



SENCIO COMMUNITY LEISURE

Extension of the Health and Fitness facilities at
Sevenoaks Leisure Centre

28th February 2017

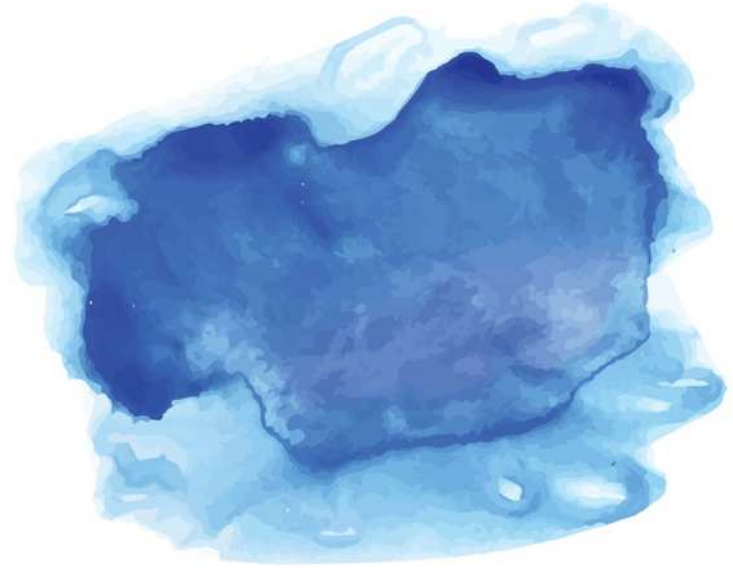


Proposal To Extend The Health And Fitness Facilities At Sevenoaks Leisure Centre

Precis Of Project

- Extend fitness gym – circa 100 stations
- New dedicated changing rooms
- Develop new multi purpose space
- Refurbish walkways
- Refurbish existing dance studio
- New flooring reception/ coffee shop





So Why Do We Need To Extend The
Health And Fitness Facilities?

Current Performance



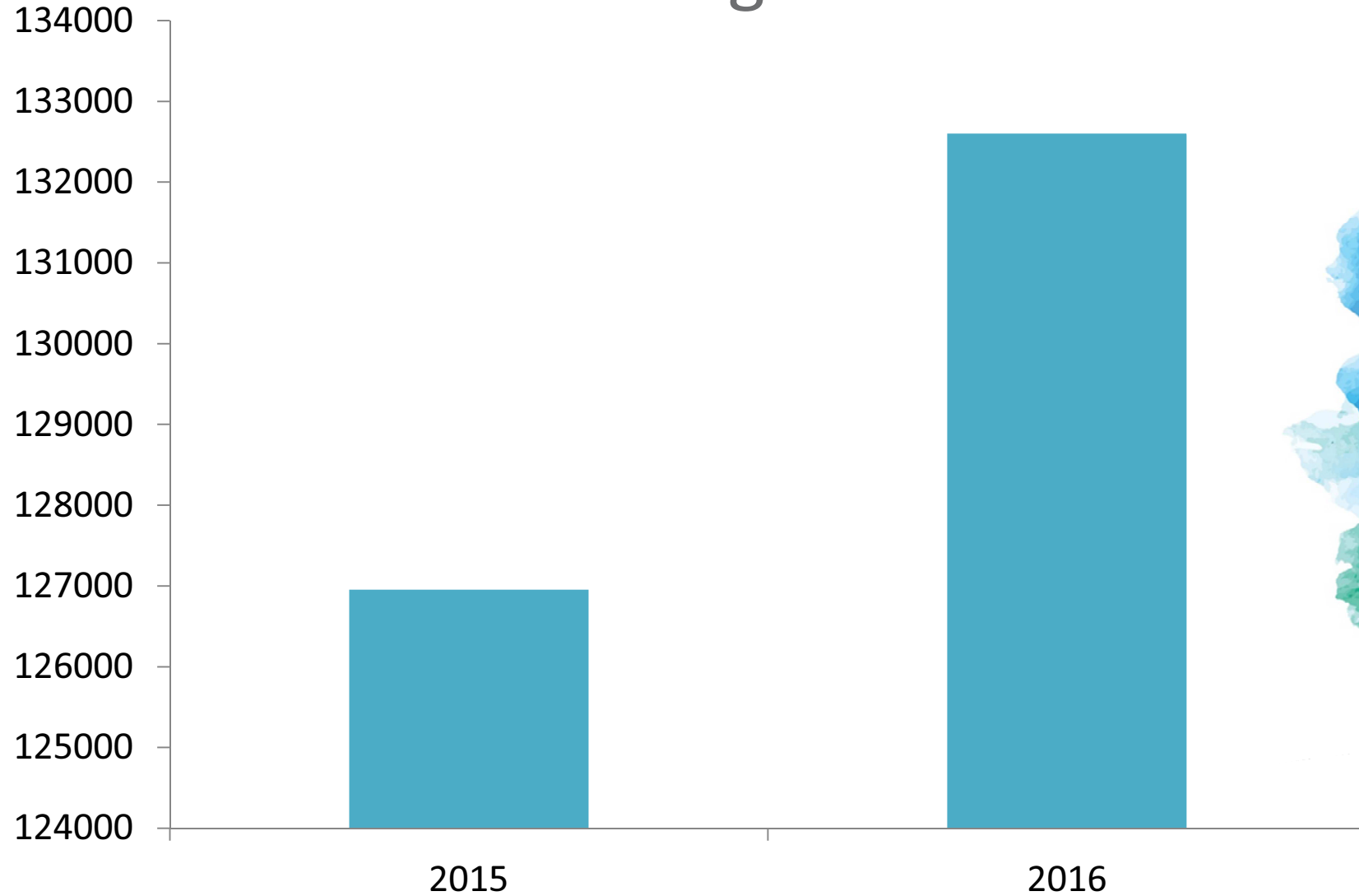
Profit Ratio

- Overall profit for Wellness £1,005,228
- Wellness at SLC contributes £661,336



SLC Health And Fitness Usage 2015-2016

Usage



70 Fitness classes per week

- Many oversubscribed - waiting lists,
- 37% of class spaces booked online,
- 26% of class attendances - Sencio cycling,
- 25% of class attendance - body pump/attack .



SLC Memberships 2016

	Sencio Card	Swim	Wellness
New	429	176	1,596
Annual Renewed	465	20	317
Total Active	1,047	285	2,193*

*2,146 in 2015



Ratio Of Members To Pieces Of Equipment

- February 2017 memberships = 2260
- Ratio = 37.66
- Benchmark = 25-30



Impact

- Customer experience – customers queue /classes full.
- Customer/member retention – meet customer expectations.







Strategic Objectives - Wellness 2017

- To build on the strength of the Wellness brand,
- To introduce online payments for memberships,
- To increase the yield per member - maximise profit ratio,
- To pursue the extension of the health and fitness facilities at SLC,
- To work with partners to deliver health initiatives,



Strategic Priorities 2017

Financial Objective

- To develop a 4 year investment strategy for:
 - Facilities refurbishment,
 - Replacement of equipment.



Finance

Investment priorities

- Extension of fitness gym at Sevenoaks
 - Maximise latent demand and income
 - Deliver investment programme:

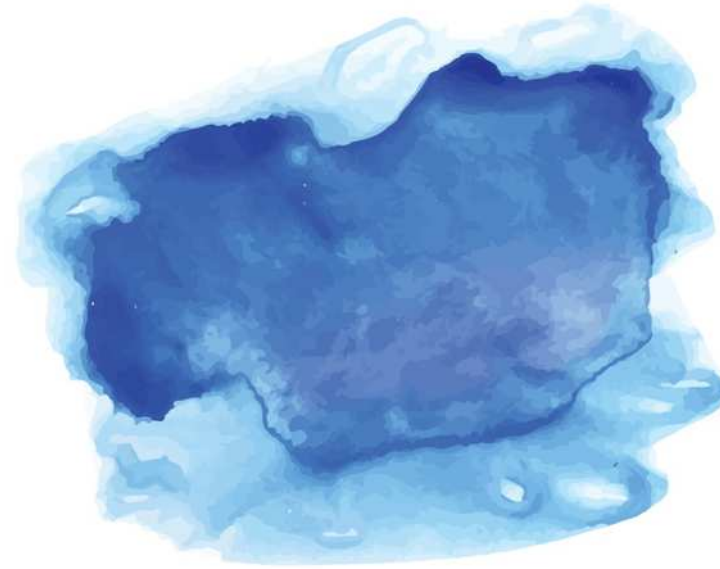


- Rebranding of coffee shops (Refresh) - currently at design stage
 - refurbishment of SLC (floor included in SLC gym scheme)
- Extending the fitness gym at ELC,
- Developing rooms at ELC for alternative uses e.g. functional training/PT - Feel Good suite,
- Refurbishment of changing village at SLC - pilot in Sept 2016 at WOLC,
- Refurbishment of changing village at ELC,
- Replacement of fitness equipment at ELC,



- Development of joint reception/coffee shop at ELC,
- Moving greens on 16th/17th/18th holes in partnership with KCC/Wildlife Trust
 - Heritage Lottery Fund at LPGC (protect the oak trees)
- New Golf maintenance equipment,
- IT
 - Develop parent portal (swimming lesson)
 - Booking app
 - Wi - Fi in Coffee shops
- Website
 - Virtual tours
- Develop a Feel Good Suite SLC
- Replacement of AWP ELC - MUGA?

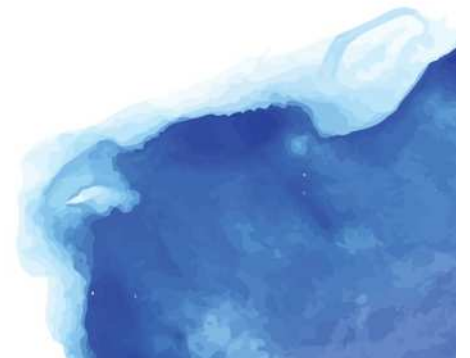




Offer customers the best experience

Vision

AMAZING
PEOPLE
DO NOT JUST
HAPPEN.



Employing The Right People

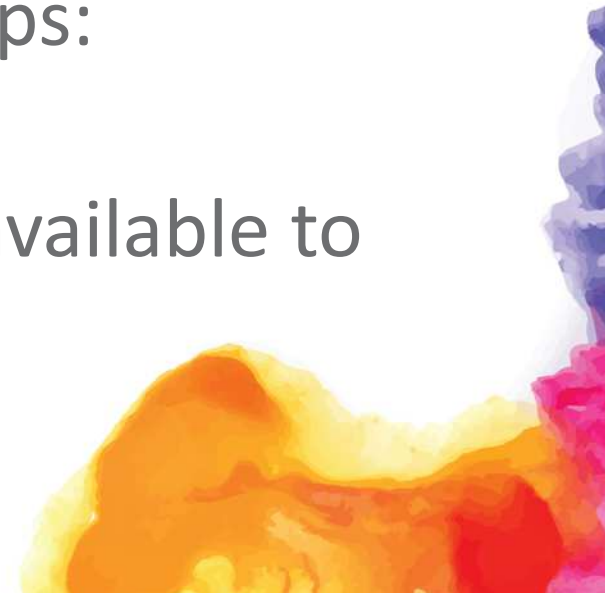
- Recruit the best people,
- Retain them,
- Develop them - to improve their skills, knowledge and competencies.

Change perception that leisure is a stepping stone – it's a valuable career



Icon Training Partner

- Specific training for job roles present and future:
 - NVQ in all areas of business.
- Customer care training:
 - Core training for all staff.
- Offer apprenticeships/traineeships:
 - Work with schools.
- Maximise Government funding available to upskill staff.



Impact

- Decrease staff turnover and costs associated,
- Increase staff motivation,
- Develop multi-skilled staff,
- Increase rapport with customers - not so many new faces,
- Increase customer service/decrease complaints,
- Increase customer retention - increase income,
- Invest in the facilities more.

