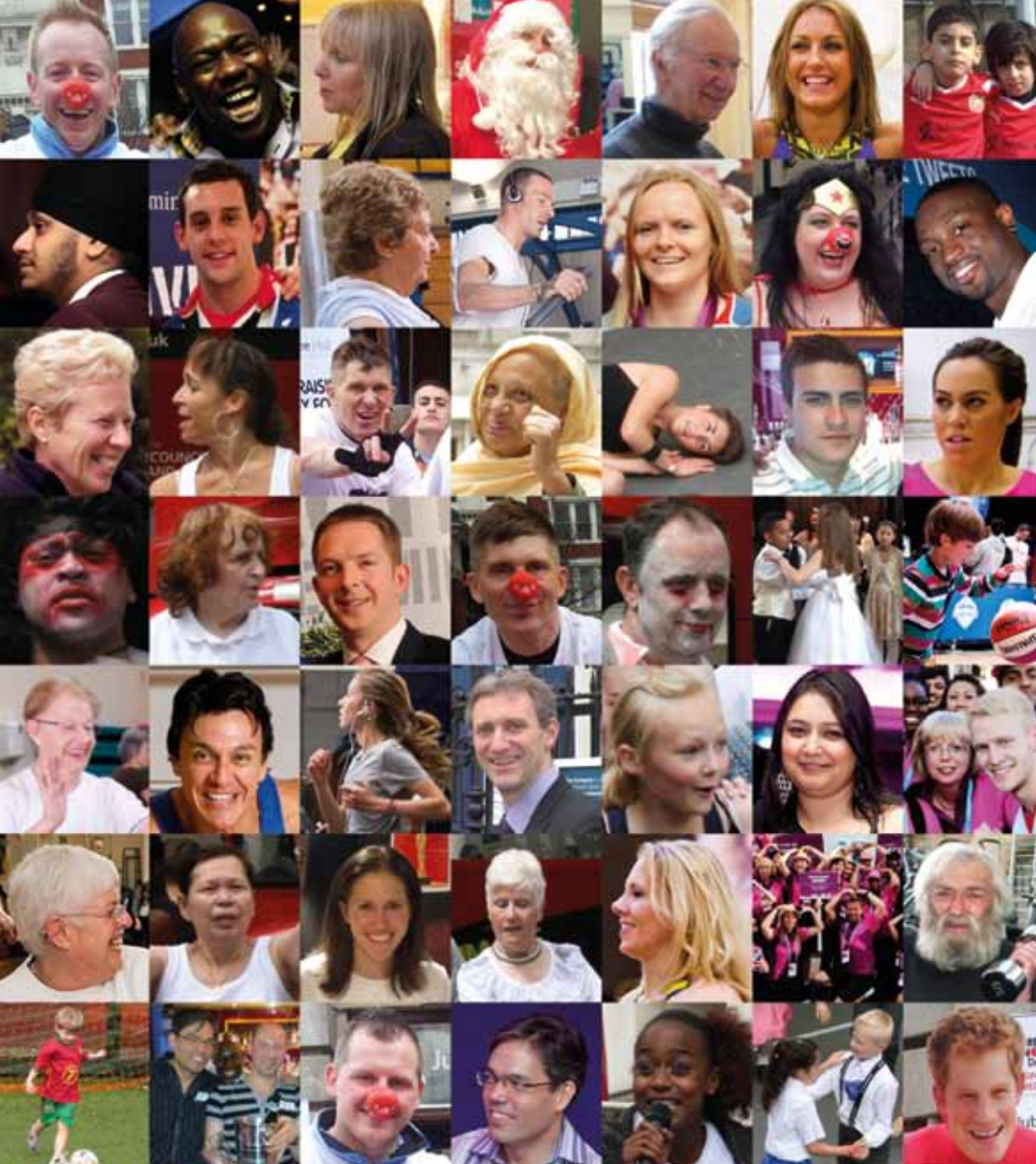




The Jubilee Hall Trust  
builds strong healthy  
communities by  
promoting the fitness  
and wellbeing of the  
individuals within  
them.



2012/13

**Annual Review**

The Jubilee Hall Trust

# A **unique** organisation with a unique **vision**

---



The past year has seen some of the greatest challenges that we've had to face since the Jubilee Hall Recreation Centre first opened its doors 35 years ago. Then, as now, the idea that an independent organisation could exist to provide health and fitness facilities for the community it served, and not be a purely commercial enterprise driven by profit, seemed extraordinary.

And yet, events over the past 12 months have not only demonstrated that the original aims were visionary, but that they also struck a chord with the communities involved. Nowhere was this more evident than in our campaign to save The Armoury. Faced with eviction and closure, the local community rose up and demonstrated its commitment to preserving the Armoury as a neighbourhood asset.

The Armoury is now saved, and a deeper partnership has been forged with The Royal Free Hospital which will help us further improve the health of local people.

We will, naturally, have periods of further difficulty in the years ahead - all organisations have to take the rough with the smooth. However, our unique position within the communities we serve and within our marketplace, provides us with a solid foundation with which to build upon our achievements to date.

We still sometimes find it difficult to explain, to both members and partners, the benefits of us being a charitable organisation. We must continue to work hard to ensure these people know that, without shareholders taking profits out, everything they contribute gets ploughed right back into making our communities healthier and our centres the extraordinary places they are today.

## **Steve Cabrera**

Chairman,  
Board of Trustees

---



# An extraordinary year

The last year saw two important and unusual events for Jubilee Hall Trust, and we don't mean the Olympic and Paralympic Games!

One was the successful campaign to secure our future at The Armoury gym in Hampstead, whilst the second was the hosting at Jubilee Hall in Covent Garden of the US National Basketball Association (NBA) during the summer.

## The Armoury secured!

Jubilee Hall Trust (JHT) had leased The Armoury from London Borough of Camden since 1992, providing an affordable and inclusive health, fitness and wellness service for over 2000 registered members, 85% of whom were local Camden residents.

When JHT's lease expired in 2010, Camden council initially offered a new lease but, as local authority budgets tightened, it appeared likely that the asset would be sold to provide funds to repair schools.

Negotiations to purchase The Armoury stalled when the parties couldn't agree on a valuation, as the building could command a much higher price as a development property than as a community gym.

With The Armoury situated on the border with Gospel Oak Ward - described as 'the most deprived Ward in Camden and among the 7% most deprived in England' - Jubilee Hall Trust was anxious to ensure that the 41% of members who received a concessionary discount were not forced out of their affordable local club.

In addition to reduced-price memberships, JHT had been a key partner in a number of local initiatives including Give It A Go! (free memberships for almost 600 Camden residents on benefits), Outdoor Gyms (free supervised exercise sessions attended by 2563 local people), MEND (free child weight management programmes for more than 100 families), Cardiac Rehabilitation classes (free regular sessions for recovering cardiac patients), GP Exercise on Referral with local surgeries and a children's Gymnastics club.



*“Five years ago, I suffered a major stroke. The whole right side of my body was paralysed. I spent 5 weeks in Hospital. After that, I started to go to the Armoury club three times a week, and I am still going to the club to have personal sessions with some of their highly specialised trainers there. Today, I can at least walk and reasonably well. I can say categorically that thanks to the club I am not in a wheel chair today.”*



*“I am 50 years old and I have been attending the Armoury for over 30 years and I believe that I am the longest serving gym member. In addition I have made some of my closest friends at this friendly gym and this has contributed positively to my emotional wellbeing and social life.”*



*“The Armoury is unique in being a small, friendly, supportive and family like gym. We look out for one another, visit sick members who are in hospital and offer support to older and more vulnerable gym members.”*

With no suitable alternative or replacement service anywhere within the local catchment area, a long campaign was fought by the JHT Trustees with outstanding support from our loyal gym members and local ward Councillors, especially Cllr Linda Chung. More than 220 people emailed support and many more attended council meetings and lobbied on our behalf.

Many heart-warming stories emerged of how The Armoury had changed people’s lives and the story gathered momentum on Streetlife.com and Twitter, and in the Ham & High and the Camden New Journal.

It even garnered celebrity support from regular user and former Kinks front-man, Ray Davies, who talked about The Armoury in the Evening Standard’s ES magazine as his ‘favourite building to be locked overnight in’.



After months of tense negotiations, the Royal Free Charity stepped in to buy the freehold for the building from Camden while at the same time granting a new lease to the JHT to continue running the gym.

*“My husband and I have been a member of the Armoury gym since 2007. Its close location, many classes, and affordable membership price have enabled us to lead a healthier lifestyle. I cannot stress how important that was for me both physically and mentally particularly in these times of austerity. In addition, the Armoury gym is a friendly place to meet people and has helped us to integrate into the community.”*



Phil Rumbelow, Chief Executive of the Jubilee Hall Trust, said:

“We are delighted that the Royal Free Charity has helped us to secure the future of The Armoury as a community gym, which enables more than 2,000 Camden residents - many of them disadvantaged - to be more active.

The uncertainty over the last few months has made things very difficult for us, and we are grateful for the outstanding support of our gym members, our staff and many other local people. We look forward to working in partnership with the Royal Free Charity, to continue to build a healthier community in Camden for the foreseeable future.”

Councillor Theo Blackwell, Camden’s Cabinet member for Finance, said:

“I am really pleased we’ve been able to broker this win-win deal on The Armoury. By working with the Royal Free Charity we have been able to secure a sustainable future for the gym and release the investment we desperately need.”

Chris Burghes, CEO of the Royal Free Charity, added:

“This is a great opportunity for us to purchase The Armoury building and we have also agreed a new lease with the Jubilee Hall Trust. The gym has been giving a large number of people the chance to exercise in an affordable environment and has been doing excellent work with those who have suffered or are recovering from illness at the Royal Free Hospital. ”



Help a young person to



During the London 2012 Olympic Games, Jubilee Hall Trust agreed a unique partnership with the US National Basketball Association (NBA) to hire Jubilee Hall in Covent Garden for 17 days to create a celebration of basketball.



The occasion saw the iconic Jubilee Hall building transformed by event management company, Ignite, into the 'NBA House' offering more than 8,000 visitors per day the opportunity to watch demonstrations and to participate in a variety of basketball-related activities.

Some of the financial surpluses from the event enabled improvements to the changing rooms and lockers as well as the purchase of new studio and gym equipment. The partnership agreement also helped to fund Jubilee Hall Trust's community programmes and the NBA additionally agreed to deliver a series of basketball skills clinics for local disadvantaged young people.

One of these clinics was offered as a prize for the Active Westminster awards, and 90 children from the winning Gateway Primary School attended the O2 for a coaching session with the New York Knicks and the Detroit Pistons!





# Focussing on local communities

Jubilee Hall Trust was founded in 1978 by the people of Covent Garden to serve the local community after a campaign to save the building from demolition.

Today, the charity still provides a wide range of community programmes in local areas near our clubs. Some examples of this are:

## MEND (programmes for obese children)

We had a mixed year of fortunes with our programmes for obese children, with great success in Southwark, but less so in Camden. We also lost our long-serving Senior Community Health Manager, who decided to return to her studies to complete her Master's degree.



### **Southwark**

At the beginning of the year, the NHS Southwark Public Health Team commissioned us to deliver a series of MEND programmes to run in 2012-13. They also contracted us to monitor the progress all the graduate families at 3, 6, 9 and 12 months post-intervention for nutrition & lifestyle advice and anthropometric measurements.

Over the course of the year, we successfully ran four programmes for 7-13 year olds at community locations in the Borough such as City Academy, Rye Oak Primary School and the Salmon Centre with participants showing health improvements in seven out of the eight measurements including Body Mass Index (BMI), recovery heart rate and the amount of time spent doing physical activity each week.

By the end of our financial year, we had again been contracted by the NHS to deliver further programmes for both 5-7 and 7-13 year age groups in Southwark starting in May 2013.



### **Camden**

In May, although we were successful in winning an NHS bid to deliver eight MEND programmes in the southern part of Camden, we ran into considerable difficulties when trying to recruit families.

These challenges were compounded when it became apparent that MEND was in financial trouble and Camden NHS decided to transfer these programmes to a competitor.

Although the MEND company was eventually bought out by Mytime Active, this was unfortunately too late to save the Camden scheme and so our programmes ceased in that Borough.



## Big Dance 2012

Jubilee Hall Trust worked in partnership with the national Big Dance programme to deliver an outstanding interactive event in the Covent Garden Piazza on 10th July.



The Big Dance Bus set up their portable dance-floor and sound system and JHT invited local community dance groups and schools to perform on the stage.

More than 30 different acts performed on the day, including the English National Ballet, Akademi Dance, Unique Dynamites Cheerleaders & Streetdancers as well as St Clement Danes primary school and Glenthorne High school.



The day even included opportunities for the public to join in the workshops such as Wayne McGregor's Schools Pledge, Zumba and Hula Hooping.

The event was sponsored and supported by Jubilee Hall Trust and NHS Westminster and to celebrate their involvement, seven Jubilee Hall Trust managers gave a fantastic performance of Michael Jackson's Thriller!

## St Clement Danes School

This local Covent Garden primary school is the first of our fully 'adopted' schools. (We aim to have at least one for each gym).

So far, our programme with them includes discounted gym membership for teachers and staff and three fitness and dance classes per week for children, parents or teachers.

Over the last term, the children learned ballroom dancing, which they put into action at their annual Oranges & Lemons festival in St Clement Danes church.



The Headteacher, Angela Abrahams, (who is also one of our Trustees!), said:

"I've just heard that you have agreed an extension to our brilliant dance lessons; I am so grateful.

The children simply love them and Kristina is fab; they sure get a workout as do the teachers who have to join in! The Zumba classes for parents are also going down a storm. We have about 21 mums coming each week...unheard of numbers for any event we put on!"



It's been a year since we launched our pilot of Active-8! A total of 8 children participated in the programme this year. Of these, six of them were primary school children who completed the programme over eight weeks with great success.

The parents expressed a great improvement in their child's self-confidence and motivation.

The children wanted to continue being active, try other activities and there was a noticeable change in their vocabulary.

They said things like "I want to be stronger so I can do Macaco" or "I don't want to eat more junk food because it is not good for my muscles".

Additionally almost 100 secondary school children benefited from free Zumba sessions at Elliott School and more than 120 primary school children benefited from a Zumba and Capoeira workshop at Brandehow School.

While we're pleased with the result for the six children, this was far short of our target of 20 and none of them came from Elliott School.



This led to the change of focus from Elliott to Brandehow as well as redesigning the programme to focus on primary school children rather than secondary school children.



This year also saw a significant change for Maloca, our delivery partner, who have recently secured a large new site in Riverside Quarter, which provides a great opportunity to focus the Active-8! programme in this larger site, which is closer to target schools.

We still have some money left in the Active-8! budget that is being spent on a re-structured programme in 2013, focused on inactive primary school children in the area around the new Maloca. Once this new programme has delivered results on target, we will look to raise community funds for an ongoing effort.

## Colombo Centre Community Programmes

With its greater range of facilities, the Colombo Centre lends itself to the provision of a wide range of sporting opportunities for children and young people, and the Community Programmes there are led by Tracey O'Connell who is now fully integrated into the Coin Street Community Builders team, enabling a joined-up approach between the organisations.

Over the course of 2012/13, there were almost 2000 unique new participants in the community programmes, with ages ranging from 3 to 55+.

The programmes varied from Soccertots to the seniors' tea dance and included a new pilot fitness-based initiative for 14-18 year olds.

Six young people completed a 12-week gym programme and reported improvements in various measures including resting heart rates and body fat/muscle ratios.



In addition, there are seven organised community groups regularly accessing the free evening and weekend slots available on the outdoor artificial turf 5-a-side football pitches and the hard-court multi-use games area. This equates to more than 5000 individuals, 80% of whom are from either Southwark or Lambeth.

Programmes being planned include the development of a social engagement model with girls through organised youth club activities and the development of the partnership with the Rambert Dance Company.

## GP Exercise on Referral Programmes

We have been running these programmes at The Armoury - entirely funded from our own resources - for more than 15 years.

We partner with the Fleet Road and Hampstead Group practices as well as the Royal Free Hospital and patients are referred to us for a one-to-one series of personalised supervised exercise sessions to treat conditions ranging from osteoporosis to depression. At the close of the year, we had 47 patients enrolled and active on the scheme.

In 2012, we also started a similar GP referral programme at Jubilee Hall in Covent Garden and had five patients enrolled by year end.





# Building sustainable partnerships

We foster partnerships to help increase the impact of our work and to prevent the duplication of effort. Our achievements have been enhanced with the help of our many partners in Camden, Westminster, Southwark and beyond.

In particular, the Proactive partnerships established by Sport England, have proved excellent for developing partnership projects and promoting joined-up working.

## Active Westminster

JHT currently chairs the Active Westminster Board and, at the start of the financial year, we helped to launch Active Westminster's 2012 legacy programmes at Lord's cricket ground.



The event looked forward to London's sporting summer in the company of Olympic torchbearers as well as past and present Olympic and Paralympic athletes.



The Jubilee Hall gym in Covent Garden was commended for the work it has done with concession groups and the launch of a new GP Exercise on referral scheme, as well as for providing ballroom dance teachers to a local community centre and school.

Towards the end of the year, we were back at Lord's – again in the presence of sporting celebrities - to help celebrate success at the annual awards ceremony. Jubilee Hall Trust demonstrated an indoor cycling class and was highly commended in two categories.



Jubilee Hall Trust was also nominated in the Health & Wellbeing Project category for the Big Dance programme.





The PAC network has worked together over the last year to continue to promote physical activity across the Borough. One of the most notable successes has been the Give It A Go programmes which are a unique partnership between Camden council, NHS Camden, NHS London, Jubilee Hall Trust, GLL and the Central YMCA, with the funding shared between the partners.

### **Give it A Go 2 (GIAG2)**

After the success of the first Give It A Go programme in 2009 - which was a finalist in the Chief Medical Officers Public Health Awards - GIAG2 was launched in April 2012. The scheme invited Camden residents on benefits to join their local gym free of charge. Participating centres included our own Armoury club in Belsize Park, as well as the three GLL-run council leisure centres and the Central YMCA.

The places were quickly snapped up and 85% of registrants stated that they did less exercise than the recommended minimum and 32% did no exercise at all. Any participants visiting 5 times

or more in their first month, qualified for an additional three months of free gym membership. Support during the programme included one-to-one training sessions as well as regular texts and emails.

469 Camden residents actually attended their chosen centre for an induction, with The Armoury having 59 participants, 39% of whom stated that they had a disability (compared with 22% on average in the scheme). Those attending The Armoury then visited an average of 6.6 times per month and 28% were still active at the end of the four months (compared with 23% on average). This is an excellent statistic, especially when considering that almost all of these residents were inactive at the start!

### **Give It A Go 3 (GIAG3)**

GIAG 3 followed on from the previous programme but with two entry routes. One was, as before, with an offer of up to four months free gym membership for Camden residents on benefits, and the other route was for any Camden resident recommended through the national Health Checks to take part in more physical activity.

GIAG3 launched in January 2013 and 78 participants registered and attended their induction at The Armoury. Of these, 58 (74%) attended at least 5 times in January and thus qualified for an additional 3 months free membership. At the time of writing, we are awaiting the final results.

GIAG 3 has been entered for the Proactive London Awards and there are ongoing discussions about a possible GIAG 4 later in 2013, although this is complicated by the handover of Public Health responsibility in April from the NHS to the council.

### **Other work in Camden**

We have continued to work in partnership with the Camden Active Health Team on a range of programmes and have agreed to support their new Adult Weight Management Service with free and discounted gym memberships at The Armoury for all local 'graduates' of their scheme.

In addition, we are currently considering working with Camden council and the charity, Open Age, to offer a wide range of services to promote 'active ageing' for the over fifties in the Borough.

## Breathe London



Breathe now have two more therapy rooms at the Colombo Centre and we have started discussions around working together to offer corporate health services to Covent Garden companies.

*breathe-london*



# Achieving balanced funding

We fund our initiatives not only from the operating surplus from our gyms, but just as much from large and small grants, sponsorship from local businesses, and individual contributions.



The community programmes mentioned above, such as MEND and Give It A Go, are funded partly by the NHS and partly from our own resources.

At the Colombo Centre, our manager there, Ashley Hargreaves-Smith, successfully negotiated a £5,000 donation from the construction company McLaren, who were working on a major building project opposite the centre.

In addition, thanks to the efforts of Clare Millet at local charity partner, Coin Street Community Builders, we have obtained £77,000 of funding from the Football Foundation and Playsport London to enable us to renew the artificial turf 5-a-side football pitches later in 2013. It is likely that there will be a shortfall of up to £20,000 for the project for which JHT has agreed a loan.



Our Finance Director, Chas Verma, arranged a charity fundraising dinner which was attended by 120 people. Chas arranged for Britain's Got Talent finalists, Threebee, to perform a Bollywood dance and there was also a raffle and auction on the night.

The event raised around £1000 for Jubilee Hall Trust and a similar amount for other charities. The photos were taken by HR Manager, Denise McDonnell's partner, who offered his services free of charge.

As well as fundraising for ourselves, Jubilee Hall Trust staff are active in raising money for other good causes. In March, the teams at The Armoury and Jubilee Hall raised more than £1400 for Red Nose Day through various events, including a sponsored Spinning session, whilst in April several staff cycled from London to Paris for cancer charities.

# Running healthy gyms

Each of our four gyms is an example of a healthy community and we aim to run them as sustainable social enterprises. We do that, by serving our members well, making our staff proud and by generating financial surpluses.

## Members' survey results

We understand that it is important to communicate with our customers and to understand how they feel about us.

To that end, we survey our gym members every six months and our response rates have been excellent with 670 members taking part in our Spring survey, rising to over 800 in Autumn 2012. 96% of respondents said that the gyms were clean and tidy, and 94% rated our staff service as Good or Excellent.

Quotes from members included:

*'The atmosphere at the gym is great!! Most of the members are very friendly and so are the wonderful staff. I definitely have and will recommend it to others.'*

*'I'm always impressed by how hard the staff work to keep everything clean and tidy.'*

*'The reception staff are always friendly and attentive and the trainers also willing to help.'*

We use the Net Promoter Score (NPS) to measure how likely our members are to recommend us to a friend or colleague and our average score in the Spring survey was +22% which is just ahead of the industry average of +21% (although considerably better than the private sector which is -16%).

By Autumn, all of the NPS scores had improved, with the Westminster Gym topping the table at an impressive +38%.

83% of our members at Jubilee Hall and The Armoury knew that we were a charity and 55 members offered to volunteer their time to support our charitable programmes and 8 offered to make donations.



Colombo continued to deliver a sound financial performance, with pitch usage especially encouraging, but gym membership sales were adversely affected by the nearby opening of a second 'budget' gym in September which initially offered memberships at half our £19.95 price!

With some concerted effort from the centre team and the support of our partners GLL, we managed to stabilise the gym membership numbers at around 1400 at year end.



To improve the look and feel of the centre, we re-painted the frontage and added some new signs, as well as improving the lighting. This has transformed the outside of the centre making it more visible to potential customers passing by.

At the time of writing we are hopeful of successfully agreeing a contract extension at the Colombo Centre which would take us up until 2017.

## Jubilee Hall



Jubilee Hall had an unusual summer, hosting the NBA event previously reported, but since re-opening at the end of August, there have been a number of changes and improvements.

We decided to outsource the café, so it is now run by the former Café Manager, Rizan Niyaz, as his own separate business and, so far, this appears to be working much better.

We made some building improvements, including new flooring and re-decoration and refurbishment throughout the main circulation spaces and the men's changing rooms.

We purchased new Spinning bikes and moved them to Studio 2, which enabled us to re-configure the gym layout and create more space. We installed a TRX training system as well as new barbells and studio equipment.

Unfortunately, we have had ongoing problems with the heating and hot water system, which serves the whole building and is very old, but our landlords have agreed to work with us to specify and install a completely new boiler system in summer 2013, which should be much more reliable, efficient and energy-saving.

Despite the investment in the facility, Jubilee Hall had a difficult year, facing increased competition from new 'budget' gyms and heavy discounting amongst our competitors. However, we are confident that a new approach will lead to an improvement in financial performance in 2013-14.



Despite the difficult negotiations over the new lease at The Armoury, it continued to thrive.

At the beginning of the year, we purchased the Milon gym equipment circuit after its successful 6-month trial and our membership base continued to grow every month.



We replaced the ageing Spinning bikes and carried out some general redecoration as well as much-needed works in the men's showers.

Now that our future at The Armoury is secure, we intend to invest in the fabric of the building and to re-decorate the outside.



The Westminster Gym went from strength to strength over the course of the year with customer satisfaction at its highest level for some considerable time. Membership remained constant at around 700, with more than 32,000 visits to the gym and classes.

In addition to the work at the gym itself, we continued to deliver three stretch, relaxation or yoga classes at the Parliamentary offices in Millbank every week and have added a pre-natal exercise class after a successful trial. We supported the Occupational Health Service with a number of initiatives including Workout @ Work

Day, the Chartered Society of Physiotherapy's annual event to promote exercise and wellbeing in the workplace and also had a very successful gym members Christmas party!

Fitness Instructor Christian Holcombe sadly left us, but was replaced with Tyrone Clement whose GP Referral qualification will prove useful in supporting gym members.

We are hopeful that the long-delayed refurbishment of the gym will start by mid-2013. The works are quite extensive, and will include significant improvements to the changing rooms & saunas, as well as more space in the gym and better circulation spaces.

We will also shortly take delivery of two new interactive 'virtual-reality' exercise bikes.

Towards the end of the year, we were delighted to receive confirmation that our management contract was to be extended by an additional two years until 2015. This was a testament to the high quality of our staff team at Westminster who received a 98% satisfaction rating in the last survey and allows us to continue to invest in and develop the service at no cost to the public purse.



### **Staff Oscars**

We held our annual Staff Oscars night on Friday 18th May at G Casino in Leicester Square. The evening included a motivational speech from Britain's most successful ever female canoeist, six times World Champion and twice Olympian, Anna Hemmings MBE.

Winner of Studio Instructor of the Year, was Chrissie Mullings-Lewis for generating some of the highest attendances at classes and best customer feedback, and doing so for over 22 years! Chrissie also regularly organises charity events to raise money for the British Heart Foundation.

In the main Staff Oscars, runner-up was Ahmed Mohamud, a Fitness Instructor at the Westminster Gym, who originally joined us on the TAG scheme for unemployed young people. Ahmed was nominated by a number of his colleagues for being supportive, helpful and kind and because 'he knows something about everything'.

He also recently demonstrated exceptional customer service by surprising one of our gym members with a cake he had bought for her birthday!

Winner of the Jubilee Hall Trust Staff Oscar 2012 was Lorna Cummings –James, Reception Manager at the Colombo Centre. Lorna is the friendly smiling face that lucky members see when they first arrive at Colombo.

Over the last 7 years, she has demonstrated an excellent rapport with customers and delivered a consistently exceptional level of service at the front desk, even when things are extremely busy or not going according to plan! She is always willing to cover at short notice and even came in on her day off to help out.

### **Staff Forum**

We successfully re-started the staff forum, which has a representative from each club and this now meets regularly to discuss mutual concerns.

### **Staff Salaries Review**

Towards the end of the year, we carried out a comprehensive review of our job roles and staff salary structure, benchmarked against the rest of the charitable and leisure sectors. This led to the introduction of a transparent salary points grading system and an increase in basic pay for our lowest paid staff. We have made it a corporate aim to try and increase salaries to at least the London Living Wage within the next 3 years.

### **Staff Survey**

We carried out our annual staff survey – anonymous and on-line – and an incredible 91% of staff said that they were proud to work for us, and 84% saying that they would recommend us as an employer.

### **Investing in People**

Throughout the course of the year, we continued to train and develop our existing staff, and our commitment to training the fitness instructors of the future was evidenced by our hosting of several Level 2 and Level 3 training courses at our clubs.

These courses were specifically for young adults who are not in education, employment or training (known as NEETS), and provide them with the opportunity for a rewarding career. We have also already had a preliminary meeting to discuss our Investors in People review, which is due in January/February 2014,

# Being known and in demand

We believe that we have created something that works really well and that we are known for doing this. We aim to have our approach embraced across London and the UK. We expect our impact to be noticed and celebrated and for our services to be in demand both by people who want to contribute to our approach as well as other local communities who want us to support them.

## Health Club Awards 2013

We decided to enter The Armoury and Westminster Gym into these awards, which are judged by member votes.

The winners of the 2013 awards are not announced until September, but the feedback and comments from our members at both sites have so far been outstanding, with dozens of members going online and voting and satisfaction scores of 89%.

Comments on The Armoury include:

*“Extremely welcoming to all walks of life, in particular older people. Very friendly and attentive staff. I feel very looked after in the gym.”*

*“This club is streets above any commercial gym I’ve ever been a member of. The whole vibe of the gym is exciting and everyone is very helpful. This gym is outstanding on value for money and quality of facilities/ equipment available.”*



*“A very good gym. The staff and facilities are terrific. Whether one is able or disabled it is just great. We are happy to belong.”*

*“It gives a broad sector of the local community access to low cost high quality gym and classes. I go to an outstanding yoga class twice a week which makes a huge difference to my health and it enables me to give back energy to my work and family.”*

*“50 words are too little to describe how great this place is! 500 might do but in all honesty I would need 5000!”*

And Westminster Gym:

*“By far the best gym I have ever been to. Lauren and all of her staff are always helpful and friendly and on hand to help with any questions - however small. The gym is never overcrowded and I’ve never had to wait to use any facilities. First rate!”*

*“All the staff are great and really friendly, especially Trevor and Ahmed!”*

*“Absolutely the friendliest, most helpful gym I have ever come across. From the first introduction they remember your name, always have a big grin and something to say. The classes are fun, small and attentive - I recommend them to anyone at work.”*

## Sporta

JHT also continues to be represented on the Executive Board of Sporta, which represents all of the 107 cultural and leisure trusts in the UK, who between them operate more than 1200 facilities, receiving more than 160m customer visits last year.



We assisted Sporta to develop the concept of a Sport England-funded national programme to encourage inactive people to take part in sport and physical activity, and helped to recruit a Programme Manager to oversee this project which is due to start in 2013.

In February, we were selected to host the launch of the new partnership between Sporta and Zumba and we accommodated Beto, the founder of Zumba, and his dancers for a media event at our Colombo Centre.

## UKFN



Jubilee Hall Trust continues to lead the UKFN partnership which now boasts more than 15,000 card-carrying members who are able to take part in gym, swim, exercise classes and sauna across 100 leisure centres in London and the South-East.

## Other



The charity's prominence in the industry was reflected in our invitations

to the 'Leaders in Leisure' programme at the Leisure Industry Week exhibition in Birmingham and the Fitness Industry Association (FIA) Summit, when the FIA re-branded as UKActive.



## London 2012 Olympic and Paralympic Games

A review of 2012 couldn't be complete without mention of London's fantastic Olympic and Paralympic Games. Whilst Jubilee Hall Trust wasn't directly involved, two of its staff members were volunteers.



Chief Executive, Phil Rumbelow, was lucky enough to be a Gamesmaker in the Olympic Stadium and then a London Ambassador in Trafalgar Square, whilst Westminster Gym Club Manager, Lauren Griffin, was a dancer in Danny Boyle's amazing Opening Ceremony!