



2015/16
Annual Review
The Jubilee Hall Trust



Chairman's introduction

For many years we've worked hard to make a measurable difference in our communities.

This year we've been recognised in many ways for the difference we're making to build healthier communities.

In Westminster, we were proud to be part of three awards: Jubilee Hall was awarded Active Place; one of the local primary schools, St. Clement Danes was awarded Active School; and one of our longest serving fitness instructors, Chrissie Mullings-Lewis won Outstanding Contribution. At a national level we were named UK Active Small Employer of the Year!

These awards provide a sign that we're doing many things right and we have a solid foundation on which to build.

This allows us to continue to innovate and explore new ways of helping more people be more active more often, like our new Hampstead Heath 10k Trail Run where 20% of participants were either new to running or from deprived areas in London.

It also helps provide confidence in our team and resilience for whatever may lie ahead. As ever, thanks to everyone who's been a part of making this happen.

Steve Cabrera
Chairman, Board of Trustees

Focussing on local communities

MEND

At the beginning of the financial year, we recruited a new Community Programmes Manager, Malorie Schecter, who is a public health professional with over eight years of experience in community projects.

She proved to be a fantastic asset to the team, and much of the expansion of the community programmes during the year, was due to her hard work.

We ran our last two MEND programmes, for overweight and obese children, in Southwark from April to July, one at Rye Oak School and another at a new venue, the Lewington Centre in Surrey Quays. Seventeen out of 22 starters successfully graduated and they made positive changes in eight out of nine measures.

At the conclusion of these MEND programmes, Southwark Public Health decided to put the Children's Healthy Weight Service out to tender. The scheme was to run up to 12 programmes per year, and we put in a bid. Unfortunately, our bid was unsuccessful and the contract was awarded to Lambeth Public Health. Sadly, this ended our involvement in MEND in Southwark.

We had excellent feedback, however, including this message from one mother:

My name is Bernadette and I take my daughter Shanti to MEND in Bermondsey. I would like to take this opportunity to commend Charlotte the group leader on the amazing job that she is doing.

Last Monday June 1st she asked us all how we had been over the half term. She was literally bombarded with 4/5 mothers complaining about how awful it had been and how stressful we had found our children. Charlotte skilfully calmly and quickly pacified us with ideas and strategies.

Every session we ask numerous questions and she is so helpful and willing to oblige. Please could you pass this information on to her manager (unless that's you!) as I think that her professionalism and her great ways of working should be known and acknowledged as we all really appreciate her as well as the rest of the team.

Camden Active Spaces

We were successful in winning a bid to support the set up and delivery of activities at three Active Spaces in Camden schools over the summer.

We had previously trialled the concept with excellent results and received this email from Helen Bruckdorfer, the Head of Torriano Junior School:

'We are thrilled that this first session was such a success! Many parents stopped me this morning to praise the work of your staff and the quality of provision on offer. I hear that the dance class was a particular favourite. The kitchen kiosk is set for completion at the end of this week and will hopefully further enhance the full summer programme.'

The programme ran for five weeks at Torriano Infants and Junior schools, as well as Argyle School, and we had 639 visits from 236 children.

Whilst three-quarters of the children were from those schools, we also had representatives from another 15 local schools, and most families stayed for at least 2 hours.

At the end of the programme, both parents and children reported significantly higher activity levels, with the children increasing their average activity from 12 hrs to 30 hours per week (a 150% increase!).

User satisfaction was also extremely high with an average score of 4.6 out of 5 across the various programme elements.

Energy Club training was also delivered to 15 staff from five schools, enabling the creation of after-school clubs for the new term.

We also continued to support Torriano School by co-funding a children's dance club, as well as an adult's fitness class for parents.

St Clement Danes School

We have been working with St Clement Danes School in Westminster for a number of years and we stepped up our partnership over the last 12 months.

Our support included weekly dance and gymnastics lessons during PE, as well as lunchtime dance and after-school gymnastics, whilst we also helped the school to administer their first Activity Challenge measurement to get a baseline assessment of the agility, stamina and coordination levels of all the children.

In November, St. Clement Danes was recognised as the Active School of the Year for the Active Westminster Awards, due in part to some of the physical activities they are able to offer with our support.





Camden Active All Areas

Jubilee Hall Trust continued to support this new initiative to get inactive residents in deprived areas more active with community-based projects. We gave free studio space for a weekly women's (all ages) fitness class and a 50+ Vitality class at the Armoury (including marketing and outreach support), and funded 50% of the cost of a fitness instructor to provide free sessions at the Lismore Circus outdoor gym. We also agreed to provide a number of disadvantaged local residents with 3-month free gym membership as part of a rewards scheme.

Active Jubilee – over 60's

At Jubilee Hall, Covent Garden, we have seen considerable success with our free over 60's classes, which now operate four times per week with average attendances of 16-18 people, meaning that we are getting almost 300 attendances per month.

These are now amongst the most popular classes we run at JH, which is testament to good programming, largely word-of-mouth marketing and the three excellent teachers.

Exercise on Referral

The charity has continued to run Exercise on Referral programmes at Jubilee Hall, The Armoury and Westminster Gym.

These programmes are for patients from local GP surgeries, who have specific medical/health conditions which can be 'treated' through a course of supervised exercise.

Whilst all three programmes are operated in partnership with local clinicians, they are run at our expense.



Hampstead Heath Fun Runs

On Saturday 19 September, almost 200 people took part in the inaugural Jubilee Hall Trust outdoor run events on Hampstead Heath. The main 10k Trail Run wound its way across the hills and dales of the park, on a beautiful sunny day and featured runners of all abilities including our own Chairman, Steve Cabrera, who completed his first 10k in over 10 years!

The event was envisioned as a way to encourage and inspire new and beginner runners by providing a challenging goal as well as accessible support and training to help them reach it, with registered runners being invited to participate in free coaching sessions at The Armoury gym in Hampstead in the ten weeks leading up to race day. Efforts were also made to encourage the least active residents in Camden to participate, a group that made up 10% of the total runners on the day, with a further 10% being new runners. For them, just completing this tough and challenging 10k trail run was a superb achievement!

70% of our runners did not meet the Chief Medical Officer's guidelines for physical activity but 90% said that they intended to continue running afterwards.

The race also attracted seasoned runners, with the top finisher, Sion Perry, completing the course in just 39:22! We were pleased to welcome members of Parkrun, Highgate Harriers, London Heathside and Serpentine Running Club.

Alongside the main event, we had 30 runners of all ages who completed the 2k Family Flash Dash. Almost two-thirds of these were completely new to running, so it was a fantastic accomplishment for all of them!

The day wouldn't have been possible without the hard work of our event managers A-Z and our Community Programmes Manager and staff volunteers, including Armoury Fitness Instructor, Umar Ibrahim, who not only trained some of our runners beforehand, but also ran the warm-up and then ran the race!

Feedback afterwards was very positive and included comments such as:

Great race, friendly atmosphere and a challenging 10k. Bring on the next one!

The course was very good and everything was well organised. Good quality t-shirts and goodie bags. The photos on flickr were cool too. Friendly atmosphere was biggest positive!

My first trail run, my first 10k run in about 8 years, and I loved it. Thanks!

Well done all involved. Loved it. Will do next one. Great event and it has made me want to run more.

The organisation of the event was first class and the SMS of my time straight afterwards was impressive! Well done and thank you.

The event is due to be repeated again next year.



Give It A Go 4 (GIAG 4)

The scheme continued at The Armoury (and other Camden leisure centres), with local residents being referred via NHS Healthchecks to qualify for up to four months free gym membership at the Armoury with 50% paid for by Camden Public Health and 50% subsidised by us.

Since the scheme began in this format we had 55 people referred, 12 of whom had completed 4 months, and three of whom had joined on a membership at the time of writing.

We submitted the scheme to Public Health England's Promising Practice survey last year. They had 952 programmes submitted, making this one of the largest surveys of physical activity interventions in England ever conducted.

They assessed all of the submissions against the government backed Nesta Standards of Evidence and the GIAG scheme was rated in the top 3% of all the programmes assessed.

Building sustainable partnerships



Proactive Camden (PAC)

This network continues to add value by bringing together the main physical activity providers in the borough.

We have already been consulted about integrated lifestyle services, such as weight management, as well as the indoor sports facility strategy.

Due to the unprecedented financial challenges being faced by the council, we expect that local community-based organisations like ours will be used more creatively and cost-effectively to deliver sport and leisure services in the Borough.

Coin Street Centre Trust (CSCT) & Colombo Centre

We were delighted when during the year, CSCT agreed to extend our management contract at the Colombo Centre for an additional four years, to the end of 2018. The extension means the continuation of our successful partnership with GLL, and includes some re-investment in the centre to improve the décor and changing rooms and to add some more gym equipment.

Central YMCA/Dame Kelly Holmes Trust (DKHT)

We worked alongside the Central YMCA club to offer some work placements for students on the DKHT scheme and attended a 'graduation day' for them afterwards.



Active Westminster (AW)

As lead members of this partnership, we have supported a range of initiatives which have included the Active Westminster Mile - the world's largest road race mile – which saw almost 6,000 people entered to help celebrate the 60th anniversary of Sir Roger Bannister becoming the first man to break the four-minute mile.

Jubilee Hall Trust were invited to have a stall in the start/finish area in Green Park and we provided members of the public with some warm-up activities and fitness challenges.

The Active Westminster Awards received over 300 nominations, and, at the ceremony presided over by Sky Sports David Garrido at Lord's, Jubilee Hall Trust got triple success!

We were recognised with the Active Place Award for Jubilee Hall gym, Covent Garden, and were also part of the Active School Award for St Clement Danes school, whilst Chrissie Mullings – Lewis (one of our long serving fitness class instructors) won Outstanding Contribution!

Running healthy gyms

Westminster Gym

We have continued to work in partnership with the Occupational Health team to promote the gym and other wellbeing services. This work included attending Speakers House after the election to welcome new or re-elected Members of Parliament and talk about our facility.

We have introduced the MyZone Heart rate Monitoring system at the gym to encourage gym users to train at the most beneficial intensity. The heart-rate monitor integrates with screens in the club as well as with a smartphone app.

The Armoury

The Armoury ran a number of new promotions and fund-raising activities during the year which were well-supported by staff and customers. These included Red Nose Week, with special Red Nose spinning classes, a raffle, wearing of red clothes and a bake sale, raising almost £700.

The new 'Around the club in 30 days' scheme started in May, whereby new members were incentivised to use as many of the facilities as possible within the first 30 days of membership, so they get a broad experience of what we have to offer.

The Milon circuit equipment, which we bought several years ago, was not being widely used by gym members and took up a lot of space and so we decided to sell it.

After various negotiations, we were delighted to offload it for a great price, and we used the money to buy a range of new functional gym equipment and took the opportunity to change the gym layout. This was much appreciated by members.



Colombo Centre

After the renewal of the management contract, we agreed with our partners, GLL and Coin Street Centre Trust, to make some new investment in the centre.

This included a refurbishment of the men's gym changing rooms which included new showers, toilets, sinks, tiles and flooring. The £45,000 project was completed on time and on budget. We also re-decorated the gym, studio and reception, restoring Colombo's brand colours of blue and white, as well as the top corridor which hosts Breathe therapies and a training room.

In addition to this, GLL invested in some new gym equipment, increasing the amount of free weights and functional kit and enabling us to re-jig the layout to make it more efficient.

The 5-a-side pitches at Hatfields Gardens continued to be very popular, with occupancy levels exceeding the previous year as more and more groups took advantage of this fantastic facility.

The downside of this was an increase in complaints about noise and anti-social behaviour from local residents. To address this, we re-constituted the Joint Review Group and set up a series of regular meetings to try and address the issues raised.

The council also redeveloped the park next door to the pitches and the Friends of Hatfields volunteers planted some flowers and shrubs to make the area more attractive.

Over the course of the year we introduced a number of measures which included a new noise and behaviour management policy; installing noise-reducing pitch baffles at the ends of the pitches; new roof netting to prevent the balls flying out of the enclosures; the introduction of a regular security patrol; and an earlier closing time of 9pm (instead of 9.30pm) on weekdays.

The hard courts at Paris Gardens were also very well used, with regular netball leagues during the week as well as plenty of tennis use at weekends.

One of our major room hirers at Colombo, LCBT, terminated their contract in December, but we were delighted that, after an extensive search, we signed up Focus Fitness UK to replace them.

The demolition of the neighbouring building – Wedge House – caused us some inconvenience, with noise, dust and limited access, as the Colombo Street was blocked off. We negotiated to have new secondary glazing fitted to reduce noise that could especially affect our partners, Breathe Therapies, on the third floor, and we were able to put up some prominent banners facing on to Blackfriars Road to redirect customers.

On the community side, both the Easter and summer children's sports camps came close to being sold out; we introduced new teen gym sessions for a ten week trial period and Soccertots was expanded to include Wednesdays and Fridays as well as weekends.



Jubilee Hall

Our landlords, Capital & Counties, carried out a major refurbishment of the outside of the Grade 2 listed Jubilee Hall building. Whilst it meant that we were shrouded in scaffolding for a few months, the end result was well worth it, and the building now looks amazing!

We made some small investments ourselves into a new lighting system on the main gym floor, with extra powerful LED lights which are far more efficient and energy saving than the previous ones, as well as the delivery of a new Matrix hack squat machine

We have partnered with our first private hirer of the Spin Studio – Soul Cycle – and they brought a fresh look to indoor cycling, with a combination of Spinning and dance!

We hosted an In and Around Covent Garden Networking event which saw local business's come to Jubilee Hall for some food and drink. The event was a great success, with quite a few positive comments from attendees the day after and a number of corporate membership leads.

We were very pleased to partner with Lifetime Training to offer an apprenticeship to a student who had struggled with some learning difficulty. Daniel Hearn went on to successfully achieve his level 2 in fitness and, we were so impressed that we offered Daniel a full-time job at the end of his apprenticeship.

The feedback from his Lifetime trainer was:

"I have never witnessed a club embrace an apprentice the way Jubilee Hall has. Daniel's success is a direct result of the support this club has given him"

In June, Jubilee Hall Gym was confirmed as a finalist in the 2015 UK Active FLAME Awards for Leisure Centre of the Year! The shortlist for the most highly coveted national awards in the sector represents the penultimate stage in the awards assessment process.

Designed to celebrate organisations shaping the future of physical activity in the UK, the awards seek to acknowledge the best of the best! Unfortunately, we didn't win the award, but just making it to the final was an incredible achievement.



Making staff proud

We continued to invest in our staff by offering a wide range of training. Courses completed during the year included a QLM Health & Safety Workshop; CIMSPA Health & Safety seminar; various sessions at the DSC Charity Fair on everything from leadership to fundraising; ante and post natal exercise training; member interaction/retention workshops; staff recruitment; Yoga, Pilates and Spinning courses and First Aid training; whilst seven junior management staff attended the Institute of Management (ILM) course.

Staff also attended the UK Active FLAME Conference and Awards, the Leisure Industry Week exhibition, and the London Sports awards at Lord's.

We remained an accredited London Living Wage employer – one of very few in the leisure industry – and we launched a new staff benefit of a sports/charity bursary to enable staff to access up to £200 of funds to help them to complete a physical activity or charitable challenge.

In November, we were the winners of the UK Active Small Employer of the Year! The judges said that we were: 'very impressive in every aspect...leading the sector in balancing the needs of the team, individuals and maintaining focus on the end user and local communities – a great balance!'

This was a huge achievement for the Trust and one that all the team should be proud of!

Our staff survey – which is carried out anonymously online – provided us with our best ever results! 96% of staff said that they were proud to work for Jubilee Hall Trust, and 89% would recommend us as an employer.

Being known and in demand

Chartered Institute for the Management of Sport & Physical Activity (CIMSPA)

We enrolled our eight 'top tier' managers as members of the Chartered Institute, with our CEO, Phil Rumbelow and Operations Director, Jon Giles, being accredited as Chartered Fellows.

Jon also serves on the Southern Board.

UK Active

We continued to engage with UK Active, with our CEO serving on their Membership Council as the representative of all UK leisure trusts. We helped UK Active and CIMSPA with their Trailblazer bid to the Department of Business, Innovation and Skills, to agree the new apprenticeship framework for Personal Trainers and Leisure Managers.

We supported UK Active's annual National Fitness Day on 9th September with an offer of free activities at all of our clubs, and Jubilee Hall was a 'show site'.

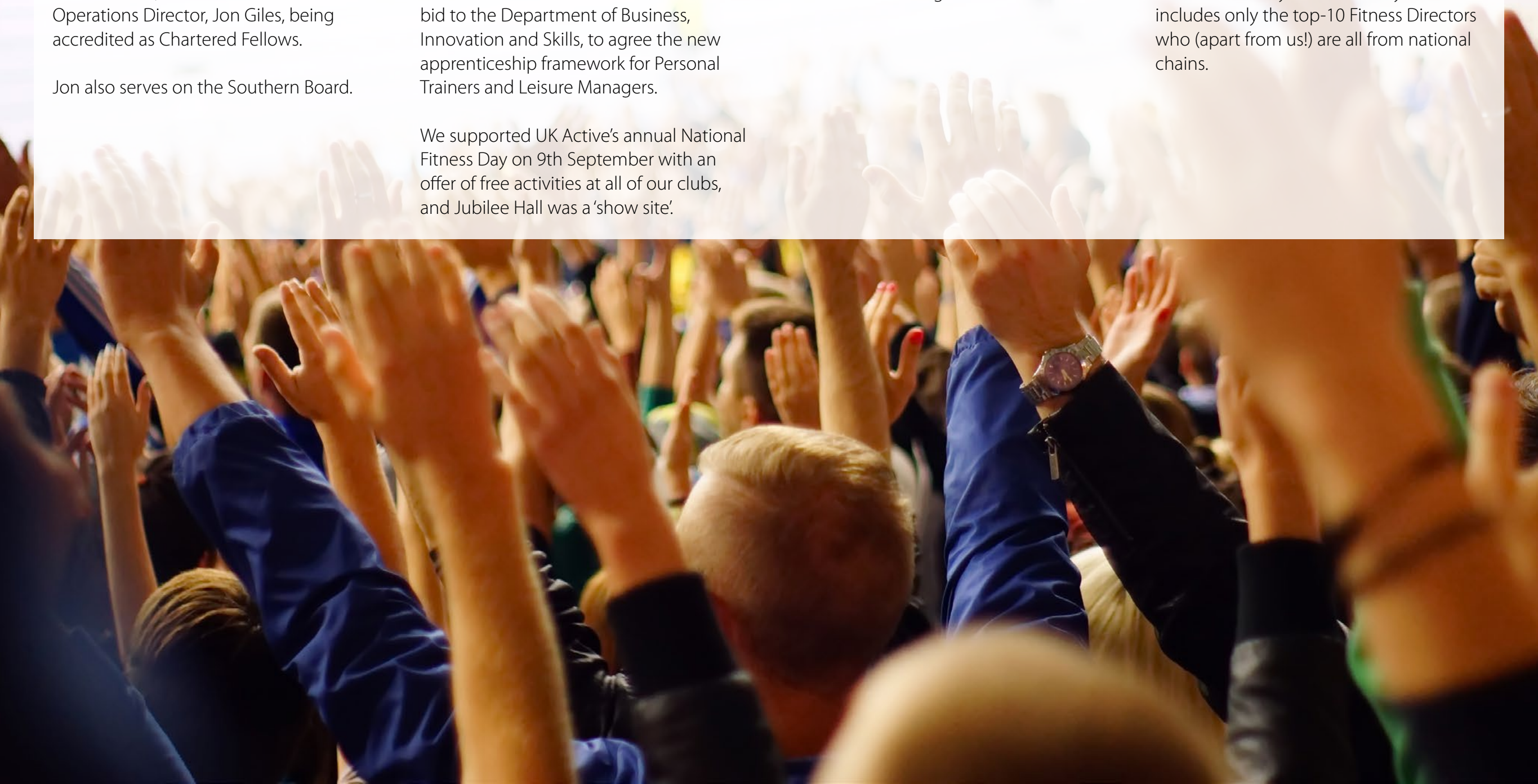
Sports and Recreation Trusts Association (Sporta)

Our CEO continued as Vice Chair and Regional Director for Sporta, representing the UK's leisure trusts at a number of events and meetings.

National Fitness Directors Summit

Operations Director, Jon Giles, was once again invited to attend this one-day brainstorming event.

The summit is by invitation only and includes only the top-10 Fitness Directors who (apart from us!) are all from national chains.



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

Jubilee Hall Trust Ltd.
30 The Piazza, London WC2E 8BE

Registered in England and Wales.
Registration no. 1310649

Registered as a charity, no. 273562