

sencio

COMMUNITY LEISURE



SENCIO COMMUNITY LEISURE

SEVENOAKS DISTRICT COUNCIL

**HEALTH AND HOUSING ADVISORY
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
- We are a **Registered Society** under the Co-operative & Community Benefit & Societies Act 2014
- 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-looking to introduce Apprenticeships
- Interim Chair 2014
- Limited resources for major investment in facilities/equipment- SDC and Sencio
- Introduction of living wage



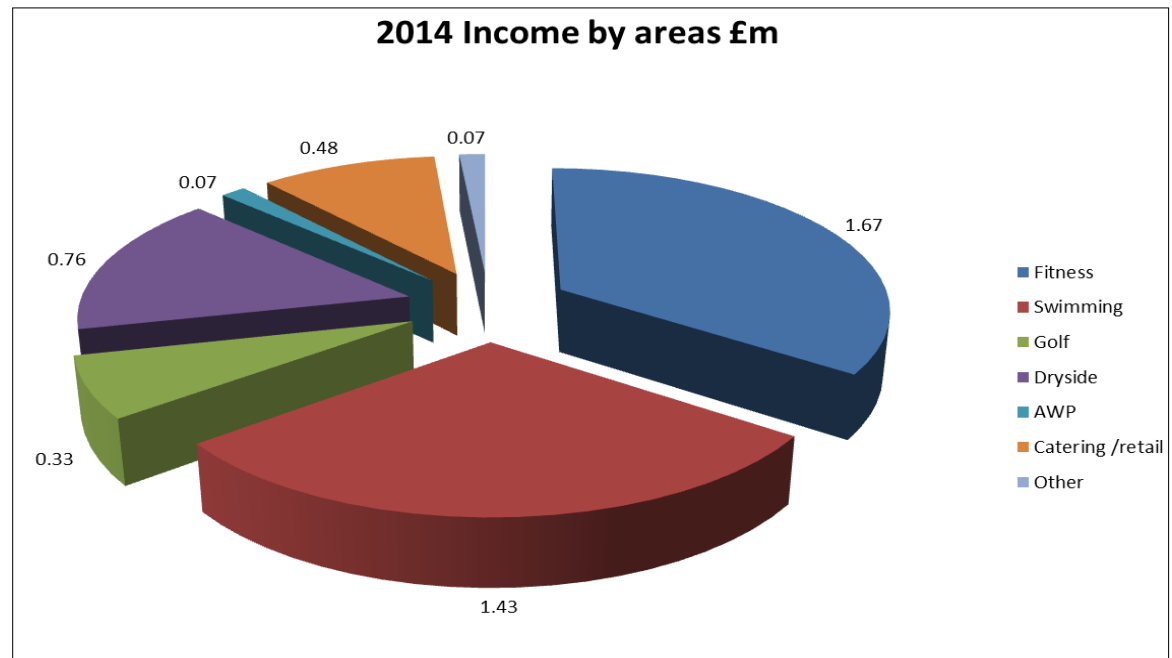
STRATEGIC PLAN

- 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 - *gym extension SLC, power assisted exercise machines at WOLC*
- To maintain **visitor numbers**
- To embrace **new technology**



INCOME PRIORITIES

- Wellness
- Swimming lessons/dry courses
- Casual swimming
- Catering
- Dryside
- Golf
- Turnover~£4.9m





KEY PERFORMANCE INDICATORS 2014

- **6% increase** overall income
- Swimming income **above target:** 7.5% increase from 2013
- Wellness **£15,000 above target:** 4% increase from 2013
- Ratio staff costs: income 57% (industry benchmark)
- Usage 990,378: **3.3% increase** on 2013
- Management fee of £80,952 (0.08p per visit)



- Schools - 45,615 attendances
 - **46 schools:** Attend swimming lessons - 67 sessions per week
 - **12 schools:** Attend for sports hall/gym - 15 sessions per week
- Total: **8,272 memberships**
 - 1,684 Juniors/youth
 - 1,463 Advantage
- **2048 registered users** of Sencio Swimming Academy
- Work with **223 Clubs/organisations**



EXPENDITURE

Innovative ways to reduce costs/improvements

- We are working with a third party to install LED lighting
- 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
- Specialist engineers help SDC deliver the **asset maintenance programme** – efficient use of limited resources.
- Procurement company to source alternative suppliers



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
 - Introduced premier swimming classes at SLC
 - Refurbishment of gym at ELC -new equipment
 - Introducing new fitness classes – Insanity



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
- Reduced number of complaints: **14.6% in 2014**



VALUE FOR MONEY

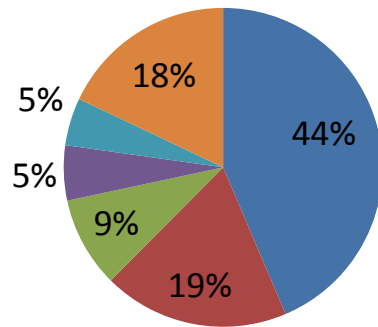
- Membership fees for LA facilities benchmark £40 per month, Sencio £38.50 (£24 youth membership)
- Swimming only membership £25 per month: **31% increase** in 2014
- Customers are downgrading from private clubs, they feel that they are not good Value for Money
- Sencio gyms carry the **Total Inclusive Mark**
- **110 attendance** per week Primetime activities



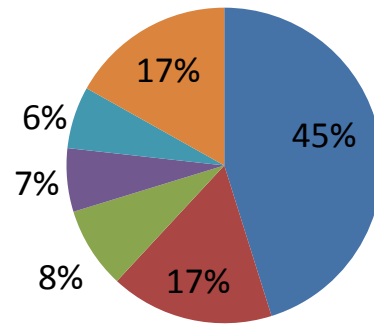
KEY FIGURES CONTINUED

LENGTH OF WELLNESS MEMBERSHIP BY CENTRE

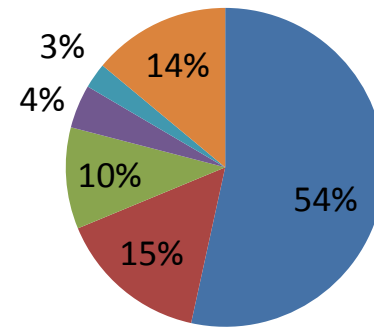
ELC



SLC



WOLC





MARKETING



CORPORATE MARKETING STRATEGY

- Focus on **corporate campaigns** to drive a corporate company culture
- To further promote the benefits of becoming a **Sencio Member** to help increase our membership base
- To complete the re-branding of Sencio Catering to **'Refresh'** at all three of our Leisure Centres.
- To continue to grow the strength of the Sencio image through **top quality design work** by working closely with Yellowball, our Creative Agency.
- Through the recruitment of a digitally focused Marketing Assistant to further grow the presence of **Sencio online**.
- To utilise the new Scuba Leisure System along with other software to send out regular **email campaigns**.
- To continue to work with the **STA** to increase our perception and image of swimming lessons across local communities. To implement the changeover of SLC swimming lessons to a premium model of teacher:pupil ratios of 1:6.
- To launch the new **Sencio website**
- To implement an **online booking system** for members to help alleviate the pressure on reception and improve user experience.
- To implement an **online payment system** opening up bookings to our non-members and to enable key membership promotions to benefit from an online revenue stream.
- Continual monitoring of our **online statistics** to identify trends and improve website performance
- To continue to drive **positive PR** in partnership with David Leck (Communication Consultant).



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



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.

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The power of Pilates

The origins of Pilates dates back to the early 1900s when the German-born Joseph Pilates developed a series of exercises aimed at stretching and strengthening the whole body. Today it is probably famous for the celebrity following it attracts [Jennifer Aniston, Cameron Diaz and Kate Winslet to name just a few]. In Shape spoke with Emma Grist, a local instructor with more than five years teaching experience, who told us more.



What is Pilates?

Pilates is an exercise system based on stretching and strengthening the whole body to improve balance, core strength, flexibility and posture.

How does it work and what are the primary health benefits?

A series of exercises works the whole body emphasising proper alignment, good technique and correct breathing. By correcting your posture, re-balancing the different muscles and developing core strength, Pilates can help you to look and feel better, improve flexibility, joint mobility and muscle tone. It's also good for relieving stress.

Is it good for all ages and levels of fitness?

Anyone can do Pilates regardless of age or fitness. It is a gentle form

of exercise and a good way to raise activity levels if you have poor mobility, aches and pains or an injury.

I've heard Pilates is good for people with back problems. Is this true?

More than 80% of the adult population suffers from low back pain at some time in their life and there is some evidence Pilates can provide pain relief.

Do I need any knowledge, special clothing or equipment?

Before starting any form of exercise it is always a good idea to speak to your GP if you have any health concerns. If you are new to Pilates try to book a beginner class. All equipment is provided but some people prefer to take along their own mat. Clothing should be gym wear or Lycra/fitted garments.

I'm nervous about attending a class I know little about - what should I expect?

The classes are normally quite small and friendly with mixed age groups and abilities. They normally last for 45 minutes to an hour. You start with a warm up followed by a series of exercises before finishing with stretching and relaxation.

How many times a week do most people take a class?

Most people take one or two classes a week. If you want to improve fitness levels and/or lose weight it would be a good idea to also do a cardio exercise too such as swimming or cycling.

Sencio Community Leisure offers Pilates at Sevenoaks, Edenbridge and White Oak leisure centres. For further details visit www.sencio.org.uk

Leisure | 15

Spring into summer

It's probably safe to assume that as the better weather arrives, most of us like to feel a little fitter and look trimmer as we delve into our summer wardrobe. It's also highly likely that many of us will leave getting into shape as late as we do ordering foreign currency or buying travel insurance.

"The plain truth is quick fixes don't work," says Pete Burnside, Wellness Manager at Sevenoaks Leisure Centre. "I know it's easy for people like me to say, but you're always better treating healthy living as a lifestyle choice - and in the end it will be much easier and more rewarding than hurting towards unrealistic goals in unrealistic timescales."

"Our staff can help you get started straight away with plenty of ideas and lots of encouragement whether it's improving your general fitness, offering basic dietary advice, building strength, developing a strong core or even getting you in shape for an

Six steps to a healthier summer

1. Don't put it off - start today! Even small changes now can have a huge difference long term.
2. Talk to a fitness professional and find a programme that fits with your lifestyle and goals.
3. Work hard at exercise but it's also vital to find something you'll enjoy.
4. Don't diet and don't go hungry! It's far more important to eat a good, healthy and balanced diet.
5. Drink plenty of water throughout the day as it's known to help in fat burning.
6. Limit alcohol consumption, get proper rest and reward your achievements.

activity holiday. We also understand people are busy so we can create a programme that will fit your lifestyle."

For further details contact the fitness team at your local Sencio Community Leisure centre.

Take to the greens this spring

If you're aged 55 or over, have some spare time on your hands and enjoy a round of golf then it could be worth heading along to Lullingstone Park Golf Course's (LPGC) weekday morning sessions for senior players.

The group, which meets on Mondays, Wednesdays and Fridays, operates a system in which golf balls are placed in a hat and drawn to decide the teams, making it an ideal mix of competitive playing opportunities and sociable gatherings.

"This is a really friendly group that's always looking to welcome new members," says Mark Watt, LPGC's Head Professional. "You can also put your name down for various competitions both at Lullingstone Park and against other clubs. With the course here playing extremely well, it's an ideal opportunity to take up or return to the sport or to improve your game."

For details visit www.lullingstonegolfcourse.co.uk or call 01959 533793.



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.

S EDENBRIDGE LEISURE CENTRE
01732 865665

SEVENOAKS LEISURE CENTRE
01732 470700

WHITE OAK LEISURE CENTRE (SWANLEY)
01322 662188



www.sencio.org.uk





THE STA SENCIO SWIM ACADEMY

Last year we undertook a redevelopment of our swimming lessons to make them more fun and interactive for local children. This saw the introduction of STAnley the seal, along with lots of fun competitions for children on our swimming lessons.



2015:

- During 2015 we have further developed our swimming lessons by launching a premium offering at Sevenoaks Leisure Centre following feedback from our customers. All lessons at Sevenoaks Leisure Centre now operate on a 1:6 ratio. At our other centres where there was not this demand operate on the STA recommended ratio of 1:8 and 1:12.



OUR BRAND

We undertook a large re-branding project in 2014 with the aim of modernising Sencio's image and to put us in a strong position to stand out against heavy competition.



ORIGINAL LOGO



NEW LOGO

NEW SUB BRANDS



REFRESH

Refresh

HOT DRINKS

	S	M	L
AMERICANO	£2.05	£2.35	£2.65
LATTE	£2.35	£2.75	£3.05
CAPPUCCINO	£2.35	£2.75	£3.05
MOCHA	£2.65	£2.85	£3.15
HOT CHOCOLATE	£2.55	£2.75	£3.05
HOT CHOCOLATE SPECIAL	£2.75	£2.95	£3.15
SINGLE ESPRESSO	-	£1.70	-
DOUBLE ESPRESSO	-	£1.90	-
TEA	-	£1.60	-
CARAMEL, VANILLA, HAZELNUT LATTE	£2.75	£2.95	£3.15

Refresh





NR-GIZE
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minions DANCE PARTY

THURSDAY 13TH AUGUST
 3 - 5 YEARS 13:15 - 14:00

Show off your minions dancing skills. Run by a qualified instructor from Pure Dance.

Sencio Member £5.00 **Non - Member £6.00**

www.sencio.org.uk

FUN FOR ALL THE FAMILY

EDENBRIDGE LEISURE CENTRE 0722 866661 | ed@seencio.org.uk
 SEVENOAKS LEISURE CENTRE 0722 270706 | sl@seencio.org.uk
 WHITE OAK LEISURE CENTRE (SWANLEY) 0222 862003 | wo@seencio.org.uk

SPORT CHARLTON ATHLETIC FOOTBALL CHALLENGE
 Learn how to dribble, pass and control the ball.

PARTIES FULLY CATERED BIRTHDAY PARTIES
 Fun on our giant pool inflatable to sport and bouncy castle parties

NR-GIZE SUMMER HOLIDAY ACTIVITIES
 Fun filled holiday activities from full day camps to trampolining, swimming, archery and performing arts.

SWIMMING PARENT & BABY AND JUNIOR SWIMMING LESSONS
 Regular 10 week courses, plus swimming lesson crash courses during the school holidays!

www.sencio.org.uk

PARTIES
sencio

BIRTHDAY PARTY

TO

Please come to my party at on

The fun will start at am/pm and end at am/pm

From

Please RSVP by Tel: or email: By

LOOKING FORWARD TO SEEING YOU THERE!

RSVP

Thank you for inviting me to celebrate your birthday.

Yes I would like to come sorry I can't make it

From Tel:

A hot party meal will be provided. Please tick your preferred choice:

Burger Hotdog Chicken Goujons Vegetarian

please speak to a member of our catering team for allergen information.

LULLINGTON PARK GOLF COURSE

TAKE TO THE GREENS THIS SPRING

TIME SAVING GOLF **TRIAL OFFER**

The 9-hole course at Lullington provides a great round of golf for those who don't have time to spend a full day out on the course but enjoy the thrills of the game & the beautiful scenery on offer.

Try Lullington Park Golf course for one month for just £49. This fantastic introductory offer will enable you to try the courses at Lullington for a whole month for less than the price of two weekend rounds on the 18-hole course. T&Cs apply.

01959 533793 | sp@seencio.org.uk Parkers Road, Chairfield, Kent, BR6 7PX
 www.lullingtongolfcourse.co.uk



Sevenoaks Charlton Athletic Football Challenge

FOOTBALL

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SWIMMERS REACH PLATINUM



OUR NEW WEBSITE

- In 2014 we undertook a redevelopment of our website
- 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





OUR NEW WEBSITE CONT.

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SWIMMING LESSONS

ACTIVITIES >

CLASSES

GOLF >

DOWNLOADS

REFRESH

CONTACT

Archery Courses at White Oak Leisure Centre

Historically, Archery has been used for hunting and combat, while in modern times who participates in archery is typically known as an "archer" or "bowman", and one as a "toxophilite".

At White Oak Leisure centre, Archery is a popular sport for children and adults alike members Mark Stewart-Paver and Danny Gray have been running the 6 week course with instructions and teaching on the sport allowing all members to have an in-depth knowledge of the sport.

Each week of the course puts every member through their paces to complete the 5 award stages. Every award is harder to achieve based on the distance of the target. The "Gold Feather" stage which has a distance of 8 metres. To complete and pass this stage you must shoot 3 arrows surrounding straw. Following that is the "Gold Feather" stage where members MUST shoot 3 arrows.

Further on from those stages of the course if members choose to do so, they must complete the "Black Arrow" stage. The levels are: White Arrow with a distance of 10 metres, Black Arrow at 14 metres and a whopping distance of 22 metres between you and the target.

This week at the Archery club, 16 year old Daniel (below left), Gary (below right) and Libby (below middle) have achieved certificates and a badge for passing their current levels. Daniel and Libby obtained the Black Arrow award. Well done to them all!

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Go-Karting with The London Karting Company

This summer, Edenbridge and Sevenoaks Leisure Centre have been alive with the buzz of go-karts as The London Karting Company pulled into town. Wannabe Formula One drivers were given the chance to take a kart for a spin with this "F1 Karting Experience" as part of our NR-Gize summer programme for children.

With its large inflatable circuit and F1 style karts, the go-karting experience is a truly fun and exciting session for all children. Each child is allocated a full racing driver suit to get them into the part and given a full drivers briefing before the race starts. Once the teams have set off, full racing commentary is given over the 4 laps which creates a huge buzz of excitement for all involved. Each team competes in two races which have 4 laps; the speed of the karts is changed for the second race, making it even more exciting and energetic.

The London Karting Company provides a thoroughly entertaining session for all of the children and on looking adults - some adults even get to have a go at the end! If you're looking for fun, energy, and an enthusiastic session, then go-karting is the one for you.

The London Karting Company will be returning to Edenbridge and Sevenoaks in the October half term (dates to be confirmed). The sessions run for ages 4 - 11 years and costs £10.00 per person.



ONLINE BOOKING SYSTEM

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BOOK ONLINE

SIGN IN ...

Welcome to the Sencio Community leisure online booking system.
New Users will need to register at the Sencio Community Leisure before using online bookings.
Please select one of the following options:

Sign In to online bookings

Sign up for online bookings

Our new member's online booking system was launched a few months ago.

Allowing for booking of exercise classes, racquet sports and rounds of golf on the 18-hole course.

During September 16% of our exercise class bookings were made using the system.

Golf course online bookings during the same period were at 14%.

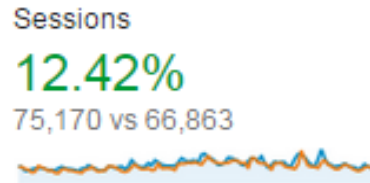
We see these figures growing every month.



SUMMER WEBSITE STATISTICS

Web Visitors:

2014 – 42,000
2015 – 48,000



The Growth in Social:

Social Network [?]	Sessions [↓]
1. Facebook	
Jun 1, 2015 - Sep 16, 2015	1,334 (92.45%)
Jun 1, 2014 - Sep 16, 2014	79 (71.17%)
% Change	1,588.61%
2. Twitter	
Jun 1, 2015 - Sep 16, 2015	80 (5.54%)
Jun 1, 2014 - Sep 16, 2014	15 (13.51%)
% Change	433.33%

Social Media referrals have grown with a total of 94 session referrals from Facebook & Twitter in summer 2014, compared to 1414 sessions in 2015, a staggering 93% growth.

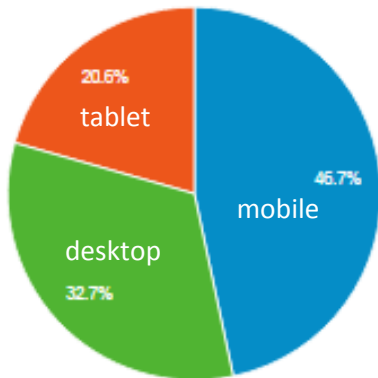
This is down to the hard work of our new Marketing Assistant, Kelly Davis.



SUMMER WEBSITE STATISTICS CONT.

The Move to Mobile:

Jun 1, 2015 - Sep 16, 2015



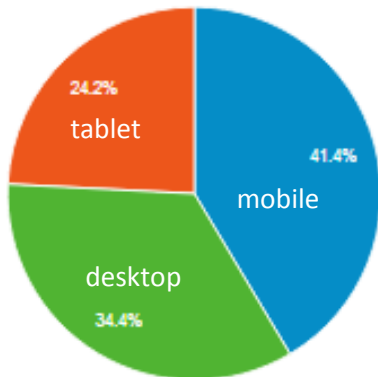
Percentage change in sessions on mobiles: +5.3%

Percentage change in sessions on tablets: -3.6%

Percentage change in sessions on desktops: -1.7%

Following on from the trends we have seen in previous years, the percentage of people viewing our website from a mobile has continued to grow from 2014 to 2015.

Jun 1, 2014 - Sep 16, 2014



Interestingly there has been a drop in the number of people coming to our website from tablet devices, a stark contrast to the growth we have seen over previous years. Sessions on Desktops continue to fall but at a much slower rate to previous years.



WHAT THIS ALL MEANS

- Campaigns are planned and costed to ensure we generate a positive ROI
- Presentation and communication via many channels to our customer's is key
- A diverse marketing mix is used
- Close monitoring of success

SUMMER SHAPE UP RESULTS:

- **Summer Shape Up 2014**
 - 1 Month Membership: 315
 - 3 Month Membership: 746
 - Standard Membership: 153
 - Total New Members 1,214

- **Summer Shape Up 2015**
 - 1 Month Membership: 311
 - 3 Month Membership: 797
 - Standard Membership: 178
 - Total New Members: 1,286
 - A 6% growth on last year – 2014 was already a record breaking year for SSU!

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SUMMER SHAPE UP

3 MONTHS' MEMBERSHIP FOR JUST £99

1 MONTH'S MEMBERSHIP FOR JUST £44

OUR ALL-IN-ONE MEMBERSHIP PACKAGE 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

TECE APPL'S OFFER VALID 25/06/15 - 30/06/16, NOT IN CONJUNCTION WITH ANY OTHER OFFER. SOME EXERCISE CLASSES CARRY A SUPPLEMENTARY CHARGE. SWIMMING DURING PUBLIC SWIM SESSIONS, RACQUET SPORTS DURING OFF PEAK TIMES AND VARY PER CENTRE



COMMUNITY, HEALTH AND SPORTS ENGAGEMENT

- Lead agency and active partner in fulfilling wider community brief
- Utilising the leisure facilities to promote many initiatives but also working in the community to support and develop initiatives
- A pictogram of outreach work is illustrated below:



Illustration of Current Working Partnerships



COMMUNITY



Board member and
Community Partner.



Community Plan/LSP Board
Member.
Health Action Team Member.



Chair/Founding Member.



Investment and
Partnership
Arrangement at
Edenbridge Leisure
Centre.



Working with Community Futures.
Member of the LD Partnership Group.
Host for Disability Awareness Days.



Investment and Partnership
Projects at Edenbridge
Leisure Centre and
Sevenoaks Leisure Centre.
Funding for Disability
Access Officer.



Partnership Project in
Edenbridge Fit As a Fiddle
Programme.



HEALTH



Physical Activity and Weight Partnership.
Stop Smoking Service - Train the Trainer.



West Kent Mind

Mental First Aid Training



Health Initiatives Partner:

- Get Sorted
- Why Weight
- Community Days



SPORT

Sportivate



Sportivate Projects.



Administrator and Member.



Sevenoaks TOWN council

Partner in Sevenoaks Sports Strategy.
Investment in Gymnastics and Indoor Cricket.



Passport to Leisure Scheme.
Swanley PACT.



Kent & Medway Sports Board Member.



Corporate Sponsorship.

THANK YOU

