UNITY LEISURE
(Trading as)
NORTHAMPTON LEISURE TRUST
Annual Report
2012-13
Northampton Leisure Trust

“Inspiring Active Lifestyles”

• Danes Camp Leisure Centre
• Duston Sports Centre
• Forum Cinema
• Lings Forum Leisure Centre
• The Mounts Baths
• Sport & Play Development

WORKING IN PARTNERSHIP
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CHAIRMAN AND MANAGING DIRECTORS REPORT

Once again, we are pleased to report an extremely successful and exciting year, this being the second year of trading as Unity Leisure, (Northampton Leisure Trust - NLT). We have enhanced our profile as an independent, charitable organisation.

Our ‘Vision’ remains to be innovative and to work closely with our strategic partners and communities to deliver a wide range of high quality activities that meet the needs of our existing and new customers.

The Trust opened the doors of Duston Sports Centre (in partnership with Duston Parish Council) to the local residents of Duston and the general public of Northampton on Saturday 15th September 2012, and we are pleased to report that is has been a resounding success. The Centre has been extremely well received by the local communities and through a comprehensive range of activities has attracted a wide range of ages, thus supporting our strategic objective of increasing participation in physical activity. The location of Duston SC has given the Trust a strategic presence in an area that previously we had little impact on. The staff worked with much passion, focus and professionalism to ensure that the centre was fitted out and launched on time. Equally, the high level of energy within the centre has been maintained.

Without doubt the centre is proving to be extremely successful for both Duston Parish Council and NLT and there are exciting initiatives to be launched at the centre in the near future.

Our Sport & Play Development team have continued to deliver high quality activities in all sectors of Northampton and provided support for local clubs, working in close partnership with Northamptonshire Sport. The team has been very industrious in its work and has attracted a substantial amount of external funding over the past 12 months. They will continue to access external funding in order to deliver more activities to those sectors of our communities in greatest need.

The National Health Service (NHS) has undergone a massive restructure over the past 12 months and it is essential that the Trust works in harmony with the local Health & Wellbeing Forums in order that we can positively influence our communities’ physical and mental wellbeing and positively influence their quality of life.

Northampton Borough Council remains a major stakeholder within the company and we remain focused on maintaining a true partnership association, working closely with them to achieve their corporate objectives that relate to our business environment.
Our achievements in 2012/13 will help in meeting the significant business related challenges ahead.

Our successes in 2012/13 have been influenced by our workforce. We have some exceptional people within the company who are truly committed to their work, ensuring that they deliver a professional service, whilst striving for continuous improvement. We would like to acknowledge the great support given by the staff members during our second year of trading.

The Trust has been awarded the status of being a National Pool Lifeguard Qualification (NPLQ) Approved Training Centre. Site visits and inspections have been undertaken by the Institute of Qualified Lifeguards (IQL) and the Trust was awarded a 100% score with no improvement actions required. This is a superb achievement and a testimony to the staff involved.

Our Board of Trustees play a critical and influential role in ensuring that our strategic aims and objectives are appropriate and are business focused. They bring many years of business experience with them and demonstrate a wide spectrum of business skills that add value to our business. Our Trustees volunteer their time and they enthuse passion and knowledge on every occasion.

We would also like to acknowledge the support given by Northampton Borough Council and Duston Parish Council, our supporting and enthusiastic strategic partners. The future economic climate remains suppressed; however the Trust’s Strategic Vision aims to combat the difficult economic climate by being innovative, visionary and achieving high standards of customer service and delivery.

In conclusion, we believe that NLT has strengthened its position and future sustainability through its trading performance in 2012/13 and we look forward to the business challenges ahead with confidence.

Professor William Pope
Chairman

Ian R Redfern
Managing Director
WHO WE ARE

Unity Leisure (trading as Northampton Leisure Trust - NLT), was launched on 1st April 2011 to provide sport (and development), leisure, play and cultural cinema opportunities for the communities of Northampton and its surrounding areas.

Unity Leisure is a ‘company limited by guarantee’, not having share capital. We have achieved ‘charitable status’ and are a ‘not for profit’ organisation.

Seven Company Members and thirteen Trustees influence the strategic direction of the company and give professional advice voluntarily to the Trust’s Management Team, which is led by the Managing Director, Ian Redfern.

The Company Members are high profile organisations and the Trustees are well respected representatives of our communities who bring a wealth of professional knowledge and experience to the vision of the Trust.
OUR COMPANY MEMBERS, TRUSTEES & MANAGEMENT TEAM

Company Members
- Northampton Borough Council
- Duston Parish Council
- Northamptonshire Chamber of Commerce
- Northamptonshire County Cricket Club
- Northamptonshire Sport
- Northampton Volunteering Centre
- University of Northampton
- Chris Holmes
- Vicky Robertson
- Martin Sawyer

Trustees
- Professor William Pope - Chairman
- Chris Holmes
- John Delahunty – Vice Chair
- David Pope - MBE
- Douglas Iles – Vice Chair
- Martin Sawyer
- Richard Powell
- Vicky Robertson
- Andrew Ellis
- Margaret Docker
- Richard Aveling
- Councillor Danielle Stone
- Councillor Brandon Eldred (May 2012)

Trustees (Retired)
- Councillor Mathew Golby (May 2012)

Management Team
- Ian R Redfern
  Managing Director
- Robert Austin
  Finance Director/Company Secretary
- John Fletcher
  Business Development Manager
- Claire McNab
  Operations Manager
- Lawrence Kay
  Sport & Play Development Manager
- James Seymour
  Marketing Manager
Registered Office
Unity Leisure (trading as Northampton Leisure Trust)
Unity House
78 Robert Street
Upper Mounts
Northampton
NN1 3BJ

The Facilities and Services we manage
• Danes Camp Leisure Centre
• Duston Sports Centre
• Forum Cinema
• Lings Forum Leisure Centre
• Sport & Play Development
• The Mounts Baths

Contact Details
Website: www.nleisure.co.uk
Telephone: 01604 837500

Charities Registration Number
1145613
OUR MISSION

“Inspiring Active Lifestyles”

OUR VISION

“To be a highly regarded and innovative Trust, that provides high quality facilities and activities that assist in increasing participation and are accessible for all”
OUR VALUES

The Trust has a moral and ethical commitment to ensure that it demonstrates and applies its Values on a consistent basis.

These are:

• It provides expertise
• It is innovative
• It promotes equality
• It takes positive action to protect the environment
• It is inclusive
• It is aspirational
• It is passionate about service delivery and its customers
• It assists in promoting participation in physical activities to the communities of Northampton & wider communities
• It consistently promotes positive relationships with its strategic partners and commissioning agents

As a ‘not for profit’ organisation, all its surpluses are re-invested into the organisation to enhance the facilities and activities for our local communities.
OUR LOCATIONS

NLT HEAD OFFICE
Unity House,
78 Robert Street,
Upper Mounts,
Northampton  NN1 3BJ
T: 01604 837500

DANES CAMP LEISURE CENTRE
Clannell Road, East Hunsbury
Northampton  NN4 0RX
T: 01604 837200  Creche: 01604 837272
E: danes@northamptonleisuretrust.org.uk

DUSTON SPORTS CENTRE
Cotswold Avenue, Duston
Northampton  NN5 6EX
T: 01604 837600
E: duston@northamptonleisuretrust.org.uk

LINGS FORUM LEISURE CENTRE AND FORUM CINEMA
Billing Brook Road, Weston Favell
Northampton  NN3 8JR
T: 01604 837300
E: lingsforum@northamptonleisuretrust.org.uk

MOUNTS BATHS
Upper Mounts
Northampton  NN1 3DN
T: 01604 837400
E: mountsbaths@northamptonleisuretrust.org.uk
FOCUS ON PERFORMANCE (2012 / 13)

Northampton Leisure Trust takes its performance outputs seriously to be able to demonstrate pro-active marketing, creative initiative development, delivery of high quality services and ultimately, value for money.

The Trust monitors its performance comprehensively on a monthly basis (the ones listed below are the main high level drivers). Performance figures should not be viewed in isolation to our customer feedback, as these form an essential part of the Trust's performance.

<table>
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<tr>
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<th>2010/11</th>
<th>2011/12</th>
<th>2012/13</th>
<th>CHANGE</th>
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<tbody>
<tr>
<td>Total Visits to Centres</td>
<td>867,503</td>
<td>877,520</td>
<td>936,789</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>The opening of Duston Sports Centre helped increase visits overall</td>
</tr>
<tr>
<td>Attendances at External Sport &amp; Play Activities</td>
<td></td>
<td></td>
<td>30,250</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>First year we have formally recorded external activity numbers. Activities include (but not limited to) Play Rangers, Play Days, Tea Dances, Health Walks, MEND, Inspired Coaching, Bikeability, Sportivate</td>
</tr>
<tr>
<td>Gym Membership Numbers</td>
<td>6,190</td>
<td>6,745</td>
<td>8,063</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Gym membership numbers continue to rise with the opening of Duston SC</td>
</tr>
<tr>
<td>Junior Active Direct Debit Membership</td>
<td>None</td>
<td>1,892</td>
<td>2,663</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rapid growth since the launch in 2011 has been continued by the inclusion of free Holiday Activities into the package</td>
</tr>
<tr>
<td>Cinema Visits</td>
<td>20,091</td>
<td>28,225</td>
<td>33,291</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Good balance between cultural and mainstream films and increased marketing, in conjunction with the gym all inclusive membership</td>
</tr>
<tr>
<td>Swimming Lesson Students</td>
<td>1,786</td>
<td>2,054</td>
<td>2,479</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Increased marketing and Junior DD package helped to further increase the numbers learning to swim</td>
</tr>
<tr>
<td>Leisure card holders</td>
<td>18,819</td>
<td>15,974</td>
<td>15,603</td>
<td>-2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2010/11 number inflated due to Free Swimming Initiative. Leisure Card membership is promoted less. The priority is Adult and Junior all inclusive DD packages</td>
</tr>
<tr>
<td>Attendances at street football weekly sessions</td>
<td>9,164</td>
<td>7,814</td>
<td></td>
<td>-15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Terrible weather conditions at certain times of the year resulted in low attendance and some sessions cancelled.</td>
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FOCUS ON WHAT OUR CUSTOMERS SAID

NLT HEAD OFFICE

Throughout the financial year of 2012-2013, Northampton Leisure Trust (NLT) received a total of 400 documented sources of customer comments and feedback. All cases are recorded and listed with any responses and resolves undertaken. Over this year we implemented a specific customer service email address that is advertised on our website to make it easier for customers to feedback their thoughts on any aspect of the service across the four leisure sites and Sport & Play Development. This new email address has proved a popular communication channel. The ‘Tell It Like It Is’ forms (TII) remains the most widely used method for customer feedback as it captures ‘real time’ information as many customers complete them immediately following participation in an activity, and forms are recorded daily.

CORPORATE CENTRE FEEDBACK BREAKDOWN

There is a very small % difference between the amounts of feedback received at each centre (except for Duston). We believe this to be very positive as it gives us an overview that corporately the service delivery is of equal standard throughout the sites.
Duston Sports Centre is a welcome addition to the facilities and activities offered by NLT and opened its doors in September 2012. The amount of written feedback received was nominal with March being the only recorded month. A vast amount of verbal feedback has been received which was, on the whole, positive. Where not, e.g. limited parking, action is being taken to rectify.

Danes Camp Leisure Centre (total of 127 correspondences throughout 2012/13) reached a peak in May 2012 and the feedback also consisted of complaints, compliments and requests/comments, although no recurring theme emerged from this feedback and the nature of complaints was isolated.

Likewise Mounts Baths (total of 149 correspondences throughout 2012/13) reached a peak in October 12 and this was due to a large number of customers requesting a certain instructor for the Monday morning aqua class as they enjoyed the class so much. Following this feedback we made changes and were pleased to appoint the class to this instructor permanently.

Lings Forum Leisure Centre and Cinema (total of 124 correspondences throughout 2012/13) reached a peak in July 2012 and this was due to numerous compliments regarding an instructor and their delivery of Zumba.

It paints a healthy picture that the peaks identified above were not driven by complaints alone and overall trends are very positive, as it would be presumed in times of high footfall (summer holiday & New Year for example) this could enhance negative customer commentary, and this was not the case.
COMPARATIVE TO PREVIOUS YEARS:

The total of logged feedback in 2010/11 was 418 and this figure reduced in 2011/12 to 389. 2012/13 has seen a slight rise to 400. What is important to note is that overall the number of complaints received has reduced and there has been growth in both the number of requests and compliments coming through. Therefore we can surmise the business is improving and adapting to customers to accommodate their needs and that our users know there is a channel to feedback requests which are considered in their entirety.

IMPROVEMENTS FOR CUSTOMER SERVICE AND FOCUS FOR 2013/14

- To promote and encourage customers to complete TILLI forms at Duston
- To improve the capturing of verbal feedback and feed this into the reported figures
- To implement customer care training across the organisation to further enhance the standards of service delivery by all employees - encouraging and empowering employees to spot potential customer service flaws and rectify them immediately to prevent the amount of negative feedback received
- To purchase a new front of house system that incorporates a specific customer response monitoring system to record all customer interactions providing full customer history for efficient responses
- To continue actively promoting the service via social networking sites and record feedback posted
- Work with Sport & Play Development to improve the number of recorded feedback
Most things are now better than last year except for the missing Spa, and staff appear to be better trained all round.

Donald Rainbow - Danes Camp regular customer

The Screaming Screenings at the Forum Cinema are brilliant. Great value for money and the babies seem to like the low lighting and maybe the film! Really enjoyed it

Anonymous, Lings Forum Leisure Centre

Zumba class is brilliant. Teressa is a real joy and makes the time zip by. I would also like to add that the quality of classes, instructors and staff in general is second to none and the service is such great value for money.

Julie Cox-Greer, Lings Form & Danes Camp

I attended the Trilogy gym at Duston for my induction and the receptionist Maxine was extremely polite and welcoming and made me feel at ease as I was nervous about coming to the gym for the first time in a year. My induction which was carried out by a member of staff called Simon who showed good humour, was friendly and really eased my worry about going to the gym. In fact I would say he showed exceptional customer service and the whole experience was actually enjoyable!

Anonymous, Mounts Baths Leisure Centre
FOCUS ON WORKFORCE PLANNING, TRAINING & DEVELOPMENT

WORKFORCE
The Trust directly employs an FTE of 90.23 contracted members of staff and over 100 casual workers to deliver a varied programme of activities and maintain a safe and comfortable environment within our leisure facilities. All staff hold the appropriate qualifications for their job role, are DBS checked where appropriate and are offered a comprehensive induction, training and development programme to maintain and enhance their skills.

Regular team and 1-1 meetings are held to brief staff on new developments and to enable individuals to contribute to future developments and service delivery. A new employee appraisal scheme will soon be launched and will assist line managers in monitoring performance, setting targets and identifying any training needs, whilst also providing a platform for the member of staff to consider how their own personal objectives fit with those of the organisation.

APPRENTICES
During 2012 the Trust appointed three young people to Customer Services Apprenticeships, each based at one of our leisure facilities. The three apprentices have primarily worked in a front of house capacity on reception but have also been given the opportunity to gain a range of other leisure related qualifications and skills in addition to completing their NVQ Level 2 in Customer Service. These have included the RLSS NPLQ Qualification, First Aid Training and Swimming Teaching. We worked with Moulton College as our NVQ training partner and through them we were successful in obtaining a government grant of £1,500 for each of the apprentices.

VOLUNTEERING
In conjunction with the opening of Duston Sports Centre, NLT expanded its volunteer programme with the aim of involving both the local and wider communities in the operation of this new facility.

Volunteering was already very well established within the Trust’s Sport and Play Development Team and we have built on the knowledge and experience already in place to expand volunteering opportunities into other areas of the business.

The Trust works in partnership with Northampton Volunteering Centre to promote opportunities on the ‘do-it’ website and since September we have been successful in obtaining both front of house and handyperson volunteers. We are currently planning expansion of this scheme into the Trilogy Health & Fitness Suite in partnership with Moulton College who offer a range of Sport and Fitness Courses and require industry experience and placements for their students.

WORK EXPERIENCE
The Trust is happy to work with a number of local schools and colleges and we regularly accept work experience placements in all leisure facilities.
The students will work alongside a full time member of staff and have the opportunity to gain invaluable practical experience in all areas of leisure, sport and play development. Many of these students in fact return to work for us on a casual or even a full time basis.

**TRAINING & DEVELOPMENT**

During 2012/13 the Trust offered a wide range of training and development opportunities to its staff and also delivered a number of courses to the general public and local businesses and organisations.

**LIFEGUARD TRAINING**

All lifeguards working for the Trust must hold the the Royal Lifesaving Society National Pool Lifeguard Qualification (RLSS NPLQ).

The Trust is an IQL (Institute of Qualified Lifeguards) approved training centre and accredited to deliver the NPLQ qualification and NPLQ refresher training. To retain this we are inspected by the IQL once per year. Our latest inspection for 2012/13 resulted in an achievement of a 100% score, with no improvement actions required – a fantastic result. The IQL is a subsidiary of the Royal Lifesaving Society and manages aquatic qualifications on their behalf.

A total of six members of staff are currently qualified RLSS Trainer/Assessors and can deliver NPLQ Courses to train new lifeguards, deliver team training sessions, present internal candidates for re-qualification and assess candidates from other organisations.

During 2012/13 we delivered one public National Pool Lifeguard Course which was attended by 11 people. Several of these now work for us in a lifeguarding capacity.

A total of 54 team training sessions were offered to staff across the year – each session consisting of one hour wet side (practical pool work) and one hour dry side (theory, CPR/First Aid) training. All lifeguard qualified staff are required to attend one team training session each month in order to maintain their NPLQ qualification and to be updated on any changes to the syllabus. 40 members of staff successfully renewed their NPLQ qualification during the year.

A Trainer/Assessor from the Trust also ran two National Rescue Award (NRASTC) one day courses for Swimming Teachers and Coaches. The course is an assessment of practical lifesaving skills needed by anyone teaching or coaching swimming or other programmed activity in a swimming pool. One of the courses was specifically for both Trust staff and the general public and the other was provided specifically for Northampton Swimming Club coaches.

**FIRST AID TRAINING**

We remain committed to training as many of our staff in first aid skills as possible through our own internal First Aid Trainer and during this year we were able to put a second person through a recognised First Aid Trainer Course. This has enabled us to broaden the range of courses we can offer to the general public and local businesses and also assist in maintaining staff qualifications.
A range of courses were delivered during the year to our own staff, members of the general public and local organisations. In particular we continued to have an arrangement with Northampton Borough Council to provide first aid training for council employees.

A total of one Full First Aid Course, three Refresher Courses and two one day Emergency First Aid Courses took place during 2012/13 and all places sold helped to subsidise the cost of training our own staff.

**VOCATIONAL TRAINING**

NLT work with a training partner, Babcock, to provide government funded vocational training to eligible staff.

During the year of a total of 12 people successfully completed NVQ qualifications as follows:

- One person completed a Level 2 NVQ Diploma in Instructing Exercise & Fitness (gym based)
- Nine people completed Level 3 NVQ Diploma in Personal Training
- Two people completed Level 3 NVQ in Leisure Management

A number of other staff started NVQs which will be finished in the next financial year.

**Other Training**

Other training opportunities provided to staff over the year included:

- Pool Plant Operator Refresher Course for 20 staff
- Climbing Wall update and refresher training at Danes Camp for up to 20 staff
- Practical Risk Assessment, Manual Handling & COSHH Course delivered on site by NBC Health & Safety to 9 new staff members
- Body Combat Instructor Course
- Sports Coach UK Safeguarding & Protecting Children Course for 20 employees
- Personal Licence Holder Training for management of licensed premises

Many staff members also completed online refresher training in a range of Health, Safety and Wellbeing Courses and the Trust will be working to offer staff access to more online training in the future.
FOCUS ON MARKETING & MEDIA COVERAGE

The Trust has developed its own Marketing Strategy to ensure that it promotes its services in an organised and timely manner. The strategy is regularly evaluated to ensure that it recognises new techniques in order to reach our targeted audiences.

As a progressive company, we are fully engaged with social networking media and use Facebook & Twitter to promote our services and communicate with existing customers. We will always be striving to adopt new marketing techniques to improve our business performance.

Identified below are a small range of examples of media coverage related to Leisure, Sport & Play Development and the Forum Cinema.

The Coverage provides positive examples of the range of services that the Trust provides as well as the wide spectrum of ages that the Trust positively impacts on.
FOCUS ON SPORT & PLAY DEVELOPMENT

Northampton Leisure Trust’s Sport and Play Development Team consists of 7 full time members of staff, plus a range of part-time coaches and volunteers. During 2012/13 the Trust was able to financially fund 3 previously fixed term externally funded posts, contracting these staff on a permanent basis.

The Team works with a number of strategic partners including Northampton Borough Council, Northamptonshire Sport, Northampton Community Safety Partnership and National Governing Bodies of Sport. Furthermore our work is supported by local sports clubs and volunteers, with over 100 different volunteers supporting our events alone during 2012/13, as well as a considerable number giving up their time on a weekly basis to help development and deliver our programmes.

We continue to seek financial support in terms of sponsorship and funding grants to deliver more activities and initiatives throughout the communities of Northampton.

We have built up excellent links with the local media particularly through the Northampton Chronicle and Echo, BBC Radio Northampton and Inspiration FM, all of which have provided a considerable amount of coverage for our events and programme delivery.

LONDON 2012 AND IT’S LEGACY

Community Games Programme

The national Community Games programme aims to support the legacy of the London 2012 Olympic Games by bringing communities together to take part in sporting and cultural activities inspired by London 2012. The Sport and Play Development Team signed a 2 year funding agreement with Northamptonshire Sport to support and deliver Community Games events in Northampton. The Team exceeded all of the annual targets laid out in the agreement.
Olympic Torch Relay

The Sport and Play Development Team supported Northampton Borough Council (NBC) in the planning and logistics for Northampton’s leg of this historic relay. The Team coordinated the army of 65 volunteers who provided vital support on the day to manage the 45,000 spectators who lined the route.

“The Sport and Play Development Team demonstrated a high level of expertise and professionalism when managing the volunteers” - NBC Official

Olympic 3 Week Promotion of Sport - Grosvenor Shopping Centre

Following a number of years working with the Grosvenor Shopping Centre, Northampton’s largest indoor shopping centre, the team were asked to help the centre celebrate the Olympics. The team organised 3 weeks of free activities in the centres most prominent promotional space. As well as setting up a pop up trilogy gym the team worked with partners such as Badminton England, Northamptonshire County Council (NCC) Adult Learning Service, Northamptonshire Sport and NCC Summer of Cycling team to provide a variety of free of charge, fun activities for the thousands of shoppers.

“I was happy with the activities you organised which seemed to go down very well with our shoppers. I’m sure we can work together on future events” - Grosvenor Shopping Centre, Marketing Co-ordinator

Olympic Community Live Site – Becketts Park

Working in partnership with Northampton Borough Council the team coordinated a week long programme of sports and play activities which supported the Olympic Community Live Site. Working closely with Northamptonshire Sport, a variety of National Governing Bodies of Sport and local clubs, people were able to participate in activities including: boxing, archery, equestrian, angling, rugby, badminton, Nordic walking, basketball and tennis. The finale to the week saw the staging of the Northampton Celebration of Cycling and Big Connect 2 Cycle Ride. Over the week in excess of 4,000 people participated in this free event.

“Thanks for organising this event, my children have had a great time trying out the different sports and my eldest son is thinking of joining a badminton club now” - Parent

Olympic themed Sports/ Play Leisure Centre Open Days (July 2012, October 2012 & February 2013)

To celebrate the Olympics and as part of our legacy programme the team delivered three very successful Open Days. As well as two events held at Lings Forum the team also delivered an Open Day at Duston Sports Centre in October 2012 as part of the centre’s opening celebrations. Over 600 children and young people sampled in excess of 60 activities over the 3 events. Clubs including Brookside Boxing Club, Northampton Judo Club, Northampton Aikido Club, Kempo Karate club, Lings Junior Squash Club, Danes Junior Badminton Club, Northampton Nets Basketball Club and GKR Karate Club all gained new junior members following the events.
The Open Day has been very useful in helping recruit participants to our club, we were fortunate to have recruited 6 or 8 members in the previous Open Day, 2 of which have gone on to represent the County in Basketball - Coach @ Northampton Nets Basketball Club

We are continuing to develop children’s interest in competitive sports and building on the values of the Olympic Games. Duston Sports Centre provided a great venue and enthusiasm was shown by all those that took part and supported - Sam Phillips, Head Teacher Hopping Hill

Sportivate

Sportivate is a Lottery funded London 2012 legacy project that gives young people the chance to discover a sport that they love. The programme gives 14-25 year-olds who are not particularly sporty access to six-to-eight weeks’ of free or subsidised coaching in a range of sports. In 2012/13 we delivered programmes in partnership with local clubs and leisure centres. All of the activities had defined exit routes, the sports included rugby league, climbing, windsurfing/sailing, zumba and a gym/health and fitness programme.

SPORT & PLAY DEVELOPMENT AND EDUCATION

The Team have continued to work closely with the Northampton School Sports Partnership (NSSP). The team are represented on the NSSP Steering Group and regularly attend the School Sport Coordinator meetings. In addition to coordinating the NSSPs Bikeability programme the team have also supported a number of local festivals as well as the National School Sports Week. Furthermore in 2012 the Team were asked to represent the County’s Sports Development Teams on the Local Operations Committee for the inaugural School Games.

The Team have worked closely with schools, colleges and the university to deliver projects such as Sportivate. Furthermore we have continued to work with Northamptonshire County Council Extended Services to provide subsidised holiday activities.
Student Support
During 2012/13 the team provided volunteer student placement opportunities for students from schools, colleges and universities. The opportunities were in a number of different programmes including MEND, street football, event management and delivery at sports and play sessions. Furthermore the team supported a number of university students who carried out research projects on our programmes. In addition we delivered lectures to university and college students.

Inspired Coaching
Inspired Coaching provides schools and other organisations with the opportunity to access high quality coaches to deliver PPA cover, Extra Curricular and Holiday provision.

The team and the services we provide have continued to grow with 15 different schools benefiting from our coaching delivery. Furthermore we have worked with schools to access funding in order to provide high quality coaching. Both Hopping Hill Primary School and the Kingsthorpe Primary School cluster received external funding to pay for coaching. Our coaches have continued to develop the bi weekly Disability Sports Club based at Danes Camp Leisure Centre with the development further assisted by funding from the Northampton School Sports Partnership.

Inspired coaching continued to provide coaching for the University of Northampton men’s football squads during 2012/13.

"Phil (coach) has been excellent this year in his PPA delivery and we look forward to working with him next year" - Verbal feedback from Bursar @ Rectory Farm

"Gavin has received numerous comments from students about how he has been an influential figure around the club, both as a coach, and as a role model to the young adults within the squad. I have noticed a much improved attitude in the squad over the last 12 months in particular, with the players being much more responsive with the Students’ Union as well as more respectful on the pitch. The club received more than 10 yellow cards for dissent in the 2011/12 season, but this figure was down to only one incident in 2012/13. This improved attitude saw the club awarded the 2012/13 “Most Improved Club of the Year” award at our annual award dinner. We are extremely happy with Gavin’s work over the past 24 months and hope the relationship continues to develop in the coming season" - Student Activities Coordinator, University of Northampton

Club/ Coach Development Evening
The 2012 club and coach development evening took place at The Northampton Academy. The event is primarily aimed at clubs and coaches from Northampton and Wellingborough. On the evening 49 representatives and officials from 33 different clubs attended workshops including Events Management, Working with the Media, Club School Links and a practical session on Coaching Psychology. The event was funded and supported by Northamptonshire Sport.

“"We have come away from the evening with a lot of information that as soon as we implement it into our club will immediately start to make a difference.""
WALK, RUN, CYCLE

Northampton Health Walk Scheme

The scheme has 8 weekly walks all led by fully trained volunteer walk leaders. The walks have been extended to include a weekend and evening walk, further extending the accessibility of the health walk scheme. All the walks are free to attend and we are always working with new partners and volunteers to ensure the number of walks and walkers are always growing. 9 new walk leaders were trained during the year. The walks are accredited by the ‘Walking for Health Scheme’, which has to be renewed every year.

“The walks have helped me regain my fitness after an operation last year. The group are really friendly and I can’t wait for Fridays to arrive” Abington Park Walk

Parkrun

The team secured £2,000 of funding from Northampton Borough Council and along with £1,000 secured by Northamptonshire Sport were able to bring parkrun to the Racecourse in Northampton. The inaugural parkrun took place on the 5th of May 2012 with 120 people taking part on the Saturday morning. Since then parkrun has gone from strength to strength. Up to 30th March 2013 there have been 47 runs and a total of 5,983 runners (average of 127 per week). parkrun is staffed by volunteers and each week over 15 volunteers enable parkrun to take place.

Bikeability

Bikeability is ‘cycling proficiency’ for the 21st century, designed to give the next generation the skills and confidence to ride their bikes on today’s roads. In the last 12 months NLT has facilitated 8 holiday courses and has co-ordinated school delivery on behalf of the Northampton School Sports Partnership. Several courses have been financially supported by Street Games UK, Extended Services and Northamptonshire Highways. Over 150 children have benefited from the training.

“Just a quick thank you for the Bikeability course last week at St James Primary. My daughter passed both levels and had a great time” - Parent of attendee
HOLIDAY ACTIVITIES

Product development

Building on the success of the previous year’s holiday activities the Sport & Play Development team further increased the number of activities at the centres. The team worked with a range of sports clubs, where possible, to help increase their membership. The Danes Camp Daily Sessions ran again throughout all holidays and proved more successful than ever before with many sessions fully booked well in advance. Holiday activities were introduced at Duston Sports Centre for the first time in October 2012 and included Football, Cheerleading and Dance, Basketball and Gymnastics. The team’s community activities included Play Rangers, Bikeability, Skateboarding and Startrack Athletics courses all of which proved popular.

The team have always monitored and evaluated its programmes. In February 2013 the team started to record the Net Promoter Score (NPS) for all programmes. The NPS is a customer loyalty metric measuring customer satisfaction. Out of 114 evaluations the NPS for February half term was an impressive 55.

“The coaches were fantastic and really inspired Niamh to take part in the sessions. She has come home an enthused and excited Athlete! Very different from the unsure, shy granddaughter that I dropped off. She has already asked to join an Athletics Club. Thank you and your coaches for a wonderful session.” - Grandparent at Startrack Athletics

“My daughter enjoyed all aspects of the sessions and the course and now wants to join the club at Lings” - Parent of attendee

Funzone

Funzone is a holiday childcare play scheme that has been running for over a decade. After introducing the scheme into Danes Camp in 2011/12 the Play Development Team further expanded the scheme’s portfolio by opening a new scheme at Duston Sports Centre. Teacher training days have also now been added to the timetable increasing the provision by 5 days per year. Furthermore in response to requests from customers we are extended the opening hours in 2013.

There has been a steady increase in attendances at Danes Camp and Lings has continued to grow particularly in the 5-8 year olds group. Funzone continues to be a profitable and valuable addition to the holiday activity programme.

Duston Sports Centre – Buzz Clubzz

The team developed and introduced a programme of afterschool sessions at Duston Sports Centre in October 2012. The activities allowed parents / guardians to drop their children off straight from school for an extra hour of physical activity. The activities include Football, Badminton, Cheerleading, Street Dance, Inflatable Fun and Gymnastics. On average over 100, 4 to 13 year olds access the sessions each week. The programme has further strengthened the Junior Direct Debit membership package

“We come twice a week to Buzz Clubzz for the Dance and Cheerleading. My 2 girls love it and can’t wait to learn a new routine to show off at home.” - Parent from Buzz Clubzz Session
PLAY RANGERS

The scheme provides free of charge after school and holiday sessions across Northampton’s parks and open spaces. We continued our partnership with Billing Parish Council to provide both after school and holiday activities in the Billing Parish. We were also able to secure funding from Community First Foundation again to provide sessions in the Billing Ward. This also involved a close working partnership with Ecton Brook Primary School to deliver sessions on site. In addition funding was kindly provided by local Councillors including Cllr Mackintosh for Rectory Farm and Cllr Mason for Brookside.

“Gets different children from all walks of life and all abilities playing together as one”

“I think it works really well if they want to play with a play ranger they can, or if they want to go off and play they can”

“Best idea around – Gives children the confidence to try different activities and use their imagination”

National Playday 2012

Following the completion of the Big Lottery 3 year funded play programme in early 2012 Northampton Borough Council provided financial assistance to help make the event possible. The event now in its fourth year continues to grow and provide a platform to celebrate and demonstrate the value of play. Approximately 2,500-3,000 children, young people and their parents/guardians attended the day.

“As on previous occasions the event has been very well organised and well attended. Atmosphere very family friendly and safe” - provider

“Everything, from the organisation of parking onwards, was extremely well thought-out. It was lovely to see so many children and parents enjoying all of the brilliant activities – and all for free!” - parent
NORTHAMPTON STREET FOOTBALL PROJECT

The project provides free weekly football sessions in priority wards across Northampton. The project expanded during 2012/13 introducing 2 new sites as well as now providing basketball at 5 of the venues. The project now delivers sessions at 14 sites across the borough, for 49 weeks of the year, with 33 hourly sessions per week, an increase of 9 weekly hours since 2011/12. The new sessions have been funded by over £18,000 secured from the Northampton Community Safety Partnership and the Police. This valuable community based, free of charge weekly programme provided for 8-18 year olds is also grateful for funding from: the Wilson Foundation, StreetGames, Councillors Community Fund, Northamptonshire County Council and the Football Foundation.

The project provides extensive support and professional development with our coaches undertaking professional development on a rolling basis. This year we have sent coaches on various courses including First Aid and Safeguarding. In addition we provided funding for 3 of our volunteer coaches to gain Football Association Level 1 coaching qualifications.

The project works with a number of partners and also receives referrals from the Prince’s Trust, Rathbone, Catch 22, Northamptonshire Probation Services, Service 6, CAN and others.

Case Study
A current Northampton Town FC player, Ivan Toney previously attended Street Football sessions in the Eastfield area of Northampton. Ivan took part at numerous festivals and participated at weekly sessions for 4 years.

Northampton Street Football Festivals (Easter, June, Summer, October 2012)

The young people who demonstrate good behaviour and attendance at the weekly sessions are invited to represent their areas at the festivals. The festivals normally take place over 3 days, each day being for a different age category (11-13 years, 14-16 years, 17-19 years). Many of the festivals are also linked to national awareness campaigns such as ‘Kick Racism Out Of Football’ and ‘Black History Month’.

The project is supported by the national sports charity Street Games who provided funding, equipment and medals for the festivals. In addition the project took a team to the East Midlands regional festival held in Nottingham. Furthermore StreetGames provided funding to reward project volunteers by taking them to watch a football match at the Olympics

MEND

Funded by the NHS, MEND 7-13 is a free healthy Lifestyle programme for 7-13 year olds and their families. The team took over the coordination of the MEND 7-13 years programmes in 2012. 2 programmes were delivered engaging with 19 families.
BLACKTHORN CHILDREN’S CENTRE

The team developed a comprehensive activity programme for Blackthorn Good Neighbours/ Children’s Centre between the summer and Christmas 2012. This funded programme was tailored to meet the needs of the Blackthorn community and comprised of activities both within Lings Forum Leisure Centre and in community venues within the Blackthorn area.

Children and families took part in a range of activities including, swimming, badminton and trampolining.

COMIC RELIEF

After the confirmation of the team’s Sport Relief Mile 2012 raising £21,222.96 from the 1103 runners that took part and Chris Rockall, Sports Development Officer being appointed as a Local Champion for Sport Relief (one of only 15 in the country), we worked with schools to run a Comic Relief afternoon in March 2013 at Mounts Baths. Schools were asked to encourage their students to donate £1, wear a red swim hat and take part in fun swimming obstacle races.

“The pupils had an amazing time. The session was really well organised and a brilliant way to raise money for a worthy cause.” - Local Primary School
FOCUS ON TRILOGY HEALTH & FITNESS

With the introduction of a new Trilogy club at Duston Sports Centre, Trilogy Health & Fitness continued to exceed expectations with a substantial growth year on year of direct debit members. The financial year 2012/13 showed a growth of 20% in total memberships, with an increase of 1,318 members from the previous year, resulting in a total membership base of 8,063. Trilogy members per piece of equipment now calculate out to approximately 39 per piece (this figure is significantly higher than the industry norm). The Trust offers a range of membership for Trilogy Gyms: Adult, Junior, 60+ and Student.

The Trust has worked particularly hard to develop its product within the Trilogy Brand, and to ensure it has been given maximum exposure through a strong marketing programme. Trilogy has also recognised the increased competition with two new budget gyms opening in Northampton this year and has remodelled and repackaged its offer, introducing a discounted 12 month committed online membership.

Trilogy has also strengthened its product through the opening of a new club at Duston Sports Centre, an expanded class programme and with the introduction of Myride+ (virtual cycling) at Lings Forum.

The Trust recognises the importance of physical activity and has introduced a weight loss programme for its members. The programme has been incorporated within Trilogy Health & Fitness and has been added to the studio programme and is driven through the whole centre.

CLASS PROGRAMME

The development of the class programme has assisted with the increase of total Trilogy members and has seen class attendances increase from the previous year by 7.5%. This increase is equivalent to an additional 5,632 class participants per year.

Trilogy has worked hard to develop its instructor led programme introducing Tabata training, High Intensity Interval Training classes (HIIT 20) within the gyms and functional training classes. Trilogy now offers a class programme with approximately 200 classes per week for its members.

Recognising the importance of product development the Trust has introduced the Myride+ programme.
Myride+ offers a combination of live and virtual classes and has enabled the Trust to develop its product, and increase its spin cycle and class programme without any additional instructor costs. Myride+ has proved popular with members and has become a key retention tool.

**PERSONAL TRAINING**

After a slow start due to a low number of Personal Trainer’s available and qualified, personal training is now starting to grow. The opening of the new Trilogy club at Duston Sports Centre has seen the introduction of a training rig and an emphasis on functional training within the gym.

The new functional training equipment has enabled the club to offer HIIT 20 classes which have assisted with the growth of Personal Training. Trilogy now has a core of established trainers and the programme is starting to develop and gain momentum.

The aim of this programme is to offer a professional, affordable service that will benefit the members overall health whilst adding value to the bottom line. Retention is a key objective for Trilogy, with PT supporting this objective.

**TRILOGY SWIM SCHOOL**

Trilogy swim school has gone from strength to strength increasing the total number of students by 21%, an equivalent of an additional 425 students in the year, with the total number of students increasing to 2,479.

The majority of students on lessons are children; and this increase has not only shown a significant increase on the bottom line for the Trust, but the programme is ensuring that 2,479 children are learning to swim (a premise to save life) and participating in more physical activity. In addition, this could be the starting point for those students who wish to progress into competitive swimming.

The increase of students has been through developing an improved streamlined approach supported by a monthly direct debit, easy payment plan enabling a more affordable approach for parents and guardians, especially for those who have more than one child.

**TRILOGY JUNIOR ACTIVE**

In 2011 the Trust introduced a new Junior Active membership programme aiming to increase levels of participation and physical activity in children from 1 – 14 years.

The Junior Active Membership is becoming more and more popular offering excellent value for money. The membership this year has grown by 41% with a total membership of 2,663 in this financial year. The Junior Active membership continues to grow.

Northampton Leisure Trust were one of the first Trusts in the country to develop this Junior Membership package offering one course (swimming lessons, badminton, gymnastics, gym minis for pre-school or trampoline), free swimming, cinema, gym, off peak racquet sports, fitness classes, all in one membership package with no contractual commitment.
The trust has recognised that this unique membership balances its social objectives and commercial growth perfectly and whilst the package adds to the bottom line it also ensures over 2,500 young children are participating in physical activity within its centres.

The Trust recognises the importance of the Junior Active membership helping to encourage children in to physical activity.

The philosophy of the membership is a cradle to grave approach where children join on the under 5s programme, eventually transferring on to an adult leisure membership when old enough. The Trust supports the membership with a tailored under 5s activity programme, dry side and wet side courses, and a 14+ and student activity programme.

The membership base continues to grow, and the programme will develop and evolve to meet demand as required.

**WHAT’S ON THE HORIZON FOR TRILOGY**

Although competition in the budget sector continues to grow in Northampton, the Trust is diversifying at all times to keep its membership offer fresh. Because of this it is expecting the membership base to continue to grow both within the gym and within the Junior Memberships.

The key focus for the Trust will be to continue to develop swimming lessons, the Junior Active Membership, Personal Training activity and Corporate Health initiatives.

The Trust is very keen to maintain, develop and enhance links with the NHS and develop activities for health and wellbeing.

After another successful year Trilogy is keen to expand its offer and will be looking at the feasibility of opening a new satellite Trilogy club within a 30 minute drive of its existing centres.
FOCUS ON CLUBS

DANES CAMP GYMNASTICS CLUB

The club has grown tremendously over the past year and now accommodates approximately 211 children aged between 3 and 16 years old, catering for beginners through to elite gymnasts.

Since London 2012, where Great Britain was elevated in the hierarchy for Gymnastics, the club has seen an increase in the number of children applying to the club for a place, which is extremely encouraging. The club’s coaching team is steadily growing and of the current ten coaches, six are British Gymnastics qualified, three have a ‘Young Helper’s Award’ and one is a ‘Parent Volunteer’.

Over the year the club has competed at county level twice and at regional level four times, gaining around 137 medals and boasting 32 County Champions! The Club’s 5th Annual Club competition saw 125 gymnasts competing and the 2nd Annual Awards evening was extremely well supported with over 200 parents & gymnasts attending.

The reputation of the club continues to grow and many children transfer to Danes Camp from other gymnastics clubs. A satellite drop in session has been set up as part of the Buzz Clubzz after school programme at Duston Sports Centre with a performance pathway into Danes Gymnastics Club.

DANES CAMP BADMINTON CLUB

The club meets at Danes Camp every Thursday and has now grown to 30 members, many having been referred through friends. The club actively tries to develop older members where they are interested in becoming coaches and now have several assistants who will soon complete their level 1 Badminton Association coaching award as well as acting as volunteer helpers within the younger age group sessions.

The club is now recognised as being one of the stronger clubs in Northampton and are seeded within the top three when entering league tournaments. A satellite drop in session has been set up as part of the Buzz Clubzz after school programme at Duston Sports Centre. The same level 2 Badminton Association Head Coach runs the sessions and players are passed to the club sessions at Danes.
NORTHAMPTON SWIMMING CLUB

Northampton Swimming Club (NSC) continued as a thriving club within Northampton during 2012/2013.

The Club has four sections to it providing access to swimming for those as young as 2.5 years, up to Masters Swimmers where age is not a limiting factor. The Sections are Performance / Competitive / Participation and Learn to Swim.

During the last 12 months the club has continued to be successful at all levels with the Junior League Team winning the Nuneaton and District Junior League and qualifying for the National Semi Finals and onto the National Finals which were held at Corby East Midlands International Pool. NSC were proud to finish 4th in Great Britain behind massive council run schemes such as City of Leeds SC, Hillingdon SC, Preston SC. This was a great achievement for the Club and is testament to the sound coaching principles that the coaches follow.

NSC also had an excellent National Championships with swimmers winning medals, finishing in top 10 places and many achieving personal best times. Following the performance at the championships Rosie Foden and Sarah Branch were selected for England Talent Level 1, Myles Crouch-Anderson was selected for England Talent Level 3 and Jack Howarth, Zoe Gidden and Charlotte Milligan were selected onto the AASE Programme (Advanced Apprenticeship in Sporting Excellence).

Director of Swimming Jacquie Marshall and four swimmers from Northampton, Myles Crouch-Anderson, Joshua Sullivan, Laurence Stead and Zoe Gidden were invited to China in October 2012. A group from Stockport Metro SC was also invited. The group attended a three-week camp at the National Training Centre in Shanghai where they trained in groups with Chinese swimmers. They were under the direction of the Chinese coaches for the first 10 days and then the British coaches took the training for the next 10 days. This was certainly a very worthwhile experience with an exchange of ideas between all parties and a great learning experience for the swimmers and coaches.

The Club continues to go from strength to strength and the swimmers and coaches are looking forward to the end of season championships coming up in the near future.

LINGS FORUM SPECIAL NEEDS GYMNASICS CLUB

The club, which meets every Saturday afternoon at Lings Forum, currently has twenty gymnasts, both male and female and aged between 5 and 30 years of age, all with a wide range learning and physical difficulties and enjoy taking part in the gymnastics sessions.

The Club recently returned from the Special Olympics Games in Bath. They had 3 gymnasts in the games and they did very well, with winning 5 gold medals, 1 with 4 gold & 1 silver and 1 with 3 silver and 2 bronze. Brilliant!
LINGS SQUASH CLUB

Squash continues to be popular at Lings Forum with monthly league ladders open to all members and accommodating 65 players across 12 leagues. A monthly Ladies League of six players has also been established and ladies group coaching sessions are offered on Monday evenings.

The club has also been extended to incorporate a monthly Racquetball League which is currently supported by 10 players.

The club continues to be well represented at County level with 4 teams from Lings playing across four divisions during the winter season and 3 teams playing across two divisions during the summer season. This entails Lings Forum hosting county squash matches on approximately 57 weekday evenings over the year.

A Monthly Club Night is held for both squash and racquetball with between 10 and 15 people of all ages and abilities attending each month. Many new faces attend these evenings and then go on to join the monthly leagues.

The Squash Club also held three competitions during the 2012/13 year; a Club Handicap Competition with 25 entries, a Club Championship Competition with 25 entries and the Annual Club Charity Challenge for Children in Need with 20 entries.

LINGS JUNIOR SQUASH CLUB

The Trust continues to provide a number of free courts on a Saturday morning to the Lings Squash Club to help to promote and develop participation by junior players. Between 25 and 30 children regularly attend every Saturday and their enthusiasm has been infectious with some of their parents also having started to play.

This arm of the club continues to go from strength to strength with a quarter of the children in the club now also receiving coaching through the County set up. Two of these juniors now play in the County team at Under 15 level and are doing extremely well. The club has also fielded six players in the Welsh Junior Open which is a major step forward.

A number of juniors are also playing in the senior league and for senior teams and the club’s star, Connor O Dell, at age 16 trains with the best players in Northamptonshire.

“ We have had a couple of kids that tried out at the open day at Lings Forum and who then returned to us in September, and have been with us ever since. One in particular came to the first open day in 2011, and on the morning of this year’s event he played in the final of the under 11’s Junior Championships. He’s just moved up into my Intermediate class on a Saturday morning – I think he’ll make a fine player one day.” - Coach - Lings Junior Squash club
NORTHAMPTON RHYTHMIC GYMNASTICS CLUB

Northampton Rhythmic Gymnastics Club was formed in 1977 with just 27 members and, at the end of their first year, as their numbers had doubled, they sought larger training facilities and came to Lings Forum. This arrangement has continued for the past 36 years with the club training at Lings on a weekly basis and also staging many major competitions at the centre.

The Trust is proud to be associated with this prestigious club and are pleased to include their overview of their year in our annual report:

Northampton RGC has enjoyed a very successful and productive year. Following on from the Olympic Games, there was a resulting increase in participation and numbers wanting to join, and we have had a really busy and also quite special year.

Jenny Bott, the Club Principal received two prestigious awards, one from the East Midlands Region and one from British Gymnastics, for her services to Gymnastics over the last 50 years. Jenny continues to run the Club and coach at all sessions.

The Club hosted its own new and unique competition for the second time last November, open to invited clubs from other parts of the country. This proved highly successful and is to be repeated again this coming Autumn.

Other competitions – County, Regional and Zonal Championships the gymnasts achieving a number of medals in every one. Of note, were two gymnasts, one of whom won the Under 12 County Championships and the other became the Regional and Zonal Under 8 Champion.

The Club was highly honoured to be invited by British Gymnastics, as one of only ten Clubs in the country to give a special Display performance at the Gala evening of National GymFusion Festival in Sheffield. This was extremely well received, not only by British Gymnastics and by the very large audience, but also by the gymnasts parents, all of whom made the journey to Sheffield to watch and support the club. Also held were three one-hour introduction to judging sessions which saw 10 parents and senior gymnasts attend.

The weekly Recreation class continues to thrive, providing fun and basic skills work, and always has a waiting list.

“We continue to receive good support and assistance from Lings Forum Leisure Centre, with our Coaches and Forum staff working well together. Thank you to everyone who appreciates our work and helps in the promotion of our sessions.” - Jenny Bott, Club Principal
DUSTON SPORTS CENTRE CLUBS

Duston Sport Centre was built on the site of the British Timken Sports Club and many local sporting clubs who used to train at British Timken have now returned to this site and are using Duston Sports Centre as their home training/match venue. The Trust have been pleased to be able to welcome them to this new community facility and are looking forward to working with them for many years to come.

Current clubs include Northampton Judo Club, Kempo Karate and Aikido Northampton who all train at Duston twice a week.

The Centre’s outdoor football pitches are home to both the Duston Dynamos Adult Team and the Falcons Junior Football Club who both enjoyed their first winter season at Duston.

Northampton Express Bowls Club have also returned to Duston and will be using the centre as their home ground once the bowls green is match perfect. The Club, with financial assistance from NLT and NBC, are currently working on the green to ensure it meets playing regulations. The Sport & Play Development team have supported Northampton Express Bowls Club to produce a development plan and apply for funding.

During the planning stages prior to the opening of Duston Sports Centre, the Sport & Play Development team were represented on Duston Parish Councils sports forum. Consequently the team have worked closely with the centre’s sports clubs. Examples of the work include Sportivate and adult return to sport projects with Northampton Judo club.

The team have arranged for a number of clubs including Northampton Judo Club, Kempo Karate and Aikido Northampton to take part in events including Olympic themed Open Days, Duston Day in the Park and St Luke’s Open Day. A number of the clubs have seen their membership increase as a direct result of this support.

The team have worked with the Duston Dynamos, Northampton Falcons Junior Football Club, Northampton Rugby League Club, Duston Parish Council and National Governing Bodies of Sport to apply to Sport England’s Inspired Facilities funding stream for floodlighting for a multi-lit sports training area. We should have the result later in 2013.
FOCUS ON ...  

THE INN BOX  

The Trust has developed a new brand called ‘The Inn Box’. This brand has been developed following the success of our bars, functions and events. Created late in 2012/13, we are now fully developing and promoting the brand and will be able to provide a full report on its success in our 2013/14 annual report.

FUNCTION HIRE  

Hire of the function suite at Lings Forum continued to be bouyant during 2012/13 with the area hired out on most Saturday evenings to hold family parties and bringing in bar income of just over £30,000.

The impressive bar and function suite at Duston quickly gained a high profile and since opening most Friday and Saturdays have been booked for private family functions including many weddings. In fact many dates were quickly taken as soon as the centre opened for viewing prior to the official opening day. From opening in September 2012 to the end of March 2013 bar income of just over £26,00 was generated.

During 2013 both of the Trust’s Bar & Function Rooms will be brought under the new corporate Inn Box brand and a range of events such as a Comedy Club and Quiz Nights will be offered to the public as well as function room hire.
FORUM CINEMA

The Forum Cinema is a 212-seat large screen cinema accommodating digital projection and sound, offering a mixture of foreign-language, independent and popular films. With 5 members of designated cinema staff including a part-time film programmer, part-time cinema admin officer, 1 chief projectionist and 2 relief projectionists, as well as a team of ushers, the cinema screened over 156 different films and had over 560 screenings during 2012-2013.

The Forum offers a wide-ranging programme with a mix of mainstream and cultural films, designed to appeal to a variety of audiences; both local and across the county. As the main cinema for the eastern part of the region, residents see the cinema as a local resource, enabling them to see films without having to travel further afield or into town. Bringing the best in cinema from across the globe, analysis indicates that over 25 films screened last year were subtitled foreign-language films. Programmed in conjunction with the Independent Cinema Office (which offers support and programming assistance to over 25 full time cinemas, as well as advice to many film societies, film makers, festivals and organisations), the Forum receives a small annual grant from Europa Cinema. Europa Cinema is a Europe-wide (EU) initiative which encourages the screening of ‘national’ (non-US) film and foreign-language films. In 2012-13 the Forum received £2,816 from Europa Cinemas for its non-US/foreign-language programme.

In spite of a harsh winter, the cinema's takings continue to grow year-on-year. Notable hits of the financial year include the UK drama ANNA KARENINA, France’s highest grossing film ever UNTOUCHABLE, the Academy-award winning LES MISERABLES, Sam Mendes’ record breaking Bond film SKYFALL and Dustin Hoffman’s directorial debut, QUARTET.

This year, cinema attendances grew to 33,291, an increase of 5,066 from the previous year. The Forum continues to work and create partnerships with local and national film associations and societies. This year the cinema screened two films as part of National Schools Film Week in October; the Japanese animation ARRRIETTY for primary school children and THE HUNGER GAMES for secondary school children. Over 400 school children attended the screenings.

The Cinema hosted a special Question and Answer session with Northampton-born film makers Jacqui and David Morris in March. Nominated for 2 BAFTA awards at this year’s ceremony, the film (McCULLIN) is a powerful documentary on British war photographer, Don McCullin.
The Forum runs a weekly Kids Screen programme, where family films of certificate U/PG/12A are screened. 2012-13 saw attendances of our Kids Screens increase to 8,532 and, as a result, the screenings have now been increased to take place on both Saturdays and Sundays at 2.30pm. Our Kids Summer Holiday programme (included in these figures) ran from Sat 21 July to Thu 30 August 2012, screening family films daily. Working in partnership with the Trust’s Funzone Summer Programme, children enrolled on the scheme were also admitted to the cinema every Tuesday and Thursday to watch Kids Screen films shown in the cinema. Working with Sport & Play Development, the cinema now offers a number of video gaming sessions where customers can play Xbox or Playstation games on the big screen. All games played are under Sport & Play Development supervision and in accordance with the games BBFC age rating (where applicable). Our education screenings continue to be popular with local schools and colleges. Regularly approached by various primary/secondary schools and play schemes, the cinema offers daytime screening exclusively for local groups during term time. These are particularly popular as end-of-term treats. 2012-13 saw schools attending screenings of MADAGASCAR 3: EUROPE’S MOST WANTED, ELEANOR’S SECRET, HUGO, MEN IN BLACK III, TOP CAT, ALVIN & THE CHIPMUNKS, PIRATES!IN AN ADVENTURE WITH SCIENTISTS, A CAT IN PARIS and ICE AGE III. Students from over 10 schools visited the cinema from the surrounding area; varying from Lumbertubs and Weston Favell Primary to St Gregory’s and The Arbours Primary. The cinema welcomed groups from The Spectrum Club and Billing Brook School too throughout the year with exclusive screenings for children with learning difficulties and their carers.

The cinema has also launched a regular Parent & Baby programme – Screaming Screenings Bring-a-long Baby, where parents and carers of children under 12 months can visit the cinema, make friends and watch films with their babies without having to find a babysitter or worry about their babies causing a disturbance. We screen the films with the house lights on and the sound turned down slightly to encourage a more restful environment for the babies. Popular titles have included LES MISERABLES and SKYFALL.

Access to film for older customers is also a priority and the cinema has increased its Tuesday weekly Silver Screen matinees this year to include a Thursday 10.30am slot for particularly popular titles. The cinema’s social media profile has also increased significantly with almost 800 followers on Twitter and the launch of a Facebook page. To complement this, the cinema is looking to revamp its website; allowing advance online booking and the chance for customers to engage more with the cinema, the world of cinema and film in general. This facility will also enable a weekly email bulletin to be sent directly to customers promoting the cinema programme, special offers and competitions. It will also allow for better collection of customer data, which is essential for audience development, marketing campaigns and ensuring that the Forum is technologically ready for all advances in all cinema-going trends.

In conclusion, it has been an extremely successful year for the Forum Cinema, attracting both the very young through to our oldest citizens within our communities.
FOCUS ON THE FUTURE

Northampton Leisure Trust (NLT) recognises that the current economic climate is unlikely to change in the short term, and thus realises that positive performance is key to our sustainability and success.

The culture within the Trust is to be forward looking, visionary and progressive and to continue learning from our previous experiences.

We are pleased to have Duston Sports Centre in our portfolio of facilities/contracts. The centre has already established itself within the local community and is proving extremely popular, engaging with local residents and the wider communities. Direct Debit memberships have exceeded our target, as have functions and the use of the outdoor pitches.

The overall performance of the Trust over the last 12 months has been excellent and reinforces our sustainability and ability to re-invest into our facilities.

Junior Direct Debit memberships have been a resounding success offering a fantastic package of activities, including a course of instruction, free swimming, cinema and a range of holiday activities. The potential of this initiative is that it could attract more junior members than our very popular adult membership package.

Over the next 12 months, NLT will strive to enhance its existing positive relationships with its strategic partners. We will explore new initiatives that will influence the communities of Northampton and increase participation within the facilities, as well as outreach work. These activities will be managed by the Sport & Play Development team.

We will be continuously exploring and applying for external funding opportunities that will support capital funding or revenue funding to support initiatives and posts within the Trust.

NLT is visionary in its approach to the business environment within which it exists, and thus, with approval from the Board of Trustees, will be looking at new business opportunities both within, and if appropriate, outside Northampton. It is felt necessary to diversify in the range of services that we deliver in the future in order that we can better manage the Trust should there be a downturn in other areas of the business.
The Sport & Play Development Team will continue to deliver services to areas of Northampton where they are most needed in order to increase participation and levels of physical activity, and where there are issues, assisting in reducing crime and anti-social behaviour.

NLT is striving to engage with new customers and ultimately, retain them. It is within our reach to attract in excess of one million visits to both our facilities and outreach work in order that we can support Sport England’s vision of increasing participation in physical activity. We are aiming to achieve the one million visits figure by the end of January 2014.

We are pleased to announce that we have taken the decision, in conjunction with our Trustees, to make three fixed term contracts into permanent contracts. These posts include our Street Football Development Officer and our two Play & Leisure Development Officers. Ultimately this strategic decision should demonstrate to our main stakeholder – Northampton Borough Council (NBC), that the Trust will be able to deliver outreach activities, along with activities in the centres, now and in the future.

In order that we enhance our profile within Northampton it is essential that we continue to strengthen our existing relationships with NBC, the University of Northampton and the recently formed Health & Wellbeing Forums. Collectively, and with other strategic partners, we can make a significant and positive difference to people’s wellbeing.

We will be pursuing QUEST accreditation at Danes Camp Leisure Centre and the Sport and Play Development team during 2013/14 and the other centres thereafter.

Within the Trust we understand the importance of protecting the environment and reducing the impact upon it. Equally and in conjunction with NBC and utility providers, we are working towards replacing inefficient plant and equipment and reducing our energy consumption.

NLT will be launching a revised Strategy (2013-2018) that will replace the previous 2011-2016 Strategy. It is anticipated that the 2013-2018 Strategy will be launched in Autumn 2013.

The Trust recognises the quality and focus on service of its workforce and acknowledges great strategic support and professional knowledge of its Trustees.

The Trust is committed to providing excellent quality and affordable services for the residents of Northampton. We will continue to carefully balance our social ethos with our commercial aspirations and work with strategic partners to ensure sustainability of the Trust, now and in the future.
STATEMENT OF FINANCIAL ACTIVITIES 2012/13

<table>
<thead>
<tr>
<th>Restricted Funds</th>
<th>Unrestricted Funds</th>
<th>Total 2013</th>
<th>Total 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
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</tbody>
</table>

Incoming Resources

Income from Charitable Activities:

- Centre Fees: £1,955,793 (2013) - £1,761,197 (2012)

Incoming Resources from generated funds:


Resources Expended


Net incoming resources before other recognised gains and losses and net income and expenditure for the period:

- £203,051 (2013) - £570,788 (2012)

Other recognised gains and losses:

- Pension scheme actuarial losses: (£217,000) (2013) - (£380,000) (2012)


Total Cash Funds Carried Forward: £48,605 (2013) - £190,788 (2012)

The financial activities above represent the incoming and outgoing resources relating to Unity Leisure.

All operations are ongoing.
## Balance Sheet 2012/13

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£</td>
<td>£</td>
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<tr>
<td><strong>Fixed Assets</strong></td>
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<tr>
<td>Tangible assets</td>
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<td><strong>Current Assets</strong></td>
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<tr>
<td>Stocks</td>
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<td>30,264</td>
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<td>Debtors</td>
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<td>Cash at bank and in hand</td>
<td>393,163</td>
<td>1,170,814</td>
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<td></td>
<td>884,636</td>
<td>1,401,719</td>
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<td><strong>Credits: amounts falling due within one year</strong></td>
<td>579,143</td>
<td>848,931</td>
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<td><strong>Net Current Assets</strong></td>
<td>305,493</td>
<td>552,788</td>
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<td><strong>Total Net Assets before pension deficit</strong></td>
<td>672,195</td>
<td>552,788</td>
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<tr>
<td>Pension scheme funding deficit</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>97,195</td>
<td>190,788</td>
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<tr>
<td><strong>Funds</strong></td>
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<tr>
<td>Unrestricted Funds</td>
<td>623,605</td>
<td>424,554</td>
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<tr>
<td>Add: Pension Funds</td>
<td>(575,000)</td>
<td>(362,000)</td>
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<tr>
<td><strong>Net Unrestricted Funds</strong></td>
<td>48,605</td>
<td>62,554</td>
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<tr>
<td>Restricted Funds</td>
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<td>128,234</td>
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<tr>
<td></td>
<td><strong>97,195</strong></td>
<td><strong>190,788</strong></td>
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</tbody>
</table>

Full details can be found in our Statement of Accounts.

The accounts have been prepared in accordance with applicable law and United Kingdom Accounting Standards and comply with the Memorandum and Articles of Association of the Company.

The Auditors of the Trust are Grant Thornton UK LLP.

The financial statements were approved by the board and authorised for issue on 24th September 2013.

Prof William Pope - Chairman
Unity Leisure
Northampton Leisure Trust
Unity House
78 Robert Street
Upper Mounts
Northampton
NN1 3BJ