



Downham Lifestyles Ltd

ANNUAL REPORT 2017-2018

—
April-March inclusive

1Life
Live more. Live well.

inspire



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 high quality and safety management. During the many events throughout the year, the partnership shows its strength to work together to produce successful, popular events. There are also continuous steps to introduce new events and activities to the centre.

The Trustees and Downham Health & Leisure Centre are pleased to present the Annual Report for 2017/18 which gives detailed information on many aspects of DLL's, 1Life and Downham library'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.

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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 2017 until 31 March 2018. The report will encompass many highlights of the previous year for the whole of Downham Health & Leisure Centre.

The Annual Services Report provides information on Downham Health & Leisure Centre operated by 1life on behalf of Lewisham Council.

In summary, the 2017/18 year has been a successful year for the Leisure services within Downham Health & Leisure Centre. The membership base has increased, and swim school and children's activities are performing very well with a large increase in the number of direct debit memberships for these activities. Additionally, external funding has equalled £24,027 for the year, on a range of different community projects.

Library visits have gone up by 8% year on year due to the hard work that the team puts in to ensure there are community events, different activities for all and attractive book displays for national and local days.

The NHS side of the building continue to have two popular GP surgeries, sexual health clinics and school nurses. The NHS surgeries get involved with the annual event Downham Celebrates.

Here is what else you will see in the report:

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CENTRE USAGE



A total of 507,417 visits were made to the Leisure Centre side of the building during 2017-18, this is a decrease of 6,412 year on year. The library had 390,997 visits and had 70,508 book issues during the year, which is an increase on last year.

LEISURE CENTRE VISITS

As you can see from [table \(1\)](#) and [graph \(1\)](#), the Leisure Centre has had a slight decrease in the number of visits to the centre. There are a number of reasons for this. The most difference made is the 11,000 reduction in free swimming users that we have seen year on year. This usage used to be captured by the scanners and would be throughout the year. Now, swim school members can swim for free and all Lewisham children can swim for free during the school holidays. However, the data capture for this needs to be stronger.

The group exercise usage has gone down by 2,000 due to an influx of other providers in the area and some equipment issues during the year. Exercise on referral figures have significantly dropped with some postcodes referred elsewhere.

Encouragingly, the centre membership base, swim school and children's activities have all seen an increase in participation. Due to an increase in family membership, swim school lessons, and a new weekly gymnastics programme.

The months that have shown the biggest difference year on year include June, August and December. June was higher due to higher member swipes and the growth of swim school YOY. August was lower due to the miss reporting of free swimming during the holidays and lower member swipes. December was lower due to minimising the group exercise programme YOY due to lower usage around Christmas, there was also netball and gala usage which was not the case this year.

LIBRARY VISITS

The Library was open for 4,130 hours during the year. Positively, there was an 8% increase in visitor figures to the library in comparison to last year. This can be seen in [table \(2\)](#) and [graph \(2\)](#). The library continue to host community events, under 5's sessions and a new popular chess club to ensure the library stays appealing to all.

CENTRE USAGE

TABLE 1: LEISURE CENTRE USAGE

YEAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
2017-18	43901	47042	48127	43629	37184	42406	42850	42848	30707	42821	42116	43786	507417
2016-17	47617	48592	43227	43805	41909	42839	40398	39380	37303	43747	42736	42276	513829

GRAPH 1: LEISURE CENTRE USAGE

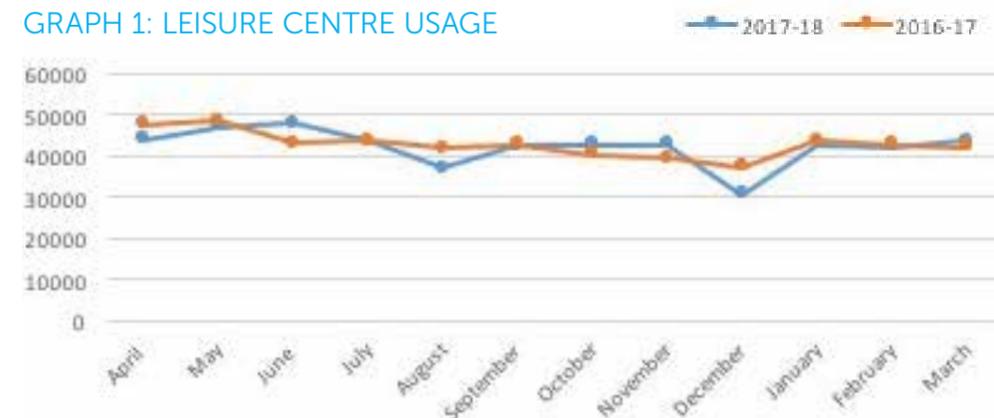
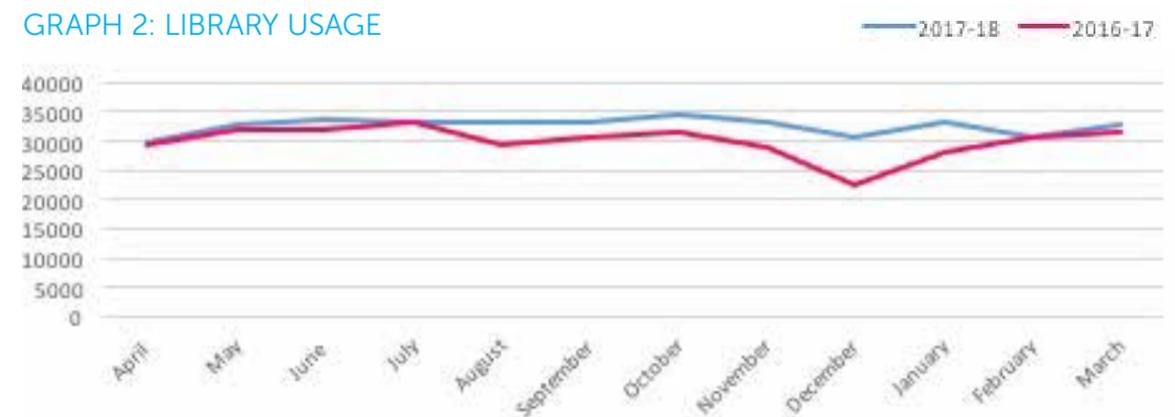


TABLE 2: LIBRARY USAGE

YEAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
2017-18	29944	32839	33561	33311	33324	33059	34398	33369	30722	33332	30494	32644	390997
2016-17	29568	31937	31781	33364	29374	30607	31408	28805	22662	28009	30513	31497	359525

GRAPH 2: LIBRARY USAGE



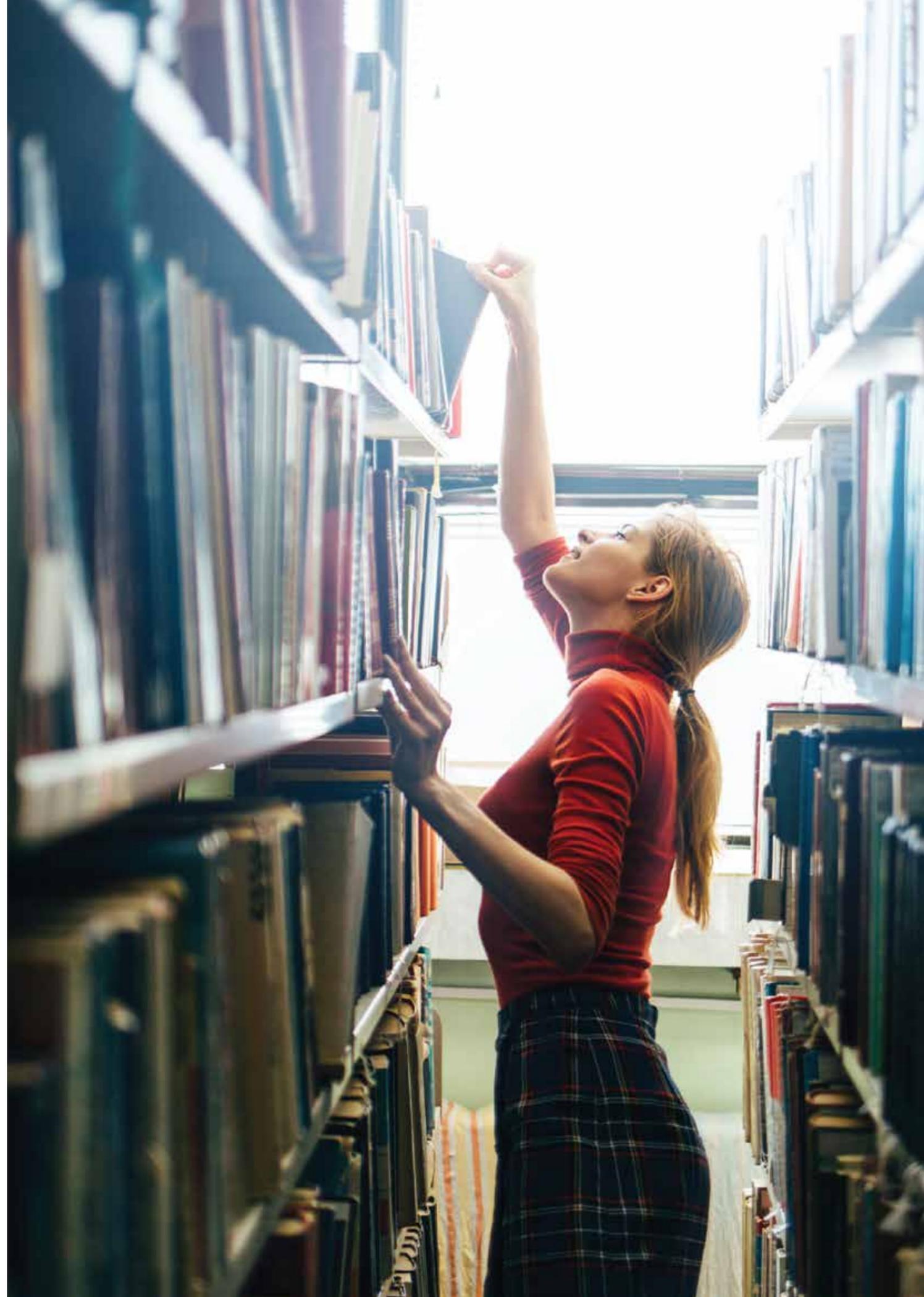
LIBRARY ISSUES

The Library provides a full range of resources in different formats for the local community. The library management system records a total of 70,508 items borrowed. There was a dip in issues for three months last year April, May and June when issue stats remained below 5,000. However, the busiest month was in January where a total of 8,740 items were taken out. This can be seen in [table \(3\)](#).

TABLE 3: LIBRARY BOOK ISSUES

YEAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
2017-18	4427	4385	4162	6188	5623	5558	6770	5882	4028	8740	7200	7545	70508
2016-17	5055	5230	4759	6439	6434	5181	5133	4758	3836	5089	5084	5062	62060

GRAPH 3: LIBRARY BOOK ISSUES



LIBRARY ACTIVITIES

UNDER 5 ACTIVITIES

Under 5's takes place on a Wednesday morning, it consists of reading books and singing songs for 30 minutes. It has increased in popularity, which helps to improve our issue statistics. The colouring activity runs immediately after under 5's on a Wednesday morning where colouring sheets and pencils are given out.

Baby bounce takes place on a Thursday afternoon and consists of children generally under the age of 2, this involves stories and nursery rhymes with a focus on parents joining in with movements.

Saturday craft takes place every weekend between 10:30-12:00 and consists of a different craft each week. This is a very busy period and attracts a high number of parents on a weekly basis. Some activities are aimed at parents whilst others are specifically for toddlers. A total of 376 sessions were delivered to 9,267 attendees. The busiest period was in the month of November when there were a total of 981 attendees. This can be seen in [table \(4\)](#).

FILM CLUB

Film screening takes place on Saturdays which is targeted for family viewing. Sundays are aimed at adults but are usually rated 12 to encourage a younger audience. Film screenings sometimes occur on a Wednesday in half terms or over Christmas and tend to be family viewing. A total of 170 viewings to 622 attendees took place. The most popular sessions were in December with a total of 79 individuals. This can be seen in [table \(5\)](#). An additional event during half term is intended to provide an out of school leisure activity for young children, there were 24 attendees during October half term.

COMMUNITY ACTIVITIES

The library is a venue for all community activities, external groups can be seen below.

- 50+ Community Group.
- Sterling Education deliver training sessions to the community in the meeting room.
- Councillors use the meeting room on the 2nd and 4th Saturday of the month for their constituent's feedback and drop in sessions.
- Diabetes group takes place on the last Friday of every month and is an information and support group for people with diabetes.

- MP surgery takes place on the 2nd Friday of every month from 4pm.
- Neighbourhood Day Centre is a group that use the IT room every Wednesday from 10:00-12:00. They are a group of young people with learning difficulties and disabilities, they are timetabled to use the room as part of community involvement and to develop social skills. They also use the gym other days of the week.
- Reminiscence group takes place on the first Thursday of every month.
- Silver surfers takes place on Tuesdays and has not meet since June 2017 –April 2018 due to MACs not working in the Mac Suite.

MAC SUITE

The Mac Suite went through a renovation with new Macs so it was closed completely from June 2017 through to Jan 2018, mainly due to lack of security fitting and internet safety measures. Physical security has been installed with bike locks and the key boards have been removed to prevent access until completion. The Mac Suite was opened as a study space from Jan 2018 with access to the table for group and individual study. There are 5 PCs that are working in the Mac Suite, these are used by the local community.



TABLE 4: UNDER 5'S ACTIVITIES

Activities	APR 2017		MAY 2017		JUNE 2017		JULY 2017		AUG 2017		SEPT 2017		OCT 2017		NOV 2017		DEC 2017		JAN 2018		FEB 2018		MAR 2018		GRAND TOTAL
	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	
Under 5's (Children)	4	119	5	168	4	147	4	170	5	211	4	215	4	144	5	255	4	156	5	239	4	136	4	196	
Under 5's (Adults)	4	91	5	130	4	120	4	143	5	164	4	170	4	123	5	169	4	119	5	192	4	126	4	153	
Baby Bounce (Children)	4	58	4	51	5	49	4	53	5	69	4	47	4	50	5	74	4	61	4	46	4	59	5	51	
Baby Bounce (Adults)	4	58	4	48	5	47	4	52	5	63	4	49	4	53	5	71	4	61	4	43	4	51	5	50	
Sunday Craft (Children)	6	139	4	113	4	122	5	160	4	108	5	151	5	140	4	163	5	33	3	92	6	162	8	159	
Sunday Craft (Adults)	6	75	4	53	4	76	5	92	4	69	5	96	4	91	4	104	5	21	3	56	6	116	8	81	
Colouring Session (Children)	4	93	5	167	4	129	4	127	5	146	4	151	3	78	5	175	4	127	5	155	4	111	4	196	
Total Number of Sessions	32	-	31	-	30	-	30	-	33	-	30	-	28	-	33	-	30	-	29	-	32	-	38	-	376
Total Number of Attendees	-	633	-	730	-	690	-	797	-	830	-	879	-	679	-	981	-	578	-	823	-	761	-	886	9267

TABLE 5: FILM CLUB

Activities	APR 2017		MAY 2017		JUNE 2017		JULY 2017		AUG 2017		SEPT 2017		OCT 2017		NOV 2017		DEC 2017		JAN 2018		FEB 2018		MAR 2018		GRAND TOTAL
	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	S	A	
Film Showings (Children)	12	17	6	9	4	19	5	31	5	23	5	26	6	30	5	50	5	41	6	37	6	51	8	25	
Film Showings (Adults)	12	17	8	16	7	10	9	18	6	10	8	20	9	27	7	25	10	38	6	25	8	35	7	22	
Attendees	-	34	-	25	-	29	-	49	-	33	-	46	-	57	-	75	-	79	-	62	-	86	-	47	622
Sessions	24	-	14	-	11	-	14	-	11	-	13	-	15	-	12	-	15	-	12	-	14	-	15	-	170



SCHOOL AND NURSERY VISITS

The library supports classes to enable children to return their library books, and take out new ones. Story sessions are provided to the class and it ties in with local and national events or themes within the curriculum. 11 primary schools, 2 of which are special schools, access this service and borrow 3,787 items. In addition, library books are delivered to 13 nursery schools, in total circulating 1,804 books.

CHESS CLUB

A new chess club has started to help young people improve learning skills. Chess has been linked with

improving children's concentration, problem-solving, critical, original and creative thinking – and even mathematical abilities. It is also said to help with memory storage and how young brains manage information. Since the start of this club, 25 sessions have been delivered to 57 teenagers.

LOCAL AND NATIONAL EVENTS

A wide range of local and national events took place last year. These events included Mother's Day craft, Father's Day activity, Comic workshop, author event, Dodger the dog event and Downham Celebrates. This will increase next year to include World Book Day and National Story Month.



ENCOURAGING PARTICIPATION

The Leisure Centre's Health & Physical Activity Manager completes the annual plans for the centre and submits to Lewisham Council to ensure that the local community is encouraged to use the centre. These plans include; Encouraging Participation (Marketing), Sports Development and Key Sports plans for Swimming and Football

SPORTS DEVELOPMENT

The plan encompassed sessions and events to ensure that the local community is fully catered for, with particular focus on children and young people, older people, females, people with a disability and black and ethnic minorities (BME).

CHILDREN AND YOUNG PEOPLE

Included as one of 1Life's key targets, children's activity is high on the agenda for Downham Health & Leisure Centre. The centre runs activities for children and young people from toddlers to young adults. Some sessions may be funded, others put on by 1Life, or in a partnership with another provider. Weekly sessions include trampolining, soft play, tennis, football, roller skating and new for 2017/18 are gymnastic sessions. Participation for these activities can be seen in (table 6).

As can be seen, like last year trampolining and football have had the most usage throughout the year, and they boast a 52% and 5% increase on the previous year. These are both strong as there have been additional weekly sessions added to them during the year. Additionally tennis sessions have performed well year on year with Saturday sessions added. Roller skating and soft play have gone down due to sessions being removed, however the sessions that are left are well used. Successfully, in the few months that gymnastics has been running there have been 1120 usages, this set to increase in the following months with new pre-school sessions starting. Gymnastics has gone from strength to strength thanks to equipment funding from Lewisham Council.

In addition to the weekly sessions, parties has had a strong focus during the year and we have held more parties than any other year. This can be seen in the usage which is up 407 on last year. This is planned for even more of an increase next year with new equipment and options available.

Funding received for this target market

Mermaids

Downham Lifestyles trustees funded the mermaid sessions that now run for 3 sessions weekly as well as for parties at the weekend. These are very popular for children who have completed the swimming stages, it offers another outlet for those who don't want to swim competitively.

Teenage sports sessions

Our connection with Streetgames continued after being awarded £2000 to run a Friday night club and sessions in the community. We also linked with schools and youth clubs to deliver sessions there. The young people could also help out in the sessions and were rewarded for attendance.

OLDER PEOPLE

The embedded sessions for older people at the centre continue to run successfully. Line dancing had a slight change during the year with the regular instructor being ill so sessions were covered after a few months of no sessions and moved to the smaller studio. There continues to be a regular 25 participants per week. There are also specific group exercise classes for 60+ including Aqua and Zumba Gold. There are a large number of 60+ accessing the Be Active membership for free swimming and gym use regularly. The 55+ Active Social session, has continued to be successful with an average of 12 older people coming each week, this has gone up 22% year on year. Additionally, we have worked with the NHS falls team to introduce fall intervention sessions at the centre weekly (table 7).

Funding received for this target market

Fit bus

We were successful in receiving funding from public health to run a local service in Downham, Whitefoot, Grove Park and Catford South to take older isolated people to exercise in the community. The plans are in place for this project to start imminently.

Tea dance

Downham Assembly awarded us funding to run a weekly Tea Dance session for older people to dance all types of dance and break for tea and coffee. This started in March and has had a few usages so far.

FEMALES AND BAME

Our regular group exercise sessions are very well attended by females and BAME, with the majority of classes being 100% female attendance.

Funding received for this target market

Streetgames female only sessions

We received funding from Streetgames to host weekly sessions for teenage girls (and other women they would like to bring). The session included fitness as well as yoga stretches.

Fields in Trust female only bootcamp

In conjunction with Lewisham Council and the Fields in Trust, we protected the Downham Playing fields and received funding to start a women's only bootcamp on Saturday mornings.

PEOPLE WITH A DISABILITY

All of our sessions are inclusive for people with a disability, however we have also work with a number

of groups and organisations to increase usage. These include Drumbeat Autistic School, Burgess adult autistic trust, Bromley Beacon, and Greenvale School.

The Centre also undertook an IFI assessment in January to find out what level we would be on for the framework which now sits with QUEST. The Centre did well with the community work which we put on, however the facilities need improvement to become IFI inclusive. We are looking towards a joint approach to achieve IFI.



TABLE 6: CHILDREN AND YOUNG PEOPLE PARTICIPATION

	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL 17/18	TOTAL 16/17	% DIFFERENCE
Soft Play	11	45	46	36	0	37	33	31	20	27	18	33	337	581	-42%
Trampolining	204	218	278	202	205	225	246	330	160	300	302	324	2994	1962	52%
Football	50	72	135	95	164	120	137	136	57	76	64	102	1208	1147	5%
Roller Skating	58	66	61	54	47	82	62	68	52	93	84	89	816	1107	-30%
Tennis	67	85	96	37	58	86	102	104	59	83	96	101	974	460	111%
Gymnastics (new)						43	141	163	124	216	216	217	1120	N/A	N/A

TABLE 7: OLDER PEOPLES SESSIONS

	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL 17/18	TOTAL 16/17	% DIFFERENCE
60+ Active Social	43	45	55	34	48	51	38	58	23	36	69	60	560	458	22%
Line Dancing	79	71	87	131	0	0	0	0	0	20	72	117	577	N/A	N/A

MARKETING PLANS

EVENTS

Downham Celebrates Summer 2017

During the summer fair there were great attractions like a climbing wall, a smoothie bike, bouncy castle, roller skating and much more. As per other years, performances by our clubs Allstar Beats successfully took place. The annual fair was organised by the Downham Celebrates committee and hosted in and around the centre. Downham Celebrates also hosted the Charity Triple Fitness Challenge for the Brun Bear Foundation where they raise money for local causes.

Downham Celebrates Christmas 2017

Many activities took place including a visit to Santa, a nativity dress up, Christmas Craft, roller skating, bouncy castle and Launcelot school choir performed for the first time. The Brun Bear Charity fitness sessions also took place, with proceeds going towards local initiatives.

Children's Party Events

During the school holidays additional events are put on for children to take part in a range of activities including the bouncy castle, roller skating, arts and crafts and themes to do with that holiday. These took place in Summer, Christmas and Easter. In addition, we were also able to dye the pool purple for Halloween.

KEY SPORT PLANS

The key sport plans are written annually for the sports of swimming and football, which are the top two most popular sports in Lewisham according to the Active People results. Within these plans we make sure to include:

- Pay and play sessions
- Course bookings
- Sports coaching sessions
- Partnership working
- Holiday activities
- Events and links to wider sporting calendars

The highlights achieved from these plans can be seen on the following pages...



Pool dyed purple for Halloween

SWIMMING

Swim School

Swimming lessons at Downham have continued to grow over the past year with swimming lesson participants growing from 1654-1871, with a further 200 swimmers enrolled onto our 1:1 lesson scheme. This is inclusive of lessons from parent & baby groups, ten stages of the Swim England learn to swim programme, Rookie lifeguard, adult lessons and Mermaid school, which on the whole comprises of 235 group lessons per week. The continued growth in numbers is a direct result of the swimming team showing their dedication to their sport lead by a consistent Swimming Development Manager. The team strive for continuity in a well-rounded programme, up to date practices and teamwork to increase participation in their successful swim school now running 7 days per week. With 93% of the children now on direct debit payments there is a better level of attendance and continued development into further aquatic pathways. The Learn2 management system is now fully embedded with teachers updating progress on poolside and the parents able to check this online, in their own time. The entire teaching team celebrated their success by winning the company award for the biggest growth in participation in 2017 for the second year in a row. We will now work to strive for the third in a row.

School Swimming

The centre continues to offer high quality swimming lessons to the local schools to help the children pass the Key Stage 2 requirement of swimming 25 metres by the end of year 6. There are 20 schools now using the centre for swimming lessons, with over 40 slots per week taken by schools. This is an increase on 3 schools and 6 extra slots taken since last year. The monitoring of these sessions takes place at the beginning of each term, distance is recorded for each individual and then repeated at the end of term. These results can be seen in [\(table 8, page 18\)](#) and the comparisons year on year can be seen in [\(graph 4, page 18\)](#). This shows a higher number of children attending for swimming lessons and also a higher percentage are passing the Key Stage 2 requirement compared to 2016/17. Changes in the UK that requires the reporting of KS2 results by schools for the upcoming year should support our efforts going forward and hopefully increase participation in the future.

Swimathon

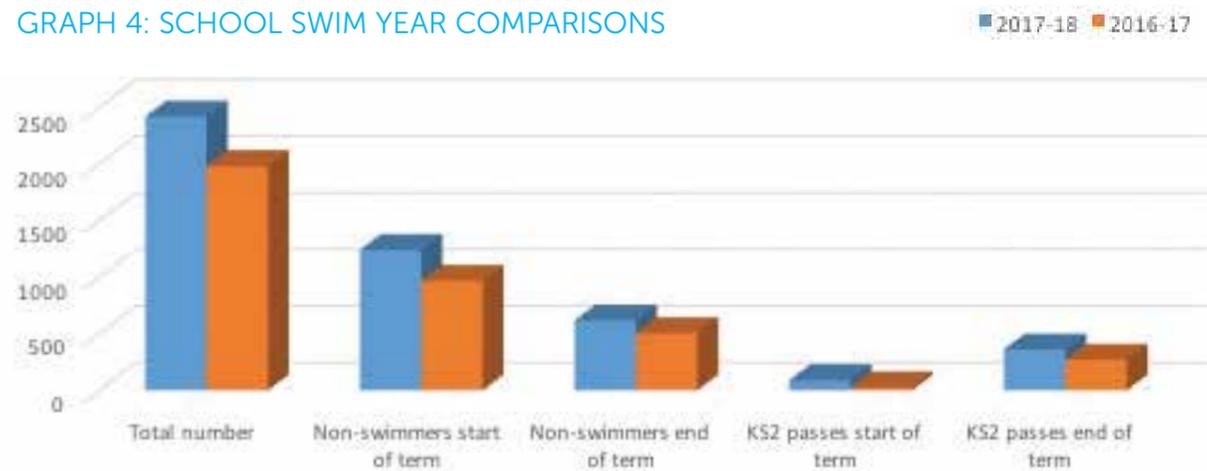
Downham Health & Leisure Centre hosted the annual Swimathon event again on April 27th firstly during the Friday night Downham Piranha's swimming club where 74 children took part and covered a huge 3157 lengths, the equivalent of 49 miles! The amazing effort from our youth team was mirrored by our staff team who took to the water for a marathon 12 hour swim from 7am-7pm. The team of 10 swam in relay style for the entire time and completed 1660 lengths in total. They then handed over to our customers 27 of whom took part in various distances throughout the event swimming themselves proud in aid of Cancer research.



TABLE 8: SCHOOL SWIMMING ANALYSIS

TERM	TOTAL NUMBER	NON-SWIMMERS START OF TERM	NON-SWIMMERS END OF TERM	KS2 PASSES START OF TERM	KS2 PASSES END OF TERM
September-December	821	493	203	0	121
January-April	693	342	181	51	106
April-July	693	405	235	39	135
TOTAL	693	1240	619	90	362

GRAPH 4: SCHOOL SWIM YEAR COMPARISONS



FOOTBALL

Football sessions

Youth Vista has had an additional 61 usages year on year. The club extended the offer to a Saturday morning to offer another alternative. They also annually host a football event at the lower pitches as a thank you to all of their players, this consisted of football tournaments, fun activities and stalls.

Sport for All sessions successfully continue on Friday nights. They continue to get around 15 people per week.

Women's Football sessions

We continue to support South East Parakeets women's team as they use our football pitches for matches at the weekends. They are doing extremely well with attendance and doing well in the league too.



HEALTH & WELLBEING

Health & wellbeing is at the heart of 1Life and its values and vision. It comes in many forms for different people but below explains the programmes that Downham Health & Leisure Centre host in order to improve local people's health and wellbeing, especially those with underlying health conditions.

EXERCISE ON REFERRAL

We have three ways to enter our Referral scheme, Active referral, where the GPs refer a customer who they feel can benefit with regular and supervised physical activity. We have cardiac Rehab sessions, for customer who have had a cardiac event or stroke. This is a continuation of the rehabilitation classes taught in the hospital as part of their recovery. And we also have a falls prevention scheme. These clients have usually had a fall, and the class is to help them to prevent future falls and improves their strength and mobility.

Table (9) shows the usage of Active Referral and Cardiac Rehab.

As can be seen in the table, there isn't much of a difference in the referrals received throughout the year, more people did attend an initial assessment though. The session attendance looks like it has dropped significantly but in previous years the Zumba Gold session numbers included all class members rather than just GP referral participants. We have also had less

Cardiac Heart referrals but the session attendance is very similar year on year.

STRETCH AND RELAX DISABILITY SESSION

This exercise session for individuals with MS was set up funded a few years ago with MS Lewisham. This has now evolved into a referral session for people with disabilities. Sessions are collaboratively funded by MS Lewisham, 1Life and attendees who continue to enjoy the session. There is an average of 8 attendees per session, per week.

FALLS PREVENTION

In September 2017 we introduced a Falls Prevention class. This has proved very popular and we have since introduced a follow on class. The Falls Prevention class is to help anyone who has had a fall or who is at risk of falling. The exercises are both seated and standing, and can be adapted for wheelchair users. There is a maximum of 12 customers per class for 20 weeks. The follow on class keeps customers active and can include machines in the gym.

CARDIAC REHAB

The Cardiac rehab scheme is an ongoing scheme that can help anyone who has had a cardiac event or a stroke, to become active again. The cardiac rehabilitation scheme is proven to help customers re-gain their confidence and keep their mind and body active. We continue to have high numbers week on week.

TABLE 9: EXERCISE ON REFERRAL

GP REFERRAL	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL 17/18	TOTAL 16/17
Active Referral Received	8	23	22	12	30	20	10	14	10	25	19	22	215	190
Active Referral Attended Initial Assessment	40	17	33	30	30	21	31	27	4	15	14	19	281	192
Active Referral Session Attendance	133	133	114	79	90	96	120	113	31	72	76	80	1137	2568
Active Heart Referrals	1	1	0	2	1	0	1	1	0	1	0	2	10	20
Active Heart Session Attendance	103	68	64	64	79	69	78	105	23	74	79	81	887	894



CUSTOMER & PUBLIC RELATIONS

Downham Health & Leisure Centre is always ensuring to get the word out about any new sessions, events or equipment to ensure maximum participation. This is predominantly through press releases, social media, our website, via emails to customers or on outreach to events.

SOCIAL MEDIA

This year, the centre has focused on an across centre approach by asking all heads of departments to post about their departments with regards to new sessions, offers, tips and events coming up. The followers across all social media platforms can be seen in [table \(10\)](#).

Facebook likes for the page have gone up by 384 people, we still use the paid-for advert posts which show Downham Health & Leisure Centre to a wider amount of people. Twitter has also gone up, but not by quite so many, an extra 78 people now follow us.

The centres Instagram page now has 135 followers, this needs more focus.

Facebook and Google also have a reviews section which allows people to choose 1 to 5 stars and write a comment if they wish about the centre. In [table \(11\)](#), these are summarised for this year and the previous year.

The Facebook average star rating has gone down to at 3.3, as has Google to 3.5. The majority of the lower star ratings this year were due to cleanliness in the changing rooms, this is planned to be rectified with a deep clean in the area.

OUTREACH

Outreach continued to be a focus this year, especially during the summer months. To these events we tried to get the fit bus to as many as possible, as well as taking information about the centre. The events attended can be seen in [table \(12\)](#).

TABLE 10: ONLINE PRESENCE, FOLLOWERS

ONLINE MEDIA	FOLLOWERS/LIKES 2017/18	FOLLOWERS/LIKES 2016/17
Twitter	918	840
Facebook	1640	1256
Instagram	135	63



TABLE 11: ONLINE PRESENCE, STARS

STARS	REVIEWS	5 STARS ★★★★★	4 STARS ★★★★	3 STARS ★★★	2 STARS ★★	1 STAR ★
Facebook up until March 18	3.3 Out of 5 stars from 70 reviews	27	11	7	10	15
Facebook up until March 17	3.6 Out of 5 stars from 43 reviews	19	8	4	3	9
Google up until March 18	3.5 Out of 5 stars from 145 reviews	51	36	23	7	28
Google up until March 17	3.5 Out of 5 stars from 57 reviews	21	13	8	2	13

TABLE 12: OUTREACH ACTIVITY

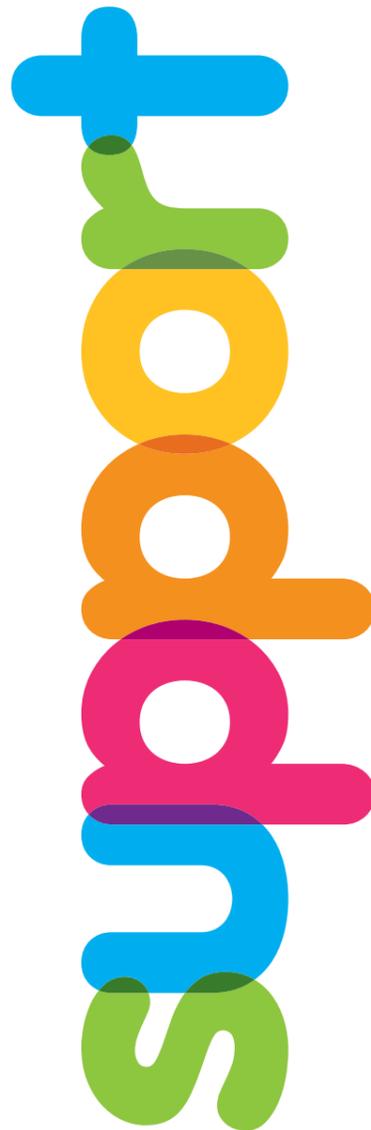
DATE	EVENT	LOCATION
13TH MAY	Phoenix Festival	Forster Park Memorial Ground
10TH JUNE	Downham Celebrates	Downham Health & Leisure Centre
24TH JUNE	Bellingham Festival	Bellingham Green
JUNE/JULY	Summer reading challenge outreach with the library	Local schools
2ND JULY	Rushey Green Festival	Ladywell Arena
8TH JULY	Peoples Day	Mountsfield Park
12TH AUGUST	Chinbrook dog show	Chinbrook Meadows
9TH DECEMBER	Downham Celebrates	Downham Health & Leisure Centre



CUSTOMER SATISFACTION

We value our customer views and if they don't come to us via emails, customer comment forms or social media, we ensure to capture them by putting on customer forums and approaching people quarterly for user surveys.

Below are some of the lovely comments we have received from our customers over the past year for different aspects of our leisure services.



'Lovely team and loads of things to keep kids and adults entertained Houses the library, medical centre, community hall, gym etc. Well located, accessible and most importantly, a magnet centre for all and sundry - young meet old, small meet big, you name it. Opening hours - great! Recently received new PCs - user friendly. Thanks guys.'

'Best leisure centre in London. Excellent services.'

'Great facilities in there like gym, swimming, library, loads of great staff members and a lot of equipment to use in the gym.'

'Great local joy with good facilities for the kids, including Pool and Library.'

'Booked a birthday party for a large group of children on the Autism spectrum. The children had a wonderful time. There were at least 3 members of staff with the children the whole time. The staff were kind and extremely patient with the children and were constantly playing with them which helped all of them have a wonderful time. Cannot praise the young staff enough.'

The below [table \(13\)](#) shows how many compliments, complaints and comments we received throughout the year. All comments were replied to within the timescale for responding.

TABLE 13: CUSTOMER COMMENTS

GP REFERRAL	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL 17/18
Comment	0	0	0	0	0	1	0	0	0	1	0	2	4
Complaint	2	4	4	4	3	2	6	4	6	6	12	5	58
Compliment	0	0	0	2	1	3	0	3	5	4	0	2	20
% Positive	0%	0%	0%	33%	25%	67%	0%	43%	45%	36%	0%	44%	25%
% Within time	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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. Apart from May, every month has hit the joiner target this year.

Table (14) is a summary of joiners, leavers and the difference for this year. Successfully, there is an overall increase of 246 over the year.

Graph (5) shows April 16-March 17 joiners versus leavers, the graph is a comparison of the difference year on year. In comparison to last year, the centre has improved significantly, the total difference between joiners and leavers is up by 82 year on year. The graph shows there was an uplift in sales towards the end of the year this was due to a complete change in the sales team.

We have an all new fitness team who are very knowledgeable and highly experienced. They have already started furthering their fitness qualifications with us at the centre to enable them to teach group exercise classes and to deliver personal training sessions as well as their current fitness instructor role.

CLASS TIMETABLE CONTENT

With the introduction of more Les Mills disciplines, Body Balance has proved to be a very popular programme, which has contributed to our wellbeing programme. The fusion of Tia Chi, Pilates and Yoga has helped to balance our programme.

We have also seen a trend in Body Combat, we used to have a free style combat class, but customers are liking our energetic up and coming instructors.

Our Zumba classes as always are very popular and are always fully booked. Our customers are enjoying the fact that Zumba is for all abilities and great fun.

Our Aqua class attendance goes in peaks and troughs with the weather.

SWIM TIMETABLE CONTENT

Due to high demands for swim school lessons we now host lessons in the full main and teaching pool on Tuesday and Wednesday evenings to allow for additional classes to take place during this time.

CLEANLINESS

We are proud to have a clean and tidy gym floor and group exercise studios. We clean equipment and the facilities daily and all work is monitored and we are constantly striving to make it even better and to maintain a standard of cleanliness throughout. We have deep cleaning sessions which take place after the building is closed. Equipment is moved facility is thoroughly cleaned.

GYM FAST CLASSES

Our fantastic fitness team offer gym floor fast classes – This consists of a small group taking part in short high intensity circuit based sessions. These are popular for members who do not want to commit to a group exercise class, not used to exercising for long periods of time or just fancy a change to the normal routine. These classes normally last between 10-15 minutes and are scheduled for every day throughout the day.

GYM COMPETITION

We have exciting new updated gym challenges every month which helps the members keep their fitness on top form. The staff and members both compete with each other to get the best score on the challenges. Prizes have consisted of Protein bundles and free memberships. This allows members and staff to regularly engage and train together while motivating one another. Also help bring a sense of fun and competition to the gym.

MYZONE BELTS

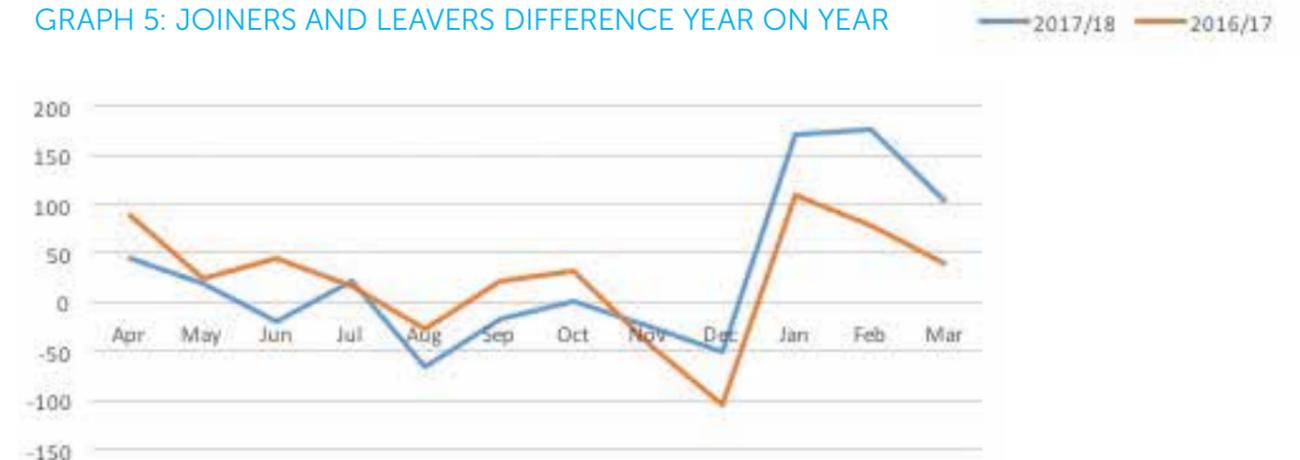
We are using Myzone technology on our gym floor. This allows members to track various workout statistics from calories burned to heart rate. These belts are compatible with smart phones and all data can be downloaded, reviewed and shared between friends who also have a Myzone product. This helps members push themselves to work harder and allows comparison to other users fitness levels. This product is good for both somebody new to exercise to the expert athlete. The can be purchased through our 1Life app with an exclusive discount.

TABLE 14: RETENTION

MONTH	JOINERS	LEAVERS	DIFFERENCE
APR	173	129	44
MAY	132	113	19
JUN	105	126	-21
JUL	146	125	21
AUG	84	149	-65
SEP	132	150	-18
OCT	156	155	1
NOV	132	157	-25
DEC	69	119	-50
JAN	262	91	171
FEB	177	112	65
MAR	203	99	104
TOTALS	1771	1525	246



GRAPH 5: JOINERS AND LEAVERS DIFFERENCE YEAR ON YEAR



SURVEYS

The Leisure Centre regularly conducts surveys to improve the activities on offer and to improve services. These include annual surveys of non-user, user survey, staff satisfaction and green travel. As well as quarterly user surveys. The headline statistics from these are summarised below.

NON-USER SURVEY

This survey takes place when at events in the local community to capture those not coming to the centre to find out why, as well as what might attract them. This year, in comparison to other years, there has been a noticeable decrease in the amount of people who have said they haven't been to the centre before, although positive for us, the sample size is smaller.

In summary, the majority of people who didn't come to the Leisure Centre didn't come because they lived elsewhere, or were never going to go to a centre. When speaking to people at events, the majority of people asked for information on the gym, swimming lessons and children's activities.

USER SURVEY

This survey measures the satisfaction, and the importance out of 5 (1 being very satisfied) for different aspects of the Leisure Centre from the pool to the play park at the football pitches. Analysis shows that value for money throughout is quite strong, when staff are mentioned this receives a high satisfaction score, especially with the friendliness of staff. The availability of the car park has a low satisfaction score.

STAFF SATISFACTION SURVEY

This survey is conducted annually to staff of the whole building, Leisure staff, NHS and library. It covers questions on the facilities, cleanliness and the car park based on staff answering whether they are very satisfied to very dissatisfied. Three questions have been picked out as seen in [graphs \(6, 7, 8\)](#).

In comparison to the previous year there are more people satisfied with the Leisure Centre overall, and less people very dissatisfied. The cleanliness of the public areas has remained quite static, with just over 50% of people very satisfied or satisfied, as per last year. Positively, there are no staff members who are

dissatisfied or very dissatisfied with the 1Life staff being friendly and professional.

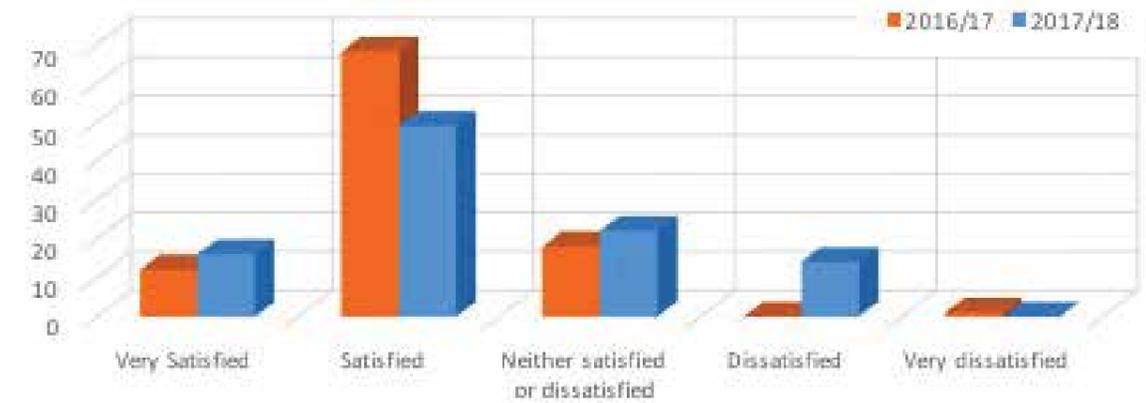
QUARTERLY USER SURVEY

These surveys are conducted quarterly by the management team to capture all areas of the building. Questions mainly focus on timetables and activity planning, and have helped to secure funding bids and plan for new activities at the centre.

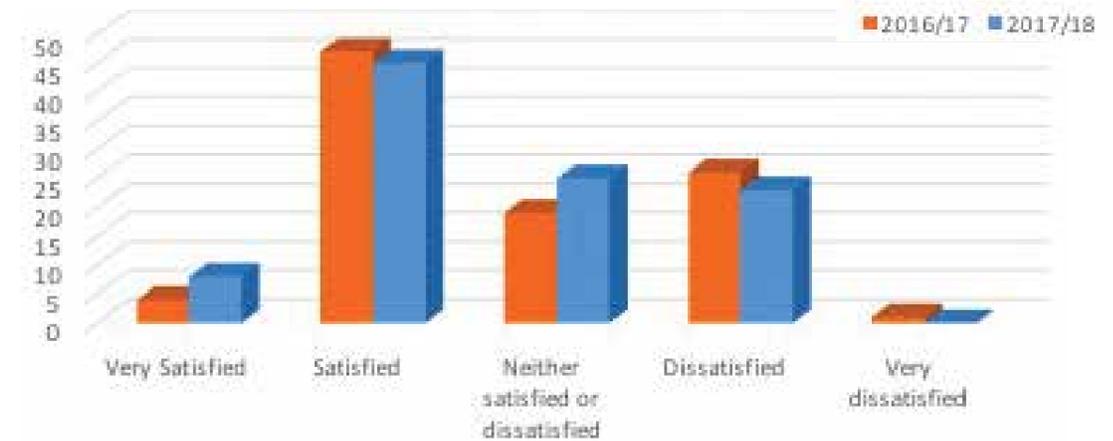
Across the 2017-18 year, it has been shown in the surveys that the majority of people enjoy the gym, swimming, activities and classes. The majority of adults still ask for extra yoga or Pilates sessions, and children's activities asked for include gymnastics and Zumba for children. The teenage sessions have asked for mainly football sessions. Across the year, the average percentage of people saying that the facilities are good overall is 40%.



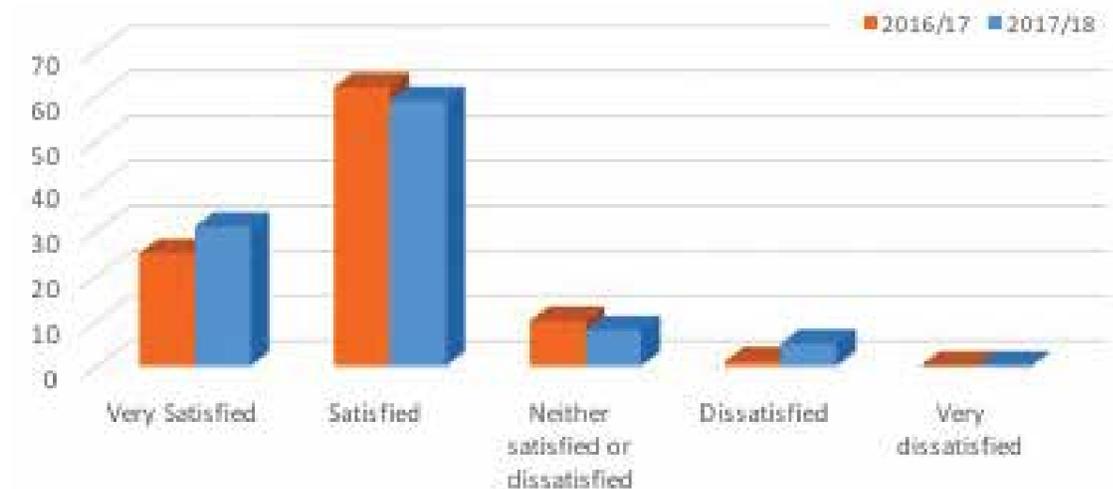
GRAPH 6: STAFF QUESTIONNAIRE. DOWNHAM HEALTH & LEISURE CENTRE OVERALL?



GRAPH 7: STAFF QUESTIONNAIRE. THE CLEANLINESS OF THE PUBLIC AREAS?



GRAPH 8: STAFF QUESTIONNAIRE. THE LEISURE CENTRE STAFF BEING FRIENDLY AND PROFESSIONAL?



STAFF, TRAINING & DEVELOPMENT

Staff are pivotal to ensuring the whole building operates smoothly on a day to day basis. The Leisure Centre continues to ensure to keep staff up to date with monthly training for lifeguards and continual professional development opportunities for all staff throughout the year.

With the majority of managers now qualified Trainer Assessors for the RLSS, we offer 4 training sessions per month for all members of staff who are qualified lifeguards. This also means we are able to plan lifeguard courses to be ran in house. Those who work hard on the course, once passed, can then be recommended to work at the centre by the TA. We have ran three NPLQs courses during the year, from which we have employed 6 brand new staff. The swim team are also encouraged to have either an NPLQ or an NARASTC qualification, this swimming teaching rescue qualification was held at the centre to qualify the majority of the swim team.

We have also created links with training organisations to run other courses at the centre. Through SLS Courses we have organised two NPLQ Trainer Assessor courses and have a First Aid at Work course planned. Through Pulse courses we held a parent and baby swimming teacher course which members of the swimming team

attended. National College of Aquatics have tutored two Swim England Level 1 and one Level 2 course which current members of staff were put on. Additionally, two members of the swim team were trained up to be STA swimming Tutors in February 2018. Four Duty Managers also attended a PPO (Pool Plant Operations) course.

The apprentices that were mentioned in last year's annual report continue to work for the centre, with one of them now a qualified swimming teacher and doing the majority of her hours within the swim and children's activity teams. We also plan to employ new apprenticeships in partnership with Lifetime.

In addition to putting a large amount of staff on courses we have also had some in house promotions and staff achievements. One of our receptionists became the Front of House Manager, and another a Duty Manager. A lifeguard became a Duty Manager, and that same person was voted employee of the year 2017. A swimming teacher also qualified as a Duty Manager and covers shifts when needed. We also had a Duty Manager promoted to Operations Manager and the swimming manager promoted to regional swimming manager for 1Life. Although it meant losing a life-long lifeguard, we were also happy to support a lifeguard to fulfil their dream of being a qualified landscape gardener by allowing him to swap shifts for the course, he is now in that career.



HEALTH & SAFETY

"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."

1Life as a whole, and Downham as a Centre, continues to score excellent in health & safety audits from internal and external organisations. Successfully, the Leisure Centre operations team received an audit score of 98% for Health & Safety and 100% for the internal RLSS Approved Training centre audit. The Quadriga audit was also passed.

STITCH is our new accident analysis system. It keeps all out information in a cloud so it is available all the time and should mean no data is lost. It also gives us better analysis data to look at trends.

Over the past 12 months the Centre has had a focus on rectifying trends and isolating issues within the

Centre to ensure that these are minimised or removed all together. The most notable of these is the work completed around roller skating where there was an abnormal amount of accidents, due to this we reviewed all risk assessments, procedures and training and significantly reduced the amount of accidents taking place. The same exercise was completed with trampoline set ups and was also successful.

The Centre has also had a major focus on fire action competing several fire evacuations and liaising with the Health Block and the Library to ensure an efficient smooth transaction when evacuating the building. We have also reviewed all equipment and risk assessments relating to fire safety to ensure the site is as safe as possible.

We have also conducted extensive work on our pool safety reviewing all zone visibility tests and Centre pool details forms to ensure that the swimming pools continue to be a fun safe place to enjoy.

ENVIRONMENTAL IMPACT

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

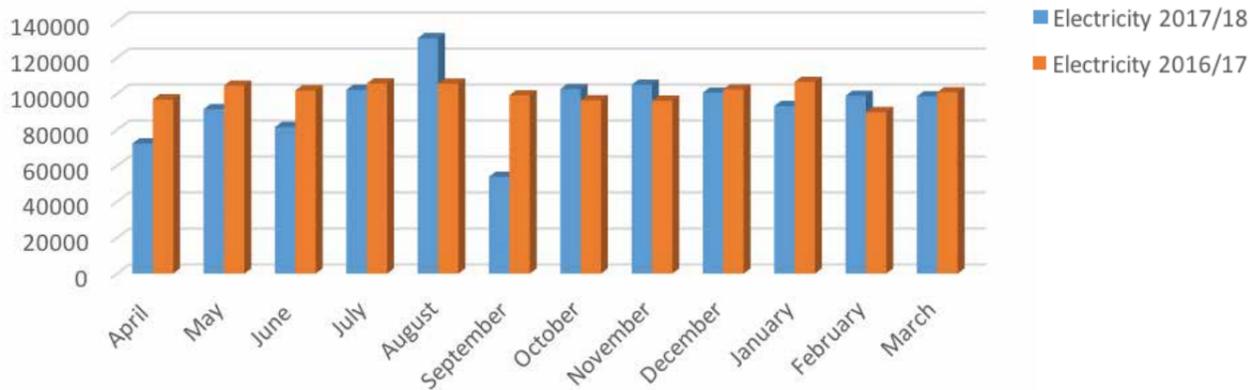
ENERGY CONSUMPTION

The below *graphs (9, 10)* show the year on year energy consumption of the building for gas and electricity. This year there has successfully been less energy use for electric by 74,899kwh. This is due to the site transforming all lights over to LED and also monthly target meetings with partners.

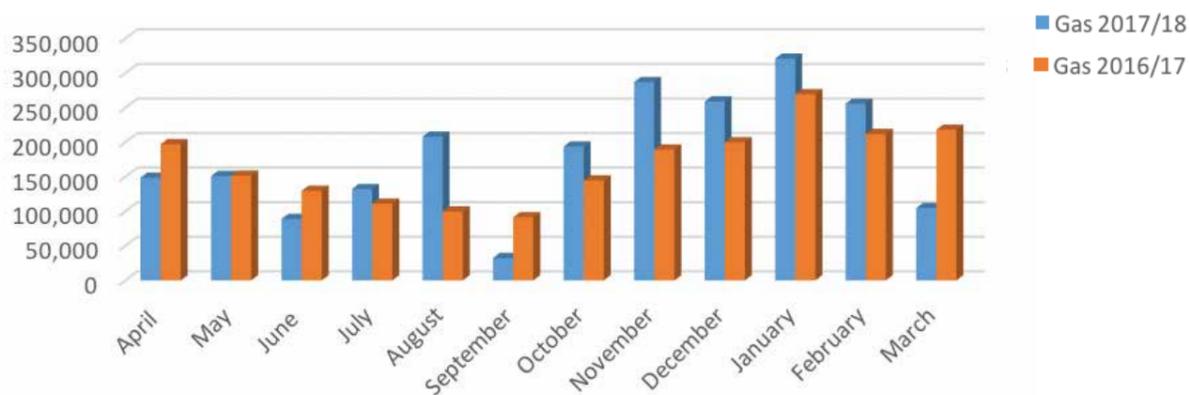
With regards to gas, there was 168,620,kwh increase due to issues with our main pool cover in August time and an increase in certain November/February/March due to adverse weather.



GRAPH 9: YEAR ON YEAR ELECTRICITY



GRAPH 10: YEAR ON YEAR GAS



GREEN TRAVEL

The Leisure Centre encourages customers and staff to use green ways to get to the centre in order to help with the centres carbon footprint. This is highlighted with the installation of a brand new bike rack in partnership with the cycling team at Lewisham Council.

Table (15) shows the different ways that customers got to the centre, when asked on the quarterly user survey, positively there are 23% of people walking to the centre.

Staff (Leisure, NHS, and Library) were surveyed in 2017/18 on their travel to the centre. The results show that car users have increased, however so the time it is taking them to get to the centre.

TABLE 15: GREEN TRAVEL CUSTOMERS. GREEN TRAVEL %

WHAT WAS YOUR MAIN METHOD OF TRANSPORT TO THE CENTRE?	%
Car/Motorbike/Van	42
Train	1
Bus	20
Bike	4
Walk	37
Other	0



CLEANING & MAINTENANCE

1Life contract and Interserve Support Services and Emcor for cleaning and maintenance within the whole building.

Interserve Support 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 Interserve Support Services devise a cleaning schedule, which covers daily, weekly and monthly cleaning tasks. 1Life have a matrix which shows exactly where the lifeguards should be and what they should be cleaning at any given time. There is also a cleaning schedule for those members of staff who only do cleaning at the centre.

The number of tasks hit per month can be seen in [table \(16\)](#).

1Life completing the reactive cleaning tasks has remained positive, on an average of 100% the contract cleaning is showing an average of 96%.

1Life have been extensively reviewing how we complete cleaning tasks and record the performance of each task and have now invested in a digital helpdesk called Agility. This is a robust detailed helpdesk which will capture and record all cleaning throughout the entire building and will assist the management team in improving the cleanliness within the entire building.

PLANNED PREVENTATIVE MAINTENANCE

The "Help Desk" continues to ensure jobs are completed within the rectification timescales and to allow transparency of a self-monitoring contract.

[Table \(17\)](#) shows the number of planned tasks and the number of completed tasks that Emcor has completed for the April 2017-March 2018 period. There is a 100% completion rate for the tasks planned and the tasks completed for the pavilion and a 99% completion rate for the Leisure centre.

LIFECYCLE

The main highlights in the maintenance lifecycle during this year include:

- Fitting two new air con units in the Fitness studio, this was planned in so that it was ready for the warmer months.
- Sand and seal of the Fitness studio floor.

- The replacement of the NHS carpet downstairs and upstairs, with an NHS financial contribution. Carpet tiles are now used so that parts can be replaced easily.
- CCTV camera and hardware upgrade, this has made the picture a lot clearer.
- Other smaller works included redecorations, re-lamping to LED lights.

Highlights of the purchases through the equipment lifecycle include:

- A new sound system for the studios
- Radios and safety equipment
- Swim school equipment
- Lane ropes and trolley
- Baby change and play pens



TABLE 16: CLEANING

PLANNED CLEANING	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
Target number of scheduled cleaning tasks	1769	1828	1769	1828	1828	1769	1867	1804	301	1867	1692	1867
Actual number of scheduled cleaning tasks	1723	1811	1751	1801	1780	1730	1846	1784	286	1831	1688	1846
% completion of cleaning schedule	97%	99%	99%	99%	97%	97%	98%	98%	96%	98%	99%	99%

REACTIVE CLEANING	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
Target number of reactive cleaning tasks	1769	1828	1769	1828	1828	1769	1867	1804	301	1867	1692	1867
Actual number of reactive cleaning tasks	1723	1811	1751	1801	1780	1730	1846	1784	286	1831	1688	1846
% completion of cleaning schedule	97%	99%	99%	99%	97%	97%	98%	98%	96%	98%	99%	99%

TABLE 17: PLANNED PREVENTATIVE MAINTENANCE

LEISURE CENTRE	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
Target number of PPM tasks	78	51	16	18	33	27	111	102	24	61	36	45	457
Actual number of PPM tasks	77	51	16	15	33	27	111	102	24	61	36	45	454

LOWER SITE (PAVILION)	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL
Target number of PPM tasks	9	10	7	7	11	13	9	11	7	7	10	19	120
Actual number of PPM tasks	9	10	7	7	11	13	9	11	7	7	10	19	120



CONCLUDING STATEMENT

At the end of the annual report in 2016/17 we included some developments which we were planning on taking place during the year. Below shows the developments proposed and the outcomes of these.

To increase the amount of outreach sessions completed with the use of the Fit bus initiative

We increased the amount of outreach sessions that the fit bus did throughout the summer. It went to many local events delivering activities and spreading the word about the initiative. There were also 4 weekly sessions in parks delivering sports activities to children for free. In addition, we added sessions during the day for the summer holidays.

To increase the uptake and development of multi-aquatic sessions including rookie lifeguard, mermaids and water polo.

We have increased the uptake of rookie lifeguard by including lots of teamwork games in the delivery, while also following the bronze-gold syllabus. This will increase further in 2018/19 thanks to funding. The

mermaid sessions increased rapidly so we had to add another session so we now run 3 sessions, with one at the weekend. Water polo is still being looked into.

To develop the casual swim offer by looking into other forms of fun use in the pool for example Luna Cinema and dying the pool.

We dyed the pool purple for Halloween, this increased the uptake for our pool inflatable session and casual swim on that day. We have increased the number of social media posts for casual swim to help increase it that way.

Continue to develop the triathlon courses and events at the centre.

We used the success of the adult GoTri sessions to apply for funding for the teenage sessions. These went really well with the max of 24 people in attendance throughout the two courses.

The Café will be developed further by bringing it in house, away from TSA and Costa.

The cafe is now ran in house by 1Life. We have still retained the Costa brand due to customer recognition.



NEW DEVELOPMENTS FOR 2018/19

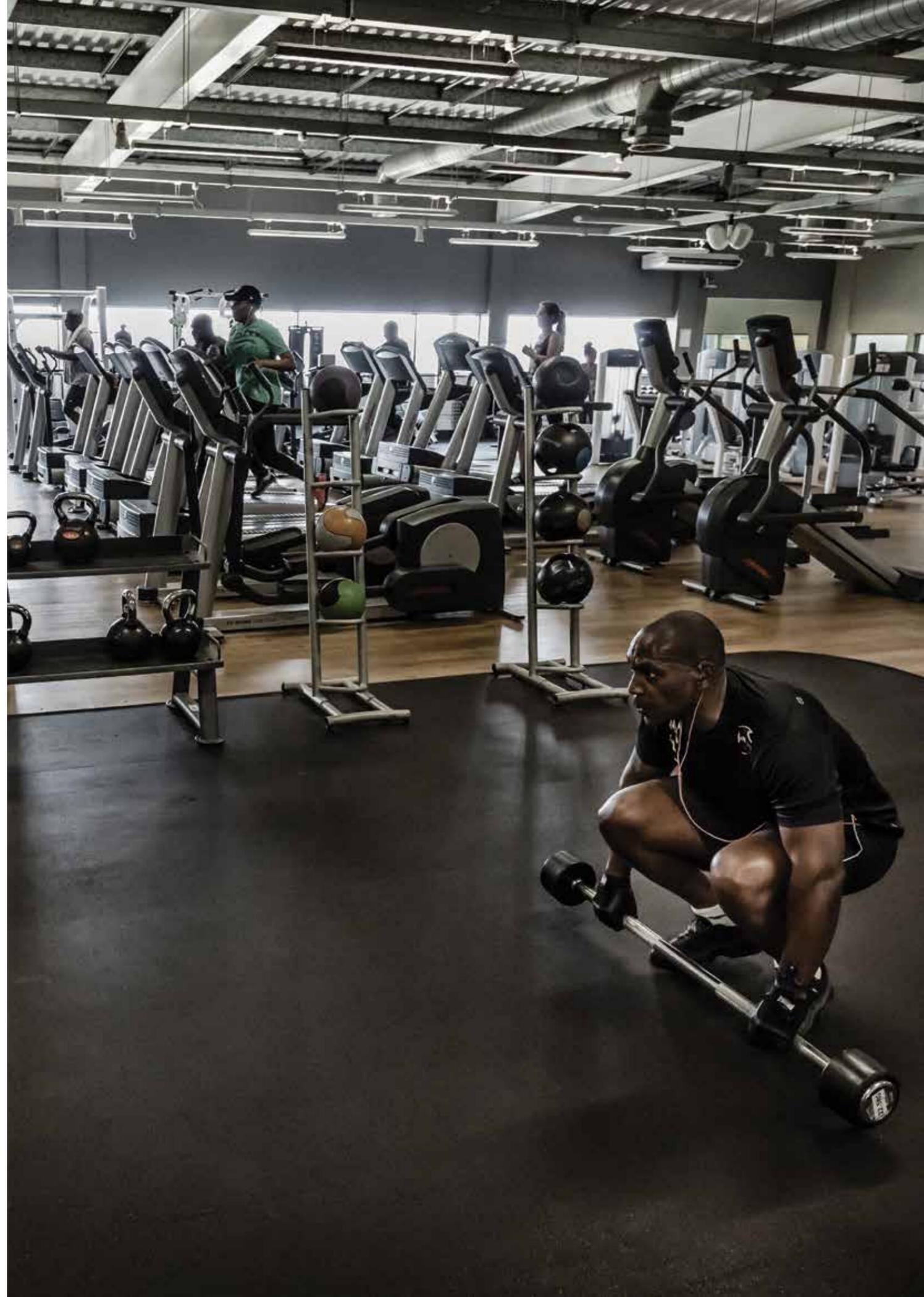
Downham Health & Leisure would like to continually improve and progress forward year on year, therefore next year the centre would like to complete the below aims. Some of which, feature in the centre annual plans which run April-March and in the business plan which runs October-September.

- To complete a gym refurbishment to include brand new equipment, flooring and graphics in January 2019.

- To complete a library refurbishment, which will include new shelving, flooring and decoration.
- To embed Crimson Tide into the building to create a more effective building management.
- To change the target market for the fit bus to work with older people to take them to exercise in the local community.
- To expand our gymnastic offering by training up interested members of staff to deliver pre-school gymnastics.
- To increase the amount of activities that take place on our football pitches thanks to funding, to include footgolf, bootcamp, family fitness.

challenge

thank you





Downham Health & Leisure Centre

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 Find us on Social Media



1Life.co.uk

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