers taking place throughout the year in the centre. In addition to outreach, the Leisure Centre ensures press releases are issued through 1Life's marketing company Manifest and social media is used to engage customers.

The table below shows some of the successful stories that have featured in local papers, as well as the number of people that the paper reaches.

Table 5: Press release successes

Headline	Publication	Reach
April 17 - 24: taekwondo to a roller disco	Eastlondonlines (Blog)	8743
CHRISTMAS FUN	Lewisham News Shopper	49420
Events to offer free microchipping and tag engraving for dog owners	South London Press	18122
Families invited to sing along together	Deptford, New cross and South London Press	1200
	South London Press	18122
	Deptford, New cross and South London Press	1200
	Wandsworth and South London Press	1200
	Streatham and South London Press	1200
	Brixton and South London Press	1500
	Dulwich and South London Press	1200
	Wimbledon and South London Press	1200
	South London Press	18122
Have a ball in the hols!	Bromley News Shopper	60708
MAKING A SPLASH	Lewisham News Shopper	49420
	Greenwich Borough News Shopper	68729
Spinathon will help the disabled to take part in sports	Greenwich Mercury (Bexley)	65019
SPORTS CLUBS	Lewisham News Shopper	49420
TABLE TENNIS COACHING	Lewisham News Shopper	49420
	Greenwich Borough News Shopper	68729

SOCIAL MEDIA

The importance of having a good presence online is growing and growing. The Leisure Centre ensures that the Facebook and Twitter accounts are posted on each week to keep the followers engaged with the centre and so they are aware of any new activities, events or offers. The table below shows our online presence.

Table 6: Online presence

Online media	Followers/ likes	Reviews	STARS				
			5	4	3	2	1
Twitter	601	n/a	n/a	n/a	n/a	n/a	n/a
Facebook	339	3.9 out of 5 stars from 10 reviews	5	3	0	0	2
Google	n/a	3.2 out of 5 stars from 10 reviews	1	2	3	2	0

NET PROMOTER SCORE

Many businesses use the NPS to find out whether customers that use their business would promote them to their friends and family, a well known crucial marketing tool. 1Life emails centre users to ask them to complete one question, select a number from 1-10 on whether you would promote the centre. The results for 2014/15 can be seen below.

Table 7: NPS scores

Number of responses		NET promoter score	
52		35	
Detractors	Passive	Promoters	
11	12	29	
21%	23%	56%	
Maximum NPS score	Average NPS score	Minimum NPS score	
May 2014- 64%	40%	August 2014- 0%	
21%	23%	56%	



Customer Satisfaction

We value our customer views and ensure we capture them through emails, verbal logs, customer comment forms, social media, customer forums and surveys. The first pillar of the new 1Life brand is putting customers first, which emphasises the importance we place on gaining customer views.

"Love the crèche, team are great"

"I can only comment on gym. The rates are competitive and offer a good range of equipment."

"Overall, it's great value for money, friendly and the classes & equipment are great."

"The facilities are very good and hygiene levels generally good also. It's an environment you want to be in on the quieter days."

"Crèche is great, love it, but gets really hot in summer."

"Great gym floor - what is the cleaning regime for the gym mats."

"A great gym to train in, and I've trained in all sorts and conditions of gym since I was 11 and I'm now 71. Good equipment, good company, always a friendly spotting colleague, what more could you ask for? :) ."

"Love going to classes here, the gym has great machines and the pool is normally quiet in the evenings which is good."

"Overall would definitely recommend for all Downham residents looking to get fit in a relaxed and positive atmosphere!"

"I've been using Downham for the past seven years and have noticed major improvements in the past three/four months. Someone has told staff to a) be more professional, b) keep the place cleaner, c) provide decent customer service."

"Love the swimming lessons there, they teach you good."

"Thank you so much for a lovely birthday party! My daughter had a great time big thanks to Rob who made the party special wiggle wiggle."

"Thank you so much for a fabulous actual Swimathon evening. It went very smoothly and everyone was so supportive of everyone. A great event all around! Again it was much appreciated!"

"Thank you very much for your help brilliant customer service."

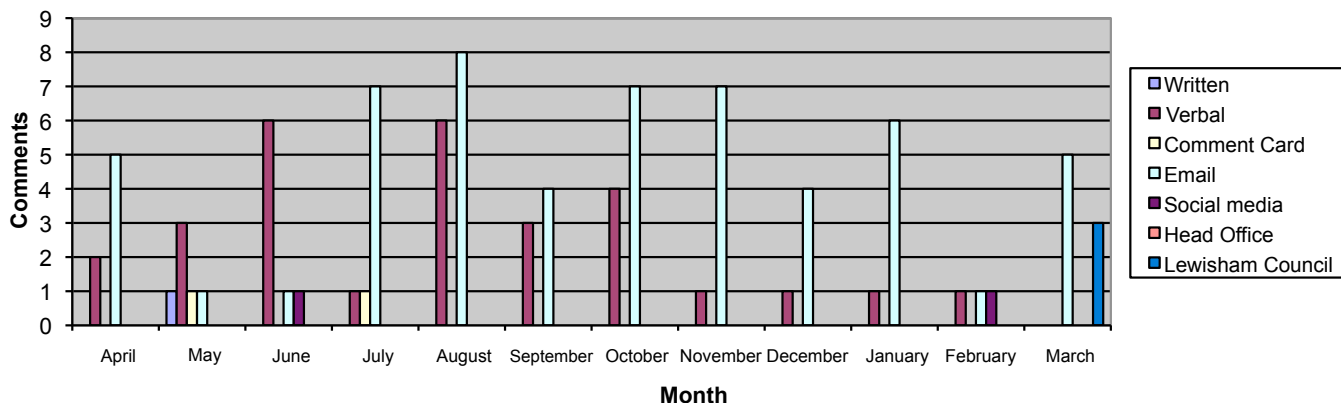
"He has loved Activity camp, thank you and has decided he wants to go back in the next holidays too!"



The below graphs show how we received the comment and how quickly the comment was responded to by a team member. The aim is to reply within the 'timescale' which is within 48 hours.

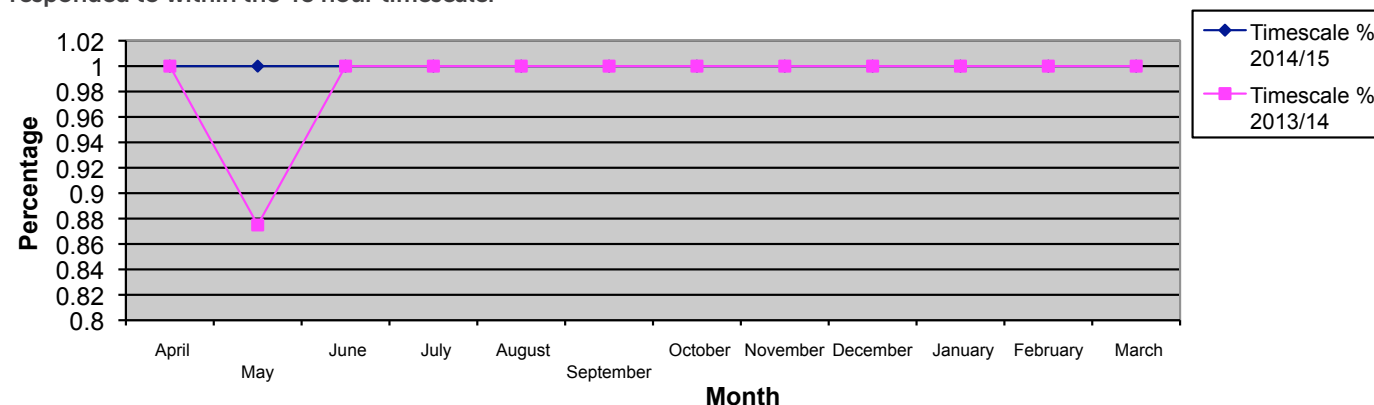
Graph 9: Customer comments received

As can be seen in the graph, the majority of customer comments are received via email.



Graph 10: Customer comments response

This graph shows that this year all comments were responded to within the 48 hour timescale.



Example of clients whom the Downham hub has helped:

"Ms A came to us regarding her Child Benefit and Tax Credit. She said her Child Benefit and Tax Credit had stopped because they didn't have the correct information about her son's course details. We assisted Ms A by calling Child Benefit, DWP, notifying them that her son was in full time education, the date he started the course and when it's going to end. They agreed to update the information and backdate the Child Benefit and ensure there is an ongoing claim. Ms A had a limited command of English and so we also called Tax Credit for her. She spoke to a member of staff who spoke her language who told her he had updated the information and told her that she will receive Tax Credit and it will be backdated. We spoke to the interpreter and he confirmed what the client had said. The client was very happy that the matter had been resolved."

"Mr B came to our drop-in session. He had received a letter from Housing Benefit requesting further evidence regarding his Housing Benefit application. We helped Mr B upload the document online and send it to Housing Benefit. He also requested help in writing his explanation, as he was not familiar with technology and so we assisted him by typing the information he dictated to us. Mr B subsequently came back after 3 weeks as his claim had still not been processed and so he used our phone as he had limited finances. Mr B spoke to the Housing Benefit section and was told that it hadn't been processed yet and should take a couple of weeks. He came back after 2 weeks as he still hadn't heard and we assisted him and he used the phone. He was told that it was being processed and should hear from them in due course. Mr B came to us a week later to let us know that his claim has been processed and the matter is resolved. He was very happy."

Member Retention

Member retention is key in the fitness industry, although it can be difficult to control it tells a lot about the success of the business and operations. 1Life gives target figures to both joiners and leavers. They both vary month by month but the joiners is around 200 and the leavers is around 150.

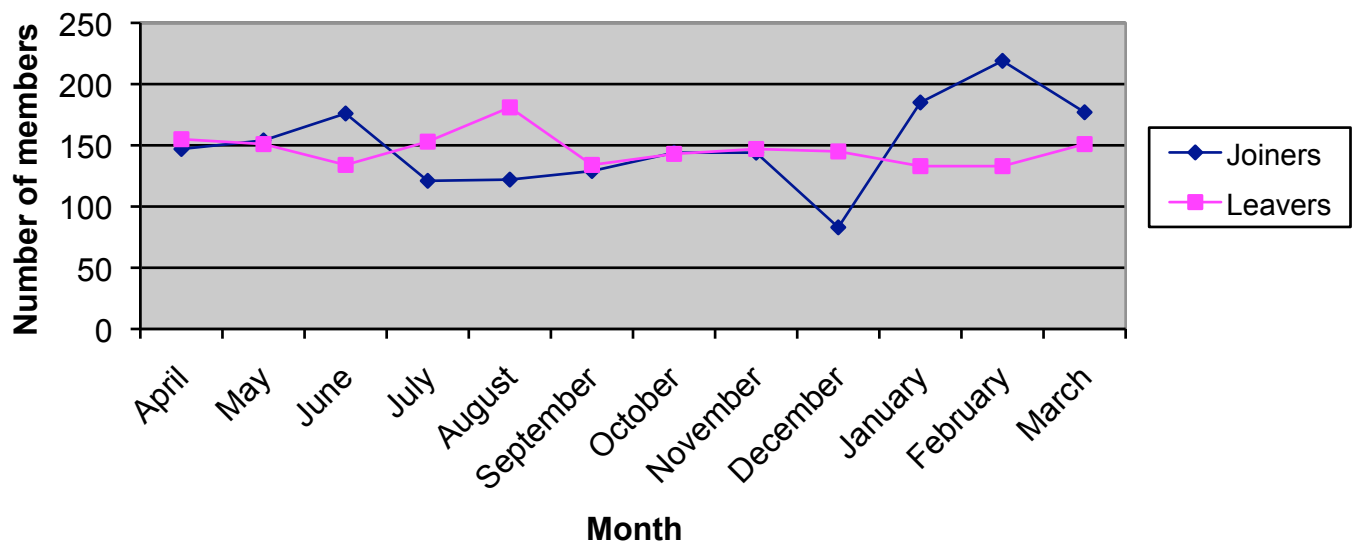
The member retention figures show that 2015 has been a strong year so far with regards to the difference between the number of people joining and the number of people leaving. February is shown as the best month for joiners as well as less people leaving, which is positive. This is hoped to continue into the remainder of 2015.

To help with retention, in addition to customer surveys, the membership team ask current members what they would change about the centre. If there are comments that are easily rectified a service improvement strategy is put in place and distributed to the whole operations team.

Table 8

Month	Joiners	Leavers	Difference
April	147	155	-8
May	154	151	3
June	176	134	42
July	121	153	-32
August	122	181	-59
September	129	134	-5
October	144	143	1
November	144	147	-3
December	83	145	-62
January	185	133	52
February	219	133	86
March	177	151	26

Graph 11: Member retention

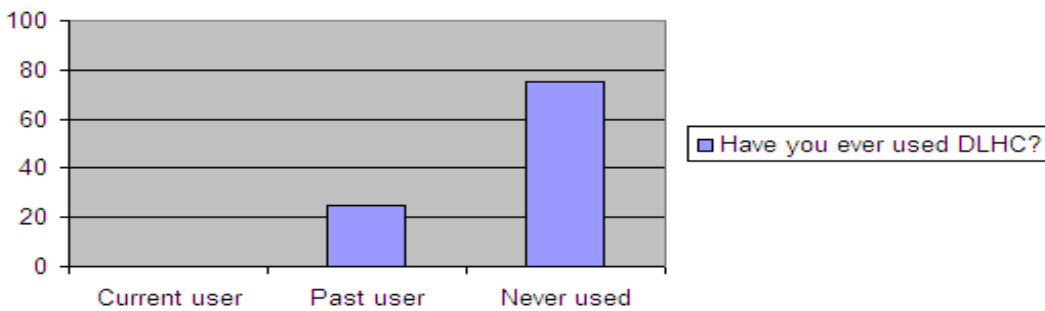


Non-user Survey

The annual non-user survey is completed to identify why people who attend local events are not coming to the centre.

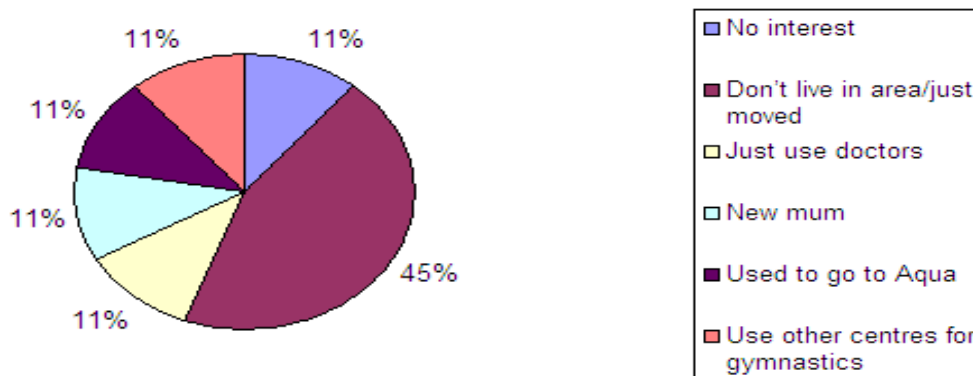
The survey also helps to highlight activities which would attract individuals to the centre so Downham Health & Leisure Centre can continually improve the service offering. The survey this year was conducted at the Phoenix Festival, Childrens Centre events and Downham Celebrates.

Graph 12: Have you every used DLHC?



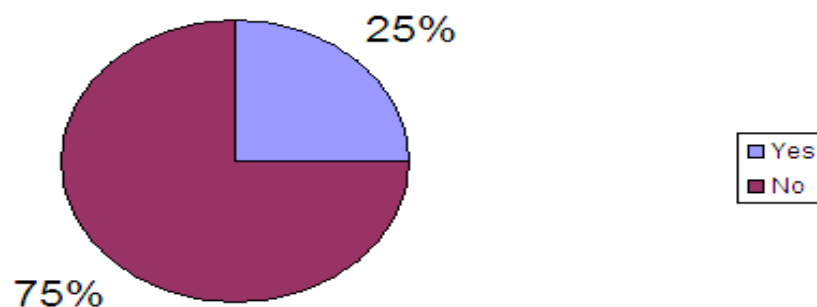
This question was asked to determine what survey should be asked as anyone who answered user is included in the user survey.

Graph 13: Non-user survey: Why don't you currently use the centre?



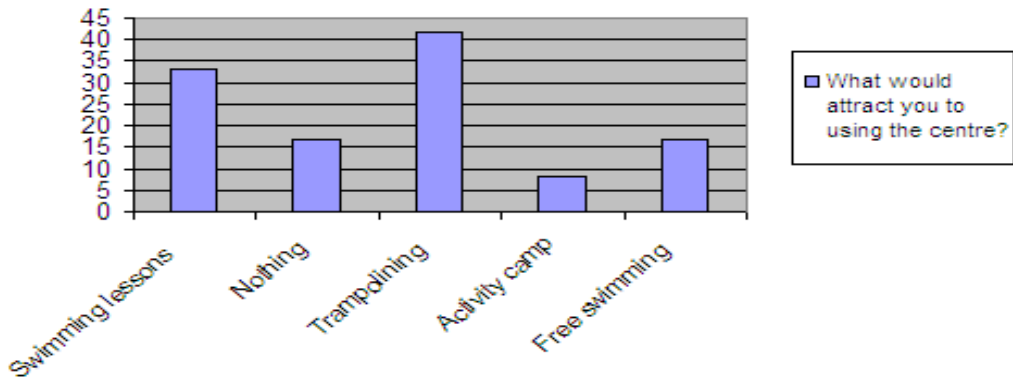
It is positive to see that the main reason why individuals don't currently use the centre it because they don't live nearby or have just moved to the area.

Graph 14: Non-user survey: Are you aware of the services provided?



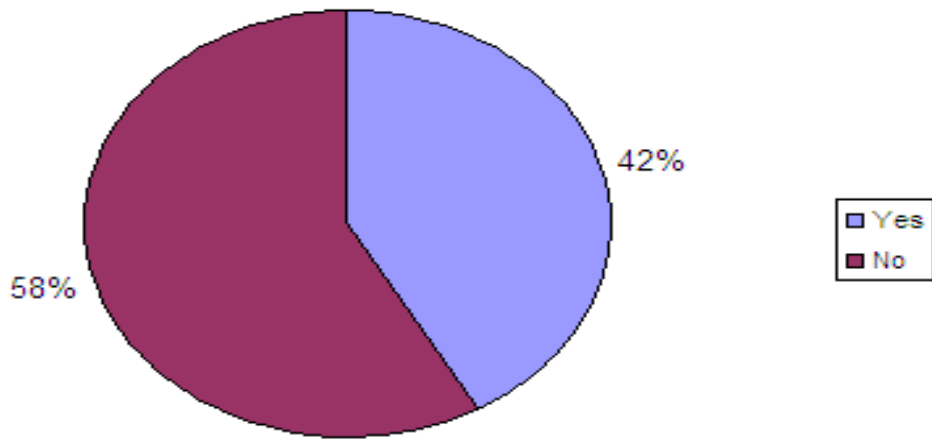
This shows the majority of people who are non-users do not know what is happening at the centre.

Graph 15: Non-user survey: What would attract you to using the centre?



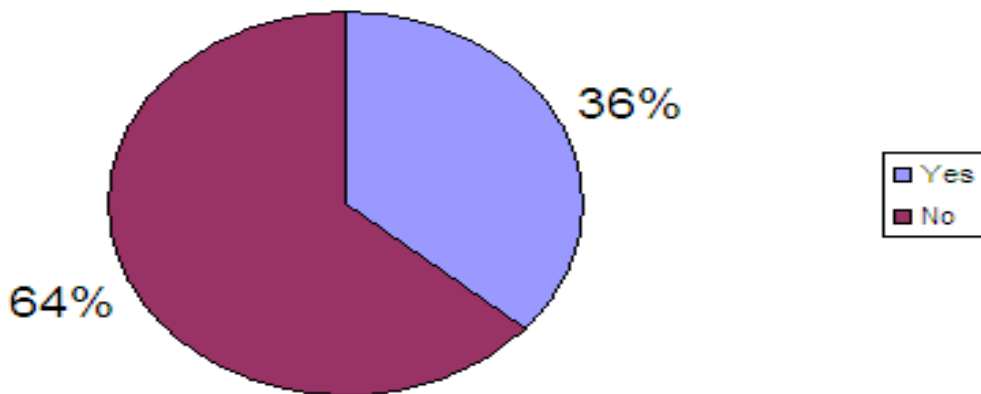
A lot of the non-users were interested in swimming lessons and trampolining which shows we are offering the right activities.

Graph 16: Non-user survey: Have you visited any other Leisure Centres in the past year?



This shows the majority of people do not visit other Leisure Centre which is positive for us.

Graph 17: Non-user survey: Do you currently take part in any sports/exercise activities?

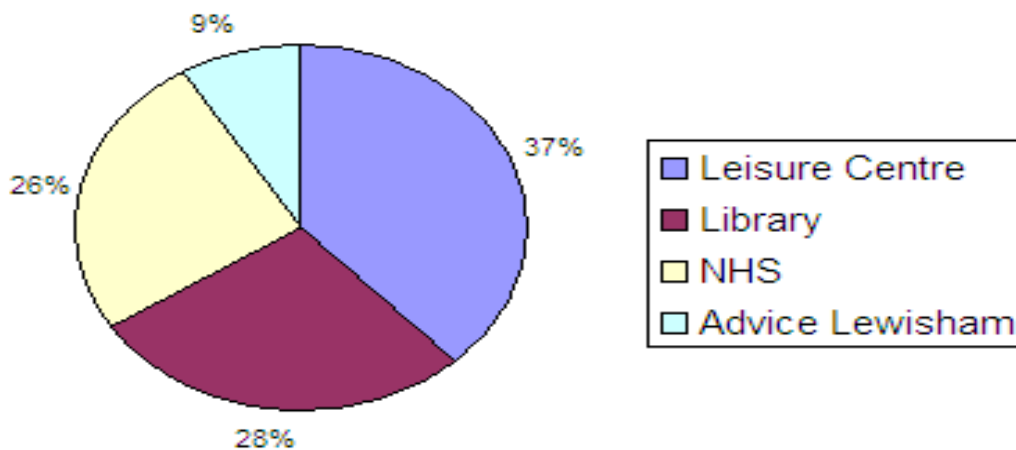


The majority of people do not take part in sports or exercise, which is disappointing.

Staff Satisfaction

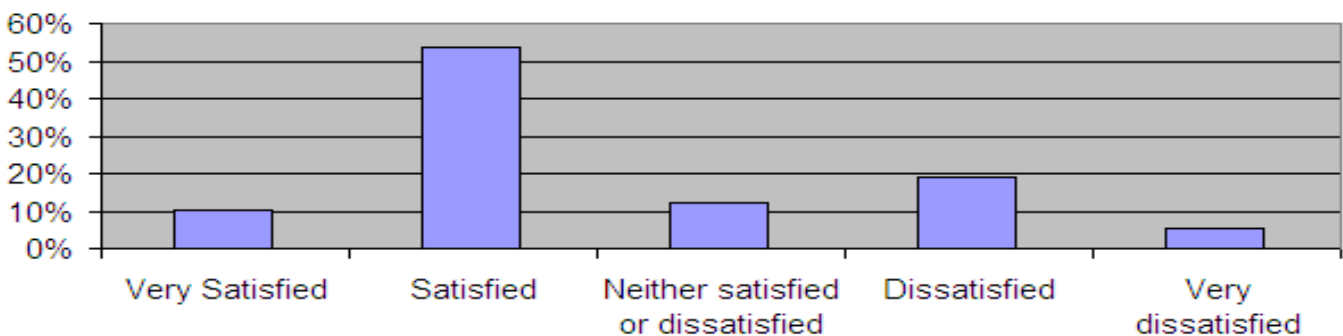
The staff satisfaction survey took place in October 2015. Staff throughout the centre were asked to complete the anonymous questionnaire regarding their experience at the centre.

Graph 18: Staff satisfaction survey: Where do you work within Downham Health & Leisure Centre?



As can be seen from the pie chart there were a number of responses from throughout the centre, including the new Advice Lewisham staff.

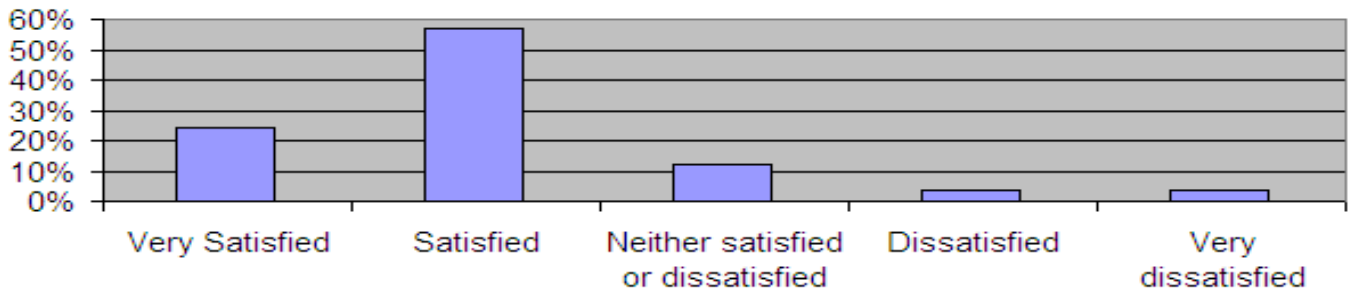
Graph 19: Staff satisfaction survey: The cleanliness of the public areas?



This question continues to receive better responses year on year. This year the number of very satisfied members of staff is 6% higher than last year.

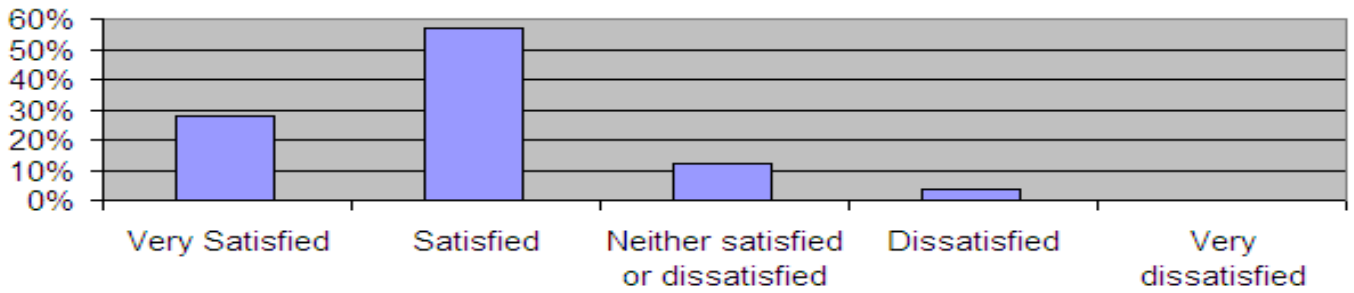
Graph 20: Staff satisfaction survey: The Leisure Centre staff being friendly and professional?

The positive responses to this question are much higher than the previous year. Very satisfied has gone up by 4% and satisfied has gone up by 15% compared to last year, which is very successful.



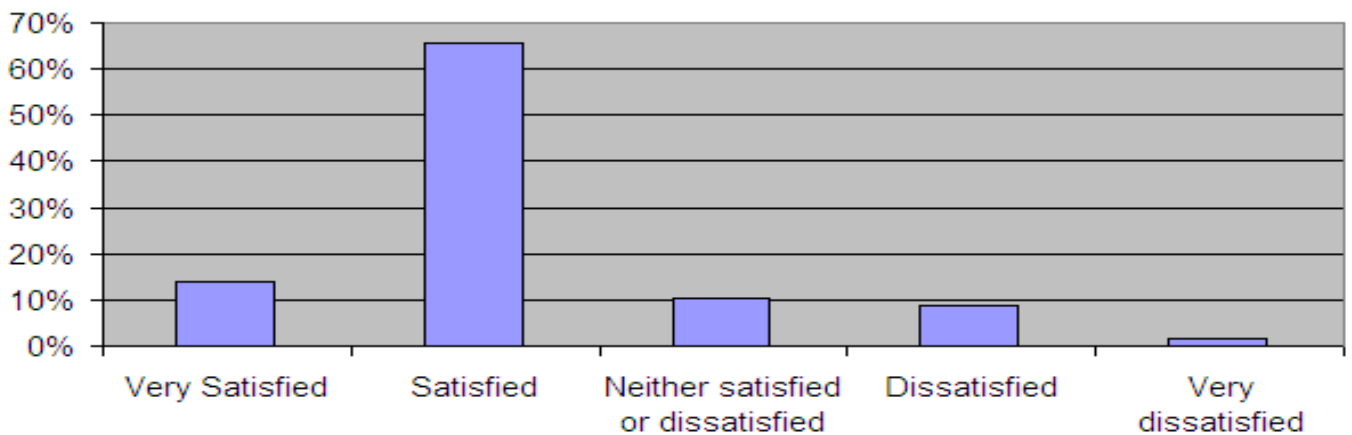
Graph 21: Staff satisfaction survey: The Leisure Centre staff being easily identifiable?

This question has not received any very dissatisfied answers and minimal dissatisfied answers, which shows centre staff are easily identifiable.



Graph 22: Staff satisfaction survey: The Leisure Centre overall?

Positively, the very satisfied answer has increased by 5% compared to last year.



Staff, Training and Development

LEISURE CENTRE STAFF

Staff are pivotal to ensuring the whole building operates smoothly on a day to day basis. Below, different sectors of the centre highlight the successes, training and development of their staff.

The Leisure Centre has seen many staff changes over the past year. Sadly, in December 2014 the centre lost a valued colleague who was a lifeguard and swimming teacher and was highly thought of by members of staff and the customers who use the centre. He is missed by all.

Other staff changes included a staff restructure in January 2015 at a management level. The centre is structured now with a new Centre Manager, an Operations Manager, Health & Physical Activity Manager, Customer Services Manager and a Swimming Development Manager. There are also now two Duty Managers instead of three and the Admin Officer is now on 20 hours. This has meant a flurry of new members of staff settling into roles at the beginning of 2015.

1Life now have a partnership in place with Lifetime who provide apprenticeships and development programmes for members of Leisure Centre staff. During 2014/15 we had a customer service apprentice who worked on reception as well as working to increase swim school participation and within the cafe. The centre has also employed an apprentice lifeguard. Access to leadership training has developed with 1Life and Lifetime to help bridge the gap between management levels. This will be rolled out during 2015/16.

The NPLQ qualified staff continue to take part in lifeguard training for two hours each month. The swim teachers also completed their NARASTC course and continue to take part in training. One member of staff also took up the opportunity to gain an NPLQ trainer assessor qualification and will be delivering training and courses.

The exercise on referral team has also taken part in motivational behaviour therapy courses to help with development of the new exercise on referral scheme and to increase completion rates.

LIBRARY STAFF LEWISHAM ADVICE AND INFORMATION HUB VOLUNTEERS

Volunteers are invaluable and are integral to providing the service.

Johnson is a volunteer who started volunteering with the Hub in July 2014. Johnson is currently looking for paid work and has an accounts background. Johnson said the reason he volunteers with us is because "I like to meet new people and also share my skills and use them to help others. Volunteering also gives me a reason to go out rather than staying indoors".

Rita started volunteering with the Hub in May 2014. Rita said "volunteering has given me great personal development in areas such building confidence and communication skills. It has also inspired me to want to develop within this field further and contribute into helping people".



Maintenance

The centre has contracted Emtor Facilities Services to manage the day-to-day site maintenance issues as per the contract that may arise through the normal usage of the centre.

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

The "Help Desk" continues to ensure jobs are completed within the rectification timescales and to allow transparency of a self-monitoring contract. The table below shows the number of planned tasks and the number of completed tasks that Emtor has completed throughout the year.



Table 9: Planned Preventative Maintenance

Planned Preventative Maintenance													
	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Total
Target number of PPM tasks	36	38	29	32	67	29	102	50	15	56	30	20	504
Actual number of PPM tasks	36	38	29	32	67	29	102	50	15	56	30	20	504
% completion of PPM schedule	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

LIFECYCLE

To ensure the 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 2014/15 can be seen below.

Table 10: Lifecycle

LEISURE AREA

- Redecorations
- Turnstile gate
- Corner Guards
- Ground Floor Viewing area - replace flooring/carpet
- Chequered plating for gym
- Replaced damaged seating
- Village ceiling tiles
- Replace pool hoist gear box
- Re-lamping
- Pool hall lighting
- Main entrance door controls

LIBRARY AREA

- Youth IT - replace ceiling tiles
- Replace vinyl next to computer
- Redecorations
- Ceiling tile project

NHS AREA

- Redecorations
- Corner Guards

Health and Safety

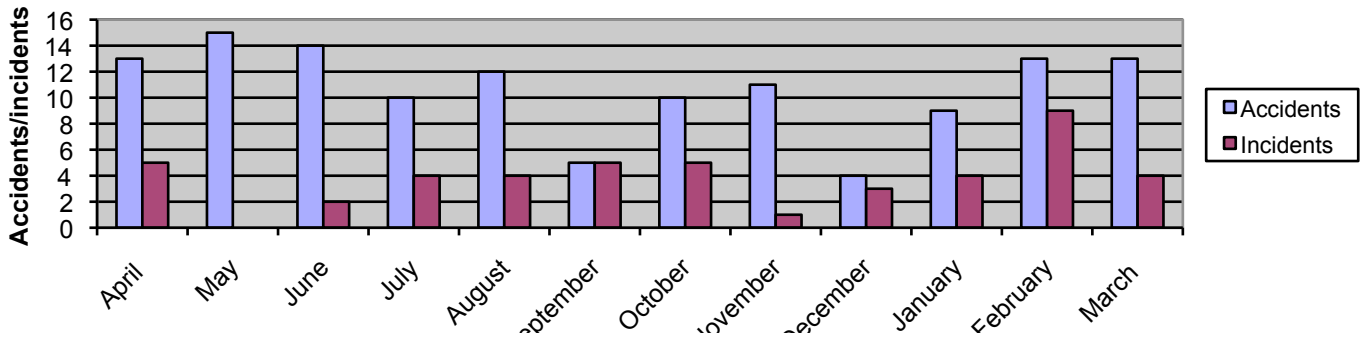
1Life takes health and safety very seriously for staff and customers alike. Staff members are encouraged to keep health and safety at the forefront of their minds. Team members also attend regular health and safety seminars to refresh policies. There are also health and safety audits to ensure the centre is compliant with standards

"1Life Management Solutions Ltd are committed to providing a safe and healthy environment at its premises for the benefit of its employees, customers and contractors by achieving high standards of health and safety, including fire safety, in its operations."

The month with the most accidents can be seen as in May. This is the same as 2013/14. February had the most incidents and August was relatively low for incidents compared to the previous year. In total 2014/15 had 13 more accidents than 2013/14 and 10 more incidents.

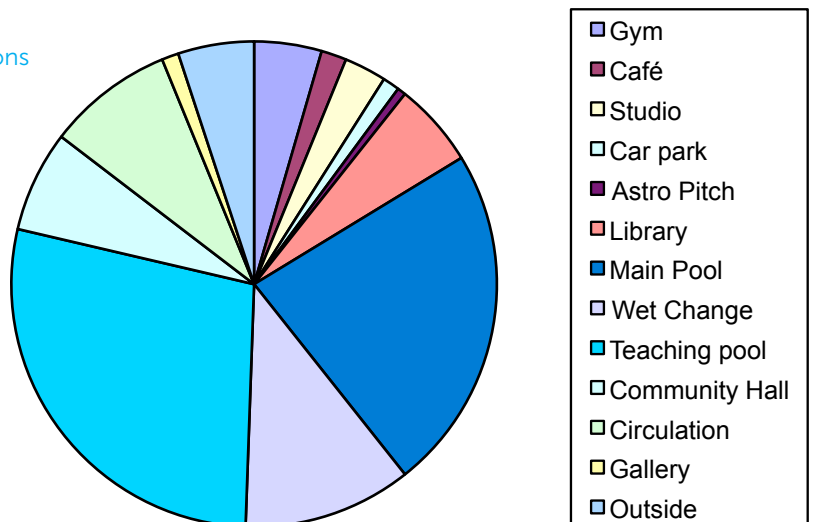


Graph 23: Accidents and incidents 2014/15



Graph 24: Accidents and incidents 2014/15 locations

The pie chart shows where the accidents and incidents happened within the Centre. The two main places where they happened were the main pool and teaching pool. The main pool and teaching pool were also the places where the most accidents and incidents happened in 2012/13 and 2013/14.

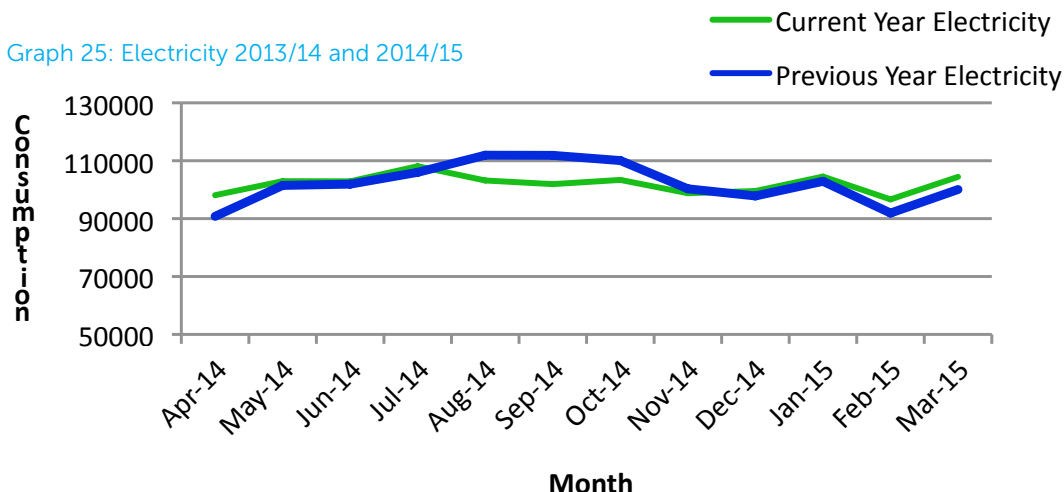


Environmental Impact

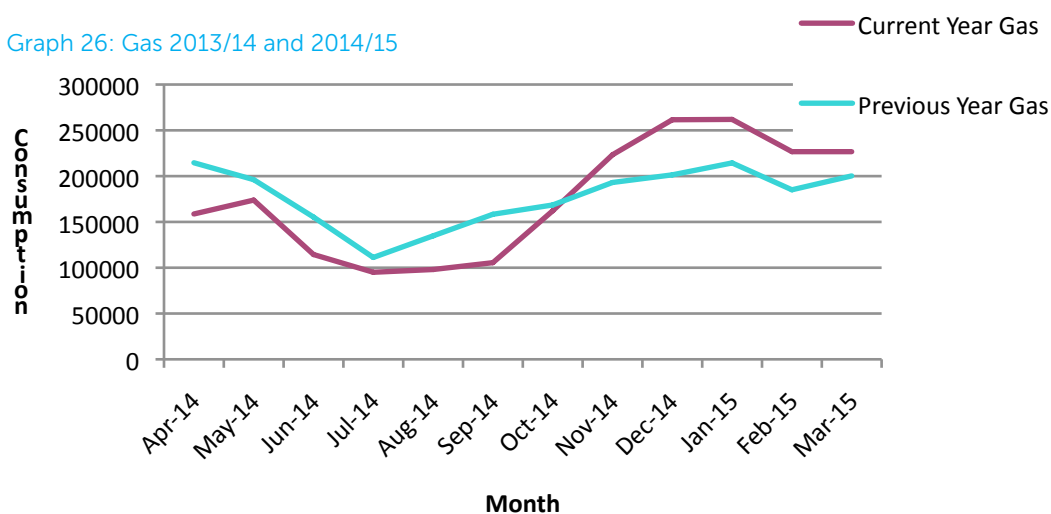
Downham Health & Leisure Centre ensures to monitor the amount of energy that is used by the centre to reduce the carbon footprint.

The leisure centre has an 'energy champion' who monitors the Building Management System (BMS) and carries out of hours audits to ensure workstations and lights are turned off. The operations team ensures pool covers are put on to conserve water temperature and recycling bins are being used regularly. One major highlight of the year was the installation of LED lights in the pool hall, library and gym stairwells. This will reduce the energy used on lighting and purchasing light bulbs. The LEDs will continue to replace current light bulbs throughout the centre.

Graph 25: Electricity 2013/14 and 2014/15



Graph 26: Gas 2013/14 and 2014/15



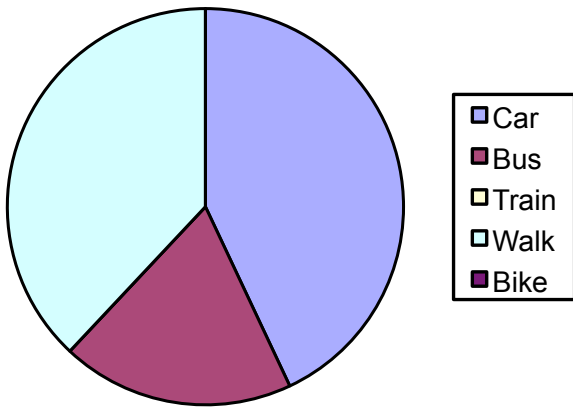
The above graphs show a comparison for our gas and electric consumption between 2014/15 and 2013/14. As can be seen in the graph, gas was a lot lower in 2014/15 until November where it goes higher than 2013/14. Overall,

however there is a saving on gas year on year of over 25,000 units. The electric also shows a dip over the summer months compared to 2013/14. The saving year on year for electricity is 2,500 units.

GREEN TRAVEL

We encourage our customers and staff to use green ways to get to the centre in order to help with our carbon footprint.

The below chart shows the different ways that customers got to the centre.

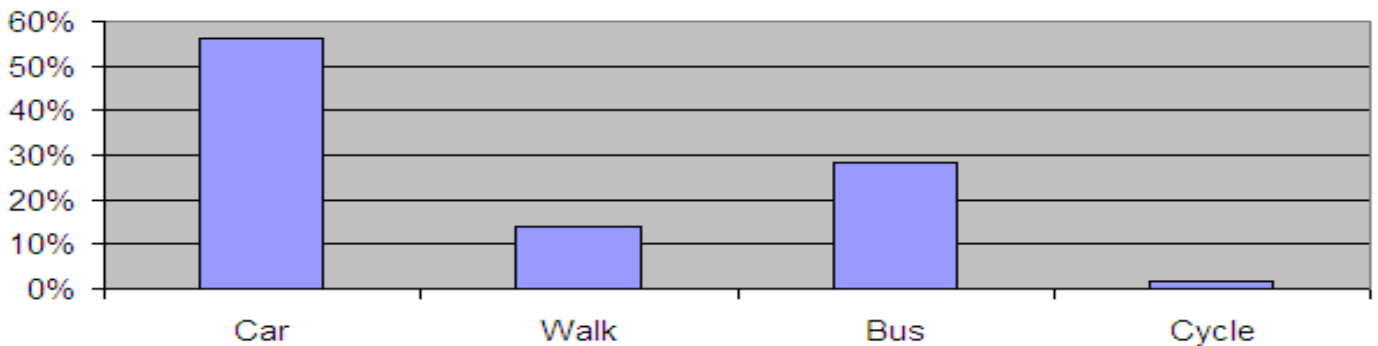


Graph 27: How customers got to the centre

In comparison to last year, successfully, there are less people using their cars and more people walking to the centre.

Graph 28: How staff got to the centre

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, unfortunately less people are cycling this year. However, more people are getting the bus to work.



UKACTIVE FLAME GO GREEN AWARD

1Life won the ukactive Flame Go Green award for the second year for its commitment to environmental sustainability and is a visible demonstration of the hard work that goes into making all the leisure facilities run efficiently whilst always ensuring that sustainability is at the heart of day to day operations.



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 centre a cleaning schedule is in place which covers daily, weekly and monthly cleaning tasks.

The performance standard is 95% which all of the areas, except for April, have maintained or risen above, which is an improvement on last year. The reactive cleaning has improved on last year with an average of 100% compared to 98% last year. The reactive cleaning results demonstrates the quick response the team has to identified tasks.

Table 11: 1Life and Interserve Support Services cleaning

1Life cleaning											
April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Initial cleaning											
April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
97%	96%	96%	95%	98%	97%	98%	97%	98%	98%	97%	98%



New Developments for 2015/16

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 statements below are what the Leisure Centre would like to achieve in the following year.

The Leisure Centre will be working more closely with Lifetime to develop current staff, either on apprenticeships or with the new access to leadership training.

The Leisure Centre will invest in the centre by purchasing new dumbbells for gym usage and by changing the look of the entrance to the centre with a concierge desk sign.

The personal training product will be developed to ensure both consumer, personal trainer and Leisure Centre are benefitting from the service.

To evolve the relationship with the catering company TSA to develop the party and catering offering.

To implement the newly developed Exercise on Referral pathways for low, medium and high support.

Continue to develop the Activity Camp offering to the local community.

Work with Badminton England to increase the badminton sessions at the centre to include a coach within 'No Strings' sessions.

Increase outreach opportunities by working as a team between Sales Manager, Health & Physical Activity Manager and Swimming Development Manager.

The statements below are what Downham Library would like to achieve in the following year.

To improve our health & wellbeing offer by providing health information and signposting, particularly promoting to the new Dementia book series.

Celebrate annual reading festivals including National Storytelling Week, World Book Day, World Book Night and Cityread 2016 and participate in the next stage of WWI Centenary commemorations.

To improve the take up of Be Active cards by secondary school students.

There are plans to establish a new reading group, develop the reminiscence group and create regular music sessions for teenagers.

Ensure staff have the information to signpost customers to council and other information services.

Generate visits through partnership organisations providing community information services.

Increase the promotion across Lewisham of free eBooks/ eAudiobooks and eResources.



Concluding Statement

At the end of the annual report 2013/14 we included some developments which we were planning on taking place this year. Below shows the developments proposed and the outcomes of these.

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 aim to further embed the 1Life brand into the centre throughout the year. The centre ethos, customer relations and the look of the centre will change in line with the new brand developments.

The centre has had a marked improvement in redecoration and looks like a 1Life centre with many 1Life coloured walls. The staff appraisals and within staff interviews are centred around 1Life values and how that member of staff meets them. With a new Customer Service Manager position customer relations have improved.

After increasing the activities for children in 2013/14 the aim will be to further increase the available children's activities and to develop the programme of teenage activities.

The programme for teenagers was developed, with the help of Streetgames funding. The centre was able to put on circuit sessions, Zumba sessions and work closely with secondary schools to successfully boost teenage usage.

Although we increased the disability offering in 2013/14. We will aim to increase the activities available for people with disabilities for the following year as well. We will also look into gaining the IFI accreditation.

The Leisure Centre worked closely with a new local group called the Downs Friendship Group to put on funded swimming lessons for children with Downs Syndrome. The IFI accreditation was looked into but not applied for.

We will aim to increase our swimming offering and develop the swimming lesson programme by using the new management system Learn 2 which allows parents to view their child's progression online.

The swimming lesson programme is continually developing. The use of the new Learn2 system is invaluable to allow customers and teachers to look at children's progress throughout.

Our group fitness class programme will develop and improve to include more Les Mills classes and other different classes like a boot camp session.

The group fitness class programme was changed in January 2015. The percentage of Les Mills classes on the timetable is now 53% which compares to 6% previously. The boot camp session was trialled during the Summer months but due to participant numbers it was cancelled during the colder months. The Leisure Centre will look to start the session again in Summer 2015.

We will also have a greater focus on retention throughout 2014/15 with the support of a new company role of a 'Retention Manager'.

Centrally we have two members of 1Life staff who help with retention managing. The Head of Fitness, has improved the customer experience when first attending the centre. The Head of Commercial Operations has improved the clarity of the retention reports for 1Life.







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