

sencio

COMMUNITY LEISURE



SENCIO COMMUNITY LEISURE
SEVENOAKS DISTRICT COUNCIL
SCRUTINY COMMITTEE



BACKGROUND

- Sevenoaks Leisure Limited, operating as Sencio Community Leisure, was formed in **January 2004** - following Best Value Review by SDC
- We are a **Non Profit Distributing Organisation** (NPDO)
- **25 year leases** on buildings were agreed between Sencio and SDC
- A minimum management fee, RPI linked less 2% efficiency savings, for an initial 10 years was agreed.
- We are an **Industrial Provident Society** (IPS), registered with the Inland Revenue for exempt charitable status.
- Benefits to our community:
 - ‘not for profit basis’
 - Surpluses are **reinvested** back into the service
 - **Board of Trustees** - ensuring a strategic direction
 - Voluntary - local community, customers



MISSION AND VALUES

- MISSION STATEMENT
 - A charitable Trust inspiring the communities we serve
- VALUES
 - Professional
 - Passionate
 - Committed



FACILITIES

- Edenbridge Leisure Centre, Edenbridge
- Sevenoaks Leisure Centre, Sevenoaks
- Wildernesse Sports Centre, Sevenoaks (dual use centre)
- Lullingstone Park Golf Centre, Chelsfield – professional as well as grounds maintenance service
- White Oak Leisure Centre, Swanley



CHALLENGES

- Challenging few years for all businesses
- Employ ~300 people – recruiting and retaining staff
- Change of CEO 2013
- Change of Chair 2014
- Limited resources for major investment in facilities/equipment



STRATEGIC PLAN

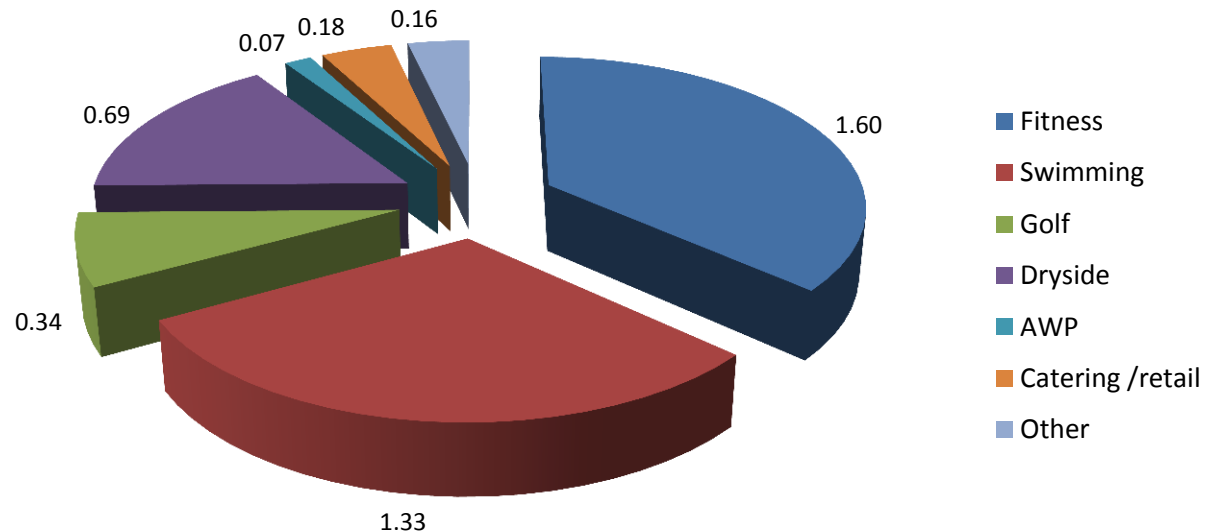
- To concentrate on the main **income drivers**
- To control and **reduce costs** where possible
- To identify investment proposals to grow the business base and introduce **new income lines** where appropriate
- To maintain **visitor numbers**
- To **upgrade IT** and introduce **online bookings**



INCOME AREAS

- Wellness
- Swimming lessons/dry courses
- Casual swimming
- Catering
- Dryside
- Golf
- Turnover ~£4.8m

2013 Income by areas £m





PERFORMANCE UP TO JULY 2014

- Casual swimming **£43,000 above target** - 17.62% increase from 2013
- Wellness Membership **£17,000 above target** - 7.1% increase from 2013
- Catering **£7,600 above target** - 7.63% increase from 2013
- Retail sales on target - **14.74% increase** from 2013



EXPENDITURE

- Staffing Costs: 59.66% of turnover
 - Reduced from 69% 2004/2005
- Utilities: 11% of turnover
- We are currently undertaking a procurement exercise for gas & electricity
- We are working with a third party to install LED lighting throughout the centres
- We are investigating installing a Water Bore Hole at LPGC
- We have looked into alternatives for refurbishment/redecoration programmes
 - Rehabilitation Programme for offenders to help get them 'back to work'
- Income share agreement for maintenance of lockers – replacement of changing cubicles at ELC
- Leasing replacement of major equipment



COMMUNITY ETHOS

- Partnership to promote sporting, health and wellbeing activities
- Funding opportunities - Sportivate, Nordic Walking
- Disability officer – to create activities that are as inclusive as possible
- Sevenoaks District Sports Council – administer grants
- Parish/Town Councils – Swanley Passport to Leisure Card, Sevenoaks Vintage Bus, Funding bid for outdoor gym in Edenbridge
- KCC – funded high dependence units at ELC and SLC, support FANS scheme, Changing Places Scheme
- Local clubs – sponsorship of Sevenoaks Rugby Club



SEVENOAKS DISTRICT COUNCIL

- Help deliver plans/strategies
- Why Weight programme
- Fit as a Fiddle
- Health awareness days – SDC offices
- Utilise our specialist staff to deliver initiatives
- Local strategic partnership, Sevenoaks Health and Wellbeing Board, Health Action Team



CUSTOMERS

CUSTOMERS ARE AT THE HEART OF OUR ORGANISATION

- Our aims are to:
 - keep **existing** customers
 - attract **new** customers
 - get “**lapsed**” customers back
 - Increase customer **satisfaction** levels
 - **Reduce membership cancellations**
 - Increase customer **retention**
- We do this by:
 - Introducing new **customer standards** in 2013
 - **Corporate induction programme** for all staff
 - Corporate **customer care training**
 - Striving for our Wellness gyms to be the **friendliest** anyone has ever visited
 - **Listening** to our customers
 - Perception in media regarding cleanliness at SLC - reviewed and identified issues in wet change
 - Floor covering - white tiles
 - Review of cleaning chemicals has been undertaken
 - Invested in new machinery
 - Investing in new cubicles -toilets/showers
 - Introducing rigorous no outdoor shoes/buggy policy



CUSTOMER VIEWS

- July 2014 - Customer Satisfaction Survey

QUESTION	SCORE	PERCENTAGE
Range of Facilities	Excellent/Good	72%
Value for Money	Excellent/Good	69%

- Sample size 564



VALUE FOR MONEY OFFERING

WOULD A PRIVATE CONTRACTOR OFFER BETTER VALUE FOR MONEY TO CUSTOMERS?

- Membership fees for LA facilities benchmark £40 per month, Sencio £38.50
- David Lloyd £90 per month
- Customers are downgrading from private clubs – feel that they are not good Value for Money
- Sencio gyms carry the Total Inclusive Mark



KEY FIGURES

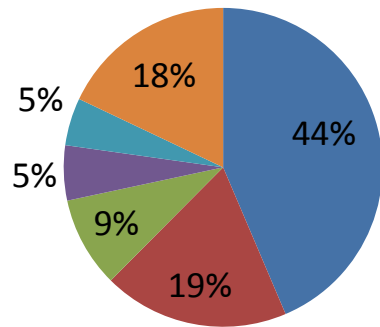
- Total throughput of **958,793 users**
- Management fee of £80,952 (**0.08p per visit**)
- Schools
 - **46 schools** attend swimming lessons – 67 sessions per week
 - **12 schools** attend for sports hall/gym sessions - 15 sessions per week
- Total **8,259 memberships**
 - 1,829 Juniors, 22%
 - 1,539 Advantage, 19%
- Our specialist engineers help SDC deliver the **asset maintenance programme** – efficient use of limited resources.



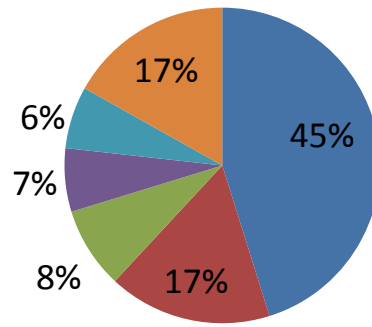
KEY FIGURES CONTINUED

LENGTH OF WELLNESS MEMBERSHIP BY CENTRE

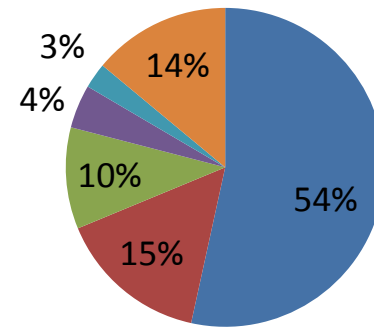
ELC



SLC



WOLC

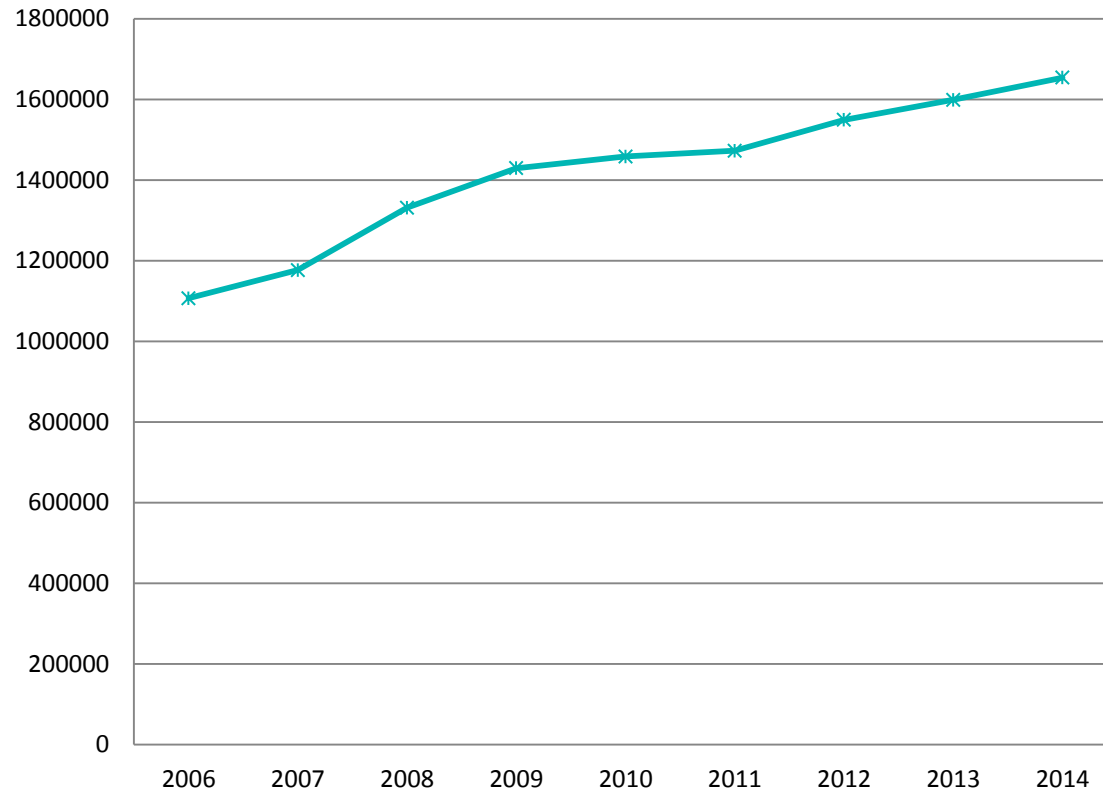


- 1-12 mnth
- 13-24 mnth
- 25-36 mnth
- 37-48 mnth
- 49-60 mnth
- 60+ mnth



KEY FIGURES CONTINUED

WELLNESS INCOME 2006 - 2014





MARKETING



CORPORATE MARKETING STRATEGY

- Focus on **corporate campaigns** to drive a corporate company culture – this helps to maximise use of Marketing resources and ensure we are viewed consistently by our customers
- Update the Sencio **brand** and bring it into line with today's very competitive market place and build a strong image in our local communities
- Create consistent and empowering **marketing designs** to maintain and build on our reputation
- Generate daily posts on Facebook and Twitter **Social Media** Channels and to start a regular flow of highly targeted Facebook adverts to increase our follower base and build a strong sense of community by providing interesting and helpful hints and tips along with the promotion of our campaigns
- To build on our **database** and ensure we send out regular email communications to promote what Sencio has to offer
- To increase the image and level of awareness of our **swimming lesson** programme in the local area; this will be done in conjunction with the STA, to standardise our swimming lesson programme and increase the awareness of the brand and level of take-up in this area.
- As part of the IT strategy, redevelop the Sencio **website** to make it easier for people to navigate, find what they are looking for and book/pay online



OUR MAIN OBJECTIVES & STRATEGIES

OBJECTIVES

- To attract new customers
- To retain our existing customers

STRATEGIES

- To support the corporate business plan
- To support each individual centre's business plan
- To support each of our sub brands
 - Sport, play, primetime, wellness, swimming, café, golf, parties
- It costs 6 times as much to recruit new customers than it does to retain existing ones so creating an enjoyable experience that exceeds customer expectations is key.



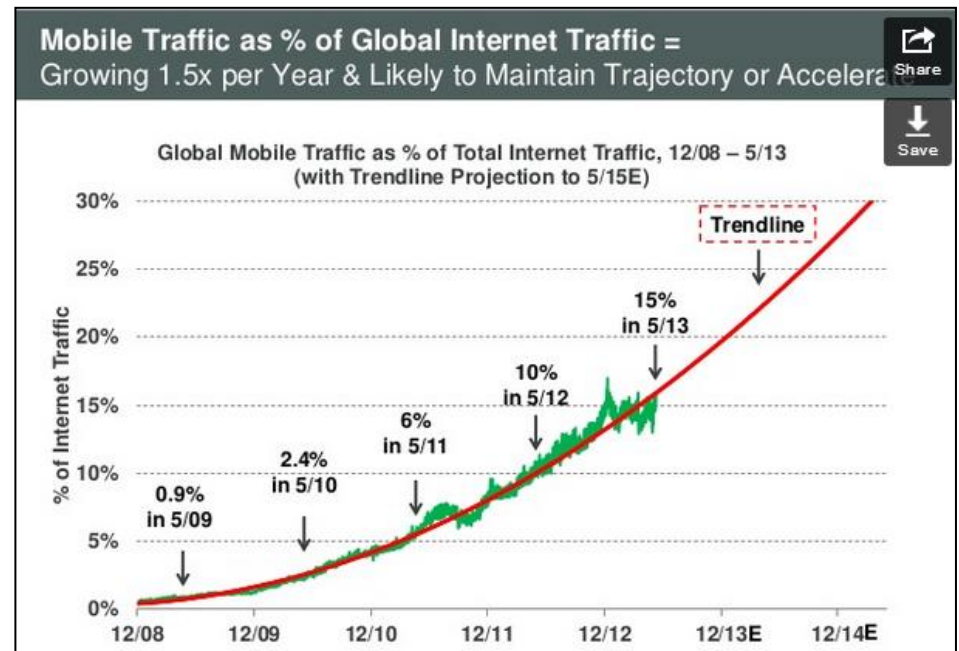
OUR PROMOTIONAL MIX

- Local press advertising
- Local online advertising
- Local outreach
- Information/programme leaflets
- Website
- Social Media
- Direct Mail
- Email
- Public Relations
- Word of Mouth



AN EVER CHANGING MARKETPLACE

- Marketing continues to change and adapt at a rapid pace.
- Customers expect information at the quickest touch of a button, wherever they are and at any time of day.
- Technology develops every day opening up new avenues to communicate with customers and the opportunity to move to more community based and interactive marketing.
- To remain competitive we need to keep up with these changes and the expectations of our customers.



StatCounter Global Stats



DIRECT MAIL

- When Fairfield Pool closed in March 2014 we sent a highly targeted campaign to selected postcodes around the centre
- We offered incentives to encourage people to join White Oak on both swimming lessons and wellness memberships
- We also send Direct Mail campaigns to our existing members to encourage them to stay with us for another year and introduce new activities to them, along with birthday party mailings to parents of children whose birthdays are due.

WHITE OAK LEISURE CENTRE IN SWANLEY HAS IT ALL

DO YOU NEED A NEW LEISURE CENTRE?

www.sencio.org.uk **sencio** community leisure

FACILITIES INCLUDE:

- Multi-purpose sports hall
- Gym
- Exercise classes & spin studio
- 33.3m swimming pool, teaching pool & diving pool
- Flumes & giant pool inflatable
- Children's holiday activities & birthday parties
- Racquet sports (including squash)
- Sencio Swim Academy swimming lessons
- Swimming lesson member discounts honoured for customers with a Fairfield Leisure Saver Card*
- Treasure Island soft play area
- Coffee Shop
- Flexible membership options
- Swim only memberships

No set-up fee for members joining with a Fairfield Expressions Card*

FREE PARKING

White Oak Leisure Centre, Hilda May Avenue, Swanley, Kent, BR8 7BT T: 01322 662188 E: wolc@sencio.org.uk SencioCommunity



*T&Cs Apply: offers end 30/06/2014, not in conjunction with any other offers, we reserve the right to withdraw the offers at any time and without notice.

sencio
WHITE OAK LEISURE CENTRE

IT'S PARTY TIME!

Parent of Sophia Bilke
55 Appledore Crescent
Sidcup
Kent
DA14

Dear Parent of Sophia Bilke

Sophia's birthday is coming up soon! Why not treat Sophia to a special party at White Oak Leisure Centre?

Your child and their friends will have a fantastic time at one of our themed parties and best of all we save you the hassle of hosting the party, provide all the party food and invites for you and we do all the cleaning up afterwards. All you have to do is remember the cake!

For a full list of parties and prices please take a look at the enclosed leaflet.

Make sure you book early as each party slot has limited availability.

Call us on 01322 662188 for further information or to book. Alternatively pop into Reception and one of our staff will be happy to assist you. Please quote **MO** when booking.

I look forward to seeing you soon

Kevin Stanley
Kevin Stanley
Centre Manager

"EXCLUSIVE SPECIAL OFFER"

QUOTE **MO/01** or bring this voucher with you when booking your child's party to get **10% OFF!** selected parties if booked before 31/05/2014.

Selected parties include
Weekday Flume parties | Bouncy Castle parties | Mini Splash parties | Treasure Island parties

*T&Cs apply, selected times and availability, not in conjunction with any other offer, we reserve the right to withdraw this offer at any time, please contact the party coordinator for more information.

01322 662188
www.sencio.org.uk
Hilda May Avenue
Swanley
Kent • BR8 7BT

Sencio Leisure Limited trading as Sencio Community Leisure
Chief Executive: Jane Parish
VAT Registration No. GB 829395 25 095 Registration No. 0966591
Windsor Revenue Exempt Charity Number: 107748



WELCOME TO SENCIO

WELLNESS **sencio**

WE ARE SOCIAL!

FOLLOW US ON TWITTER AND LIKE US ON FACEBOOK FOR...

- HEALTHY RECIPES
- SPECIAL OFFERS
- NEWS & UPDATES
- EXERCISE TIPS
- AND MUCH MORE...

WELCOME TO YOUR ALL-IN-ONE MEMBERSHIP AT SENCIO

We hope that you enjoy being a member at Sencio and take full advantage of all the benefits that your membership has to offer you, including:

- Unlimited use of the gym, swimming pools and fitness classes*
- Badminton, squash and table tennis court hire
- 7 day advanced booking
- Free parking at Sencio
- Up to 2 free hours per visit
- Complimentary use of all

Make sure you book your free personal programme to ensure you get the workouts.

Don't forget to pick up your Welcome Pack from reception if you haven't already. If you ever need any help or advice, our staff are always on hand. Ask a member of our expert staff for help or call your local centre on...

SEVENOAKS Exercise Classes

Edenbridge Exercise Classes

White Oak Exercise Classes

EDENBRIDGE LEISURE CENTRE: 01732 865665
SEVENOAKS LEISURE CENTRE: 01732 470700
WHITE OAK LEISURE CENTRE: 01322 662188

A range of activity programmes and Welcome Packs can be viewed and downloaded from the relevant website.

Facebook Twitter Website

*Some exercise classes carry a supplementary charge, swimming during public swim sessions during off peak times.

EMAIL

- We send out informational emails to our database
- Our emails are highly targeted based on the activity we wish to promote, for example we send our NR-Gize (children's holiday activities) email out to customers who we know to have children.
- We target email campaigns based on local centres and postcode analysis of our customers.

CHILDREN'S HOLIDAY ACTIVITIES

WELLNESS **sencio** NR-GIZE

Join us for a fun packed summer of Children's Activities

We have lots on in our Summer NR-Gize Programme to keep your children entertained and give them the chance to try something new over the summer holidays. From roller discos to One Direction dance parties to arts and crafts and performing arts. There really is something for everyone, plus our ever popular swimming courses are running at all three of our centres and Day Camps are on at Edenbridge and White Oak Leisure Centres.

EDENBRIDGE LEISURE CENTRE: 01732 865665 elc@sencio.org.uk

SEVENOAKS LEISURE CENTRE: 01732 470700 slc@sencio.org.uk

WHITE OAK LEISURE CENTRE: 01322 662188 wolc@sencio.org.uk

NR-Gize Programme

Facebook Twitter Website

*Terms and Conditions apply, please see programme for details.

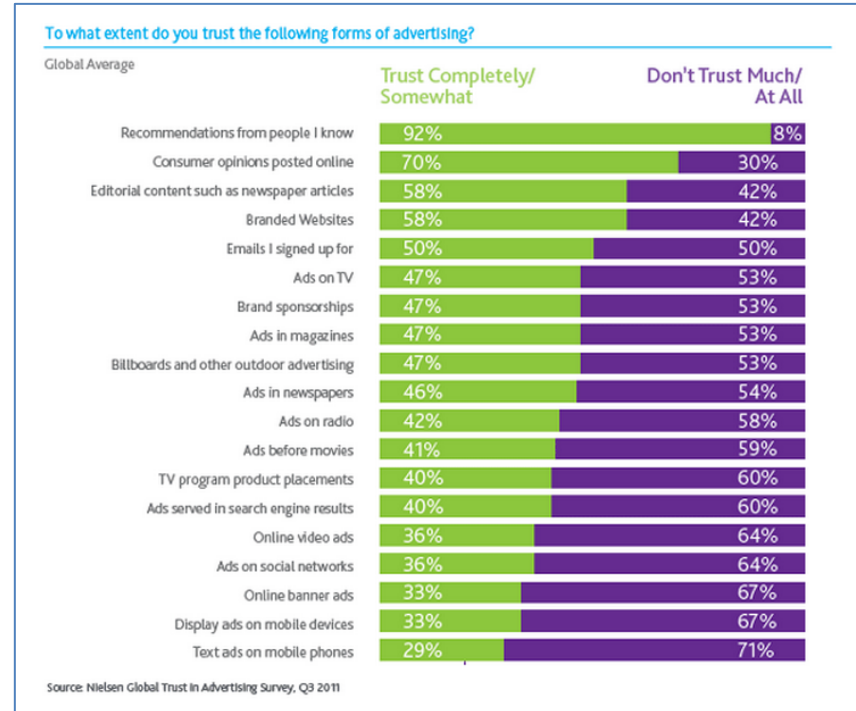


WORD OF MOUTH

Word of Mouth is one of the most important forms of marketing; it has no direct cost associated to it and is thought to be at least 50% more effective at generating a purchase decision than messages that are not delivered by a friend.

To maximise this we communicate closely with our customers, keep them updated on centre news, and events and engage with them and enthuse them about the services we provide – in turn they are likely to pass the exciting news onto their friends – our local community and target market.

To help with this we have a '7 Day Trial Card' that gets handed to new members to share with their friends. We are also trialling a Friends and Family incentive scheme to encourage members of staff to tell their friends all about Sencio.



The graph above shows the level of trust consumers place in different forms of advertising.

NAME

MOB NUMBER

EMAIL

START DATE END DATE

VALID UNTIL STAFF INITIAL

FREE 7 DAY TRIAL

SEVENOAKS LEISURE CENTRE
Buckhurst Lane Sevenoaks, Kent TN13 1LW | 01732 470700/01

EDENBRIDGE LEISURE CENTRE
Stangrove Park, Edenbridge, Kent TN8 5LU | 01732 865665

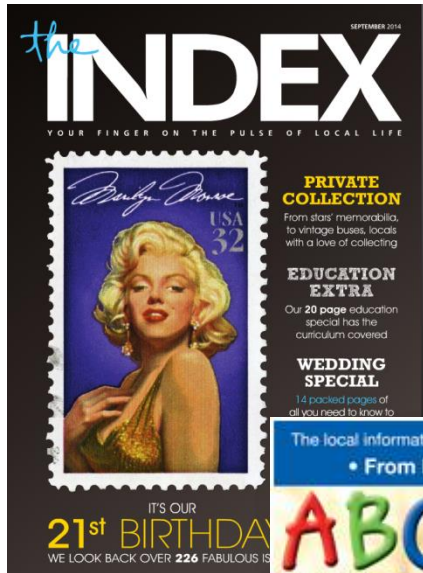
WHITE OAK LEISURE CENTRE
Hiida May Avenue, Swanley, Kent BR8 7BT | 01322 662188

Terms & Conditions Apply: limited to 1 trial per person, over 18s only, normal membership rules apply.

www.sencio.org.uk

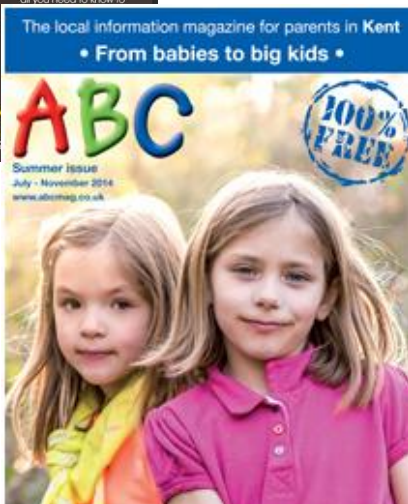


LOCAL PRESS ADVERTISING



The **Edenbridge** Directory
Est. 2005

SEVENOAKS Chronicle



News Shopper

Information for you WIN WIN WIN

Magazine with #BradleyCooper - September 2014 - web interface



INSHAPE

To ensure we communicate with every household in the district we work closely with Daniel Whitmarsh to create two Leisure pages in every edition. We also use inshape as an advertising tool.

12 | Leisure

Make this summer, *The Summer*

We've all done it! The days get longer, the evenings more productive, the weather better (if we're lucky) and, hopefully, the beach or pool beckons. And with the imminent arrival of summer comes – for a lot of us – an understandable desire to shed a few pounds.

If that's you, then the Sencio Community Leisure Centres are offering a helping hand, both in terms of cost and in providing support and encouragement.

This year's Summer Shape Up campaign is offering a one month membership for £44 and three months for £99. The package includes the use of the gym and pool at Edenbridge, Sevenoaks and White Oak Leisure Centres as well as access to the centres' programme of group exercise classes featuring everything from yoga, Pilates, circuits and spinning to aqua fit, zumba, BODY PUMP™ and BODY ATTACK™.

But as Kyle Garney, fitness manager at Swanley's White Oak Leisure Centre says, getting and staying fit is far easier, and more enjoyable, when viewed as a lifestyle choice rather than a quick fix.

"We love to see new customers in our centres at any time of year and always do our very best to help people achieve their goals. However, the best results come from regular exercise and a good diet over the long-term so, by all means, use the summer to kick-start your new healthier lifestyle but try and see it as something you're going to do into the future. You'll find that approach more productive, rewarding and fun."

Summer Shape Up packages must be booked and paid for by 31 August 2014. For further details contact your nearest Sencio Community Leisure centre or visit www.sencio.org.uk



NR-Gize your summer at Sencio centres

If previous years are anything to go by then leisure centres in the Sevenoaks District will once again be transformed into a hive of activity for young people this summer.

The NR-Gize programme, which runs from 24 July to 2 September has a long tradition of offering youngsters a wide choice of sporting, artistic and creative sessions, workshops and coaching programmes during the year's longest school holiday.

Sencio Community Leisure was putting the finishing touches to the NR-Gize programme as In Shape went to press.

But this summer's diary of events at Edenbridge, Sevenoaks and White Oak Leisure centres is likely to feature everything from sports to the performing arts, ballet and dance to go-karting, and a Creepy Crawly Show to a series of activities designed especially for those of preschool age.

The NR-Gize brochure is now available from Sencio leisure centres and can also be downloaded at www.sencio.org.uk



Follow us on Twitter  | Like us on Facebook 

Leisure | 13

Mike's support for young swimmers will live on

Sevenoaks Leisure Centre manager Mike Radford sadly passed away in March after being diagnosed with a brain tumour, leaving behind his wife, Vicki and two young daughters, Molly and Flo.

The 41-year-old spent his whole career in local leisure services having started out as a pool attendant, and was a key part of Sencio since the trust was set up a decade ago.

During his career he taught generations of children the skills and confidence required in and around water, whether it be for safety or as part of a sporting pursuit.

Jane Parish, Chief Executive of Sencio Community Leisure, says: "Mike was extremely hard working and had the ability to deal with people at all levels with enormous warmth and charm, and had an unflinching belief



that sport can do so much to enrich our lives in many ways. Mike was a great colleague, a good friend and a fine ambassador both for our work and for the huge influence for good that sport can have across local communities.

"Mike was known to all those he worked with as 'the gentle giant' and that large persona and his many personal qualities are going to cast an impressive shadow over our work for years to come."

Sencio is currently looking at ways in which to mark Mike's legacy in providing swimming coaching over two decades.

Sencio launches swim academy

Accidental drowning accounts for a third of all fatalities among British children while the obesity levels and general fitness of the UK's youngsters give continued cause for concern.

In a bid to play its part, Sencio Community Leisure has relaunched its programme of swimming lessons to encourage young people to be more active and to improve their safety in and around water.

Working in partnership with the Swimming Teachers Association (STA), a charity that promotes the teaching of swimming, life-saving and survival techniques, the Academy will offer a programme featuring water confidence and stroke improvement activities for children and adults.

The STA is the only organisation that incorporates a comprehensive safety element into its swim programmes, believing the number one reason for teaching water safety is to save lives by reducing the number of deaths from drowning.

Edenbridge, Sevenoaks and White Oak leisure centres offer extensive programmes of swimming lessons and coaching, catering for parents and babies through to adults, regardless of age, who've never learned to swim. For full details visit www.sencio.org.uk



www.sevenoaks.gov.uk

SENCIO SWIM ACADEMY



WHAT MAKES OUR SWIM ACADEMY SPECIAL?

Firstly, our swim teachers are professionally trained. Secondly, we follow the STA's International Learn to Swim Programme – one of the most successful learn to swim and aquatic courses in the UK. Above all, we make learning to swim FUN, SAFE and AFFORDABLE.

THIS MEANS EVERYBODY IS:

- Encouraged to enjoy themselves
- Motivated to improve - but within their own capabilities.
- Taught step by step with 'rewards' at every level.
- Supervised within a safe environment.
- Given the opportunity to develop all four swimming strokes.



Our next 10 week swimming lesson course begins week commencing 13th October, please contact your local centre for more information or to book your child's place.

 EDENBRIDGE LEISURE CENTRE 01732 865665	SEVENOAKS LEISURE CENTRE 01732 470700	WHITE OAK LEISURE CENTRE (SWANLEY) 01322 662188
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www.sencio.org.uk  






SOCIAL MEDIA

We run advertising campaigns on Facebook that are targeted to people who live within a 10 mile radius of the centre.


To engage with as many people as possible we often only target by location and minimum age of 17. However when we advertise our children's swimming lessons or holiday programmes we will segment further to only include people that have children.

We use Social Media to engage with our customers and create a community, we keep them updated on news, special offers, healthy recipe ideas and exercise tips.



Sencio Community Leisure
Posted by Sarah McDonnell [?] · June 4 ✨


Fitness Tip: Always work your weaker side first and then do the same amount of reps on your stronger side to correct any imbalances.



Sencio Community Leisure
Posted by Sarah McDonnell [?] · Yesterday ✨

Swim for FREE at Sencio! Join now and receive your first month FREE, plus save £10 with no set-up fee!


This offer is available at Edenbridge, Sevenoaks and White Oak (Swanley) Leisure Centres. Pop in and see us today to get swimming.
<http://bit.ly/W2rk2j>




SWIM FOR FREE FOR A MONTH

Like · Comment · Share

👍 11 people like this.

 Write a comment...

8,832 people reached



Your audience is defined.

Specific Broad

Audience Details:

- Location:
 - Swanley (+10 mi), England, United Kingdom
- Age:
 - 17 and older
- Placements:
 - on News Feed on desktop computers and mobile devices

Potential Reach: 148,000 people

PUBLIC RELATIONS

We work closely with our PR specialist David Leck to create newsworthy stories that local publications are likely to cover. Where possible we arrange for photo opportunities with the publication's photographer or take some ourselves and send them to the publication to help them cover the story.

Leaping into half term fun

Isaac Egginton, eight, at White Oak Leisure Centre, Swanley

Picture: Andy Payne/FM2616751

CHILDREN have been learning the basics of trampolining during a week of activities for half term. Held at White Oak Leisure Centre in Swanley, the fun on offer includes archery, mini tennis, cooking, and swimming courses.

The Hilda May Avenue centre still has opportunities for children to get active today (Thursday) and tomorrow. For more information call 01322 662188.

Buy pictures

www.kentonline.co.uk

Millie Budden, six FM2616744

Lewis Freeman, nine FM2616745

HALF-TERM FUN

What a busy week for tiny dancers and little archers

by Lizzie Messey
messey@thekentgroup.co.uk
#kentonline

A packed week kept youngsters busy dancing, dressing up and practising their archery skills. Children got craftier than usual at Halloween when they made decorations while dressed out in fancy dress at White Oak Leisure Centre in Swanley.

They got into the spirit of the ghoulish festivities during a Halloween School.

Laurel Stiles and Alice Williams, both six, four-year-old Lauren Holden and Isla Healy, five, were among those who enjoyed a morning of cutting, sticking, gluing and colouring themed decorations on Friday.

While young men no longer have to practice archery every week by law, as the did in the Middle Ages, one group did enjoy an afternoon of target practice during half term.

But it was all about the boys, as 13-year-old Amelie Payne led the archers' ranks last Thursday, alongside her brother Zac, 10.

Harry Kempford and Ben Stevens, both 11, also got involved and the group spent an hour honing their skills.

On the last day of the holiday, little ones got to have a dance at Sunbathhouse Little Stars, a zumba-inspired dance class for children.



CORPORATE CAMPAIGNS

We run seasonal corporate campaigns that are driven at a local level.

WELLNESS
sencio

SUMMER SHAPE UP

3 MONTH'S MEMBERSHIP FOR JUST £99

1 MONTH'S MEMBERSHIP FOR JUST £44

Membership includes:

- Friendly team to guide and support you
- Unlimited use of the gym, swimming pools and exercise classes
- Badminton, squash and table tennis court hire
- 7 day advanced booking for classes
- Complimentary use of all three of our centres

Sevenoaks Leisure Centre T: 01732 470700 E: slc@sencio
Edenbridge Leisure Centre T: 01732 865665 E: elc@sencio
White Oak Leisure Centre (Swarley) T: 01322 662188 E: woc@sencio

T&Cs apply: offer valid 03/09/14 - 30/09/14 not in conjunction with any other offer and a supplementary charge (swimming during public swim sessions, receipt sports during)

SWIMMING
sencio

SWIM FOR FREE FOR A MONTH

JOIN NOW AND GET YOUR FIRST MONTH FREE,
PLUS SAVE £10 WITH NO SET UP FEE

MEMBERSHIP INCLUDES:

- UNLIMITED SWIMMING 7 DAYS A WEEK
- FREE PARKING AT EDENBRIDGE & WHITE OAK LEISURE CENTRES
- UP TO 2 FREE HOURS OF PARKING PER VISIT AT SEVENOAKS LEISURE CENTRE
- COMPLIMENTARY USE OF SEVENOAKS, EDENBRIDGE AND WHITE OAK LEISURE CENTRE POOLS

SencioCommunity www.se

Key areas of local marketing include:

- Outreach with staff and promotional leaflets at Asda and the train station
- Local Press Advertising
- Email communication based on centre specific data selection
- Locally driven Social Media posts
- Word of Mouth through our current customers



NR-GIZE

NR-Gize is our children's holiday activity programme. At White Oak we run a range of exciting taster and sport sessions, week long swimming crash courses and Day Camps for local residents.

CHILDREN'S HOLIDAY ACTIVITIES
24th July – 2nd September 2014

CHILDREN'S HOLIDAY ACTIVITIES
WHITE OAK LEISURE CENTRE
PEPPA PIG

Meet Peppa Pig with soft play, bouncy castle, cake decorating and arts & crafts plus a picnic lunch.

Date	Time	Age	Family (Adult/Child)	Non-Family (Adult/Child)
Monday 28 th July	9:15 am – 11:15 am	5 – 7 years	£5.70	£6.70
Friday 29 th August	9:00 am – 12:15 pm	8 – 13 years	£6.00	£7.00
Monday 25 th August	12:45 pm – 5:00 pm	8 – 13 years	£12.00	£13.00
Monday 25 th August	9:00 am – 5:00 pm	8 – 13 years	£17.50	£18.50

Date	Time	Age	Family (Adult/Child)	Non-Family (Adult/Child)
Tuesday 19 th August	Families 6:00 pm – 7:30 pm Teens & Adults 8:00 pm – 9:30 pm	All	£6.00	£6.00
Thursday 7 th August	1:00 pm – 3:00 pm	9 – 15 years	£12.50	£13.50
Wednesday 20 th August	10:00 am – 12 noon			
Tuesday 5 th August	10:00 am – 11:00 am	All	£5.70	£6.70

Key areas of local marketing include:

- Outreach with staff going into local schools and nurseries and having our programmes put into children's book bags
- Local Press Advertising
- Local PR
- Emails based on centre specific data selection
- Locally driven Social Media posts
- Word of Mouth through our current customers
- We use our NR-Gize programmes to help cross promote other activities.



THE STA SENCIO SWIM ACADEMY

We recently undertook a large redevelopment of our swimming lessons to make them more fun and interactive for local children.



Key areas of local marketing include:

- Outreach work with local schools and STAnley the seal
- Swimming Lesson Open Days
- Local Press Advertising
- Local PR
- Emails based on centre specific data selection
- Locally driven Social Media posts
- Word of Mouth through our current customers
- Introduction of branded swim hats to get the brand out and about





WORLD'S LARGEST SWIMMING LESSON

In June this year we took part in the World's Largest Swimming Lesson which was announced as a new Guinness World Record with 36,564 participants taking part from 22 countries around the globe.



Youngsters splash out to join thousands across the world for an important lesson

SEVENOAKS schoolchildren plunged into the pool on Friday as swimming teachers across the earth joined forces to smash a world record. The district's 27 youngsters were among tens of thousands who took part in a co-ordinated global lesson. The event's international organisers - Tom WILK (World's Largest Swimming Lesson) - say it's too early to know how many swimmers turned up for class because venues are still compiling their attendance results. However, they're convinced they've cracked the existing record of 10,450 participants representing 18 countries across five continents because they had in excess of 40,000 swimmers registering to take part this year. In Sevenoaks the youngsters at Black-

hurst Lane were joined by district council chairman Jill Derwent and water teacher Adam Landon for Friday's event. The pool's management - Sevoia Community Leisure - also threw its weight behind the record attempt. Drowning remains the leading cause of unintended, injury-related death for children between the ages of one and five, and the second leading cause of accidental death for children under 14. Research shows participation in formal swimming lessons can reduce the risk of drowning by 88 per cent among children aged one to four but, says Sevoia, many children do not receive formal swimming or water safety training. Jane Parish, Sevoia's chief executive,

told the Chronicle: "Accidental drowning accounts for a third of all fatalities among British children while the obesity levels and general fitness of the UK's young people give continued cause for concern. "Inviting Sevenoaks youngsters to take part in the World's Largest Swimming Lesson - and to secure their own place in helping to set a new Guinness World Record - was a great way to get across important messages about water safety and fitness in a really fun way." The next 10-week courses for children of all swimming abilities start at Sevenoaks pool on August 4 with enrolment from late July. For more information visit www.sevoia.org.uk/centres/sevenoaks or call 07752 437300.



CONCENTRATION: Learning to swim but also breaking a world record at the same time



MORE PICTURES NOW ONLINE
For more pictures from this event VISIT OUR WEBSITE AT sevenoakschronicle.co.uk

SPLASH: Young swimmers set off for an international record breaking



HEADS UP: Swimmer takes the global swim lesson in his stride

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OUR BRAND

We have recently undertaken a large re-branding project with the aim of modernising Sencio's image and to put us in a strong position to stand out against heavy competition and present large corporate campaigns as powerfully as possible.



ORIGINAL LOGO



NEW LOGO

NEW SUB BRANDS





WHITE OAK LEISURE CENTRE

EXERCISE CLASS PROGRAMME
SEPTEMBER - DECEMBER

WHITE OAK LEISURE CENTRE
Hilda May Avenue, Swanley, Kent BR8 7BT
01322 662188 | wolc@sencio.org.uk

PARTY PRICES 2014

POOL PARTIES

	MIN	MAX	PRICE PER CHILD (UP TO MIN)	PRICE PER CHILD (AFTER MIN)
Mini Splash (teaching pool)	10	20	£13.50	£6.70
Big Splash (main pool)	16	30	£14.20	£6.70
Inflatable Fun (main pool)	16	30	£15.60	£6.70
Flume Splash Down	16	25	£14.60	£6.70

SPORT AND PLAY PARTIES

	MIN	MAX	PRICE PER CHILD (UP TO MIN)	PRICE PER CHILD (AFTER MIN)
Bouncy Castle Fun	10	20	£12.20	£6.70
Multi-Sport Fun	10	20	£12.20	£6.70
Treasure Island	16	30	£12.50	£6.70
Party Games	10	20	£12.20	£6.70
Archery	8	12	£12.20	£6.70

All prices are inclusive of party food.

www.sencio.org.uk

2014 PLAY PROGRAMME
ACTIVITIES DESIGNED EXCLUSIVELY FOR UNDER 5s

ACTIVITY	DAY & TIME	SENCIO CARD HOLDER	NON-CARD HOLDER
Crèche Birth - 5 years	Monday - Friday 9:30am - 12 noon	£1.75 30mins £3.50 1hour	£1.75 30mins £3.50 1hour
Toddler Football Up to 4 years of age 12 week course	Saturday 9:00am - 9:45am	£58.20	£70.20
Toddler Sports Under 5s	Wednesday & Friday 10:30am - 12 noon	£3.35 <small>Combine Toddler Sport and Toddler Splash for just £2.00 extra</small>	£4.35 <small>Combine Toddler Sport and Toddler Splash for just £2.00 extra</small>
Splash Splash Teaching pool Toys and floats provided	Sunday 10:00am - 12 noon	Adult £3.50 Junior £2.25	Adult £5.20 Junior £3.25
Toddler Splash Great on its own or combined with the Toddler Sports session Teaching Pool	Wednesday & Friday 12 noon - 1:00pm	£2.25 <small>Combine Toddler Sport and Toddler Splash for just £2.00 extra</small>	£3.25 <small>Combine Toddler Sport and Toddler Splash for just £2.00 extra</small>
Parent & Baby Swimming Classes 6 months - 3 yrs 12 week course	Tuesday 10:00am - 12 noon Thursday 10:00am - 12:30pm	£72.00	£84.00
Toddler Trampolining 6 week course	Tuesday 10:00am - 10:45am	£28.80	£34.80

Please note that Parent & Baby Swimming Classes may run as a 10 week course priced at £60 for Sencio Card Holders and £70 for Non-Card Holders.

EDENBRIDGE LEISURE CENTRE
Stangrove Park, Edenbridge, Kent TN8 5LU | 01732 865665 | elc@sencio.org.uk



OUR WEBSITE

- We are undertaking a redevelopment of our website to incorporate online bookings and payments to help improve operations, user experience and build revenue.
- The website is designed to have an Interactive Content Feed which ranks the most popular items at the top of the feed to simplify navigation and enhance user experience.
- Developing a website that is easy to navigate and quickly find the information you are looking for is vital.
- The new website is designed to be an excellent tool at presenting local good news stories and initiatives





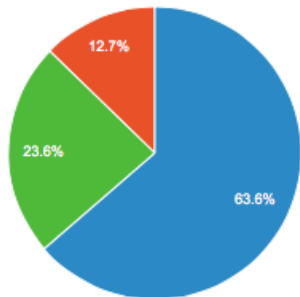
WEBSITE STATISTICS

Summer period average web visitors per month:

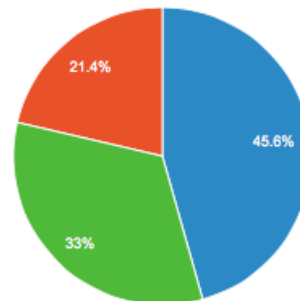
2012 – 26,700

2013 – 29,400

The move to mobile:



2012

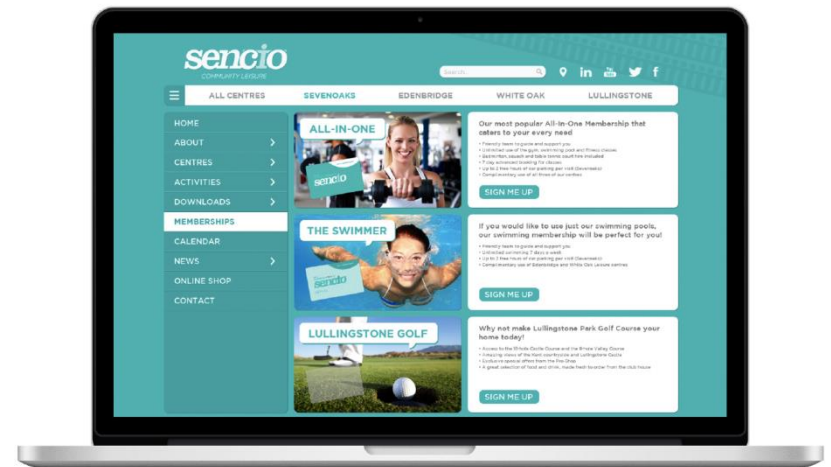
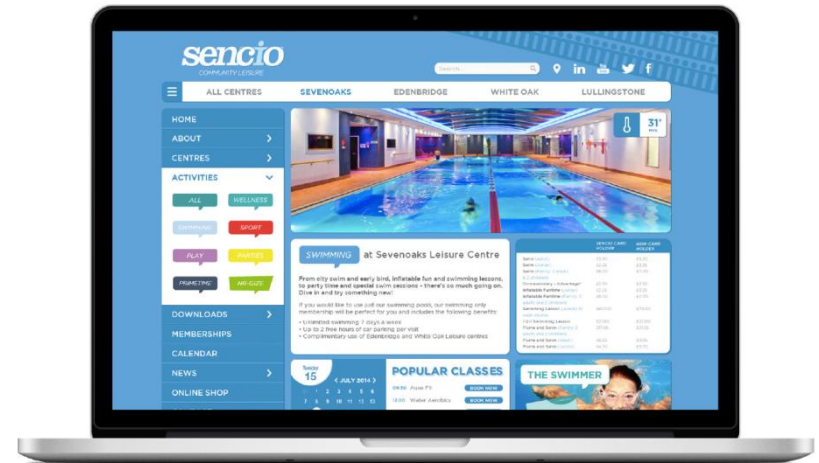


2013

DESKTOP
MOBILE
TABLET

2014 YTD

- 63.3% combined mobile and tablet
- Mobile has now overtaken desktop





WHAT THIS ALL MEANS

- Campaigns are planned and costed to ensure we generate a positive ROI
- The appropriate marketing mix is agreed
- Roll out - where, when, how long
- Close monitoring of success

SUMMER SHAPE UP RESULTS:

- **Summer Shape Up 2013**
 - 1 Month Membership: 286
 - 3 Month Membership: 657
 - Standard Membership: 157
 - Total Income: £119,938.50 | Total New Members 1100

- **Summer Shape Up 2014**
 - 1 Month Membership: 315
 - 3 Month Membership: 746
 - Standard Membership: 153
 - Total Income: £128,947.50 | Total New Members 1214
 - 114 member and £9,009 growth on the same period last year



WHAT THIS ALL MEANS CONTINUED

- **Wellness Usage 2012**
 - 159,252
 - 2.42% increase
- **Wellness Usage 2013**

163,100
- **Membership Base August 2013**
 - Members: 3,905
 - Income: £920,692
 - 186 member and £56,973 increase from on same period last year
- **Membership Base August 2014**

Members: 4,091
Income: 977,665
- **Customer Satisfaction**

88% of customers would recommend us to a friend

94% of customers think our staff are friendly and helpful

86% of customers say our facilities are enjoyable to use



CASE STUDIES



PRIMETIME CASE STUDY

IN THE PRIME OF LIFE

“I feel the activities I undertake with Primetime, which are mainly badminton and archery, keep me fit and active and, of course, the friendship of other active people within the group is a big bonus.” Brenda, Primetime participant at White Oak Leisure Centre.

“I have played badminton here since 1981 and enjoy it even more since Prime Time started almost 10 years ago. Apart from the friendly atmosphere, Prime Time badminton is definitely contributing to my fitness and good health.” Norma, Primetime participant at White Oak Leisure Centre.

- Some of the most common problems and illnesses we face as we age may be helped by remaining active and connected - these can be emotional as well as physical.
 - Arthritis, Osteoporosis, falls, cardiovascular illness, emotional well-being, depression, isolation and Loneliness.
- Primetime is a thriving weekly activity programme for the over 50s.
- There are 475 registered people on the Primetime programme at White Oak Leisure Centre.
- Primetime is celebrating its 10th anniversary in January 2015.
- An average of 54 participants attend weekly sessions at White Oak Leisure Centre.
- Primetime offers invaluable opportunities to:
 - stay fit and active
 - help improve general health
 - aid emotional and mental well-being
 - provide opportunities for social interaction
 - provide contact for those who may otherwise feel isolated.

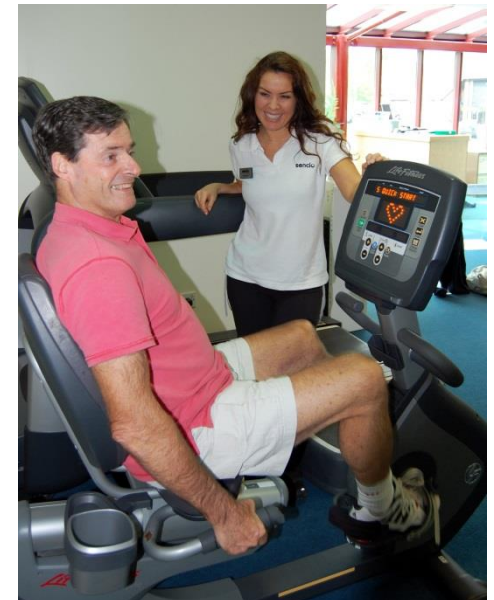


TAKE HEART CASE STUDY

WHY IT PAYS TO TAKE HEART

“I’ve gone from being hardly able to hold the right side of my body upright to a position where I can go to the gym twice a week, mow the lawn and do a regular bit of gardening. I couldn’t have done any of this without Sue – she’s been my Mother Theresa.”

- Take Heart is a cardiac rehabilitation programme run at White Oak Leisure Centre.
- It has been operating for eight years.
- During this time it has helped in excess of 120 patients.
- The scheme is run by a fully-qualified (phase IV cardiac rehabilitation) member of the White Oak Leisure Centre team with 24 years’ experience in the fitness industry.
- Patients are referred via Darenth Valley Hospital or through their GP.
- 60 or more people now attend the twice weekly Take Heart exercise classes.
- Take Heart offers recovering patients a safe and supportive introduction, or reintroduction, to exercise.
- Programmes are always tailored to the individual.
- Similar help to customers is also offered at other Sencio Community Leisure centres.
- This service also provides emotional support and encouragement during the rehabilitation period.
- Take Heart also aims to help and support the partners of cardiac rehabilitation patients.



WEIGHT LOSS CASE STUDY



WEIGHT MANAGEMENT & COMBATting OBESITY

"Obesity is the new smoking. It represents a slow-motion car crash in terms of avoidable illness and rising health care costs." NHS England chief executive Simon Stevens (September 2014).

- Obesity is the biggest threat to public health in this country, after smoking.
- NHS bosses have described obesity as "the new smoking".
- A quarter of adults in England - up from 15% 20 years ago - and one in five schoolchildren is obese.
- If left unchecked, the result of growing obesity rates would be a "huge rise" in disability and illness, such as diabetes.
- The National Obesity Forum believes there is a "serious risk".
 - The current projection, that half of adults will be obese by 2050 - could be exceeded.
- Sencio Community Leisure aims to play its part by giving customers access to affordable, high quality exercise.
- Crucial to this is offering support and encouragement.
- Recognising exercise and healthy eating are always a challenge - and a particular challenge to those who are overweight or who struggle with weight management.
- We're proud to have helped many, many people manage their weight, take up (and enjoy) regular exercise and transform their lives in terms of energy, self-esteem and, crucially, in being fitter and reducing their risk of illness and disease.

"The guys at Edenbridge Leisure Centre have been absolutely brilliant; so supportive and encouraging. It's a daunting prospect to even think about exercise when you are so overweight but they have been fantastic and so generous with their time." Vickie Martin, lost 8 stone.



THANK YOU

