



# 2016/17 Annual Review The Jubilee Hall Trust



## Empowering community wellbeing

For nearly 40 years, our charity has been championing fitness and wellbeing for all in inner London. At our heart is our flagship gym the Jubilee Hall in Covent Garden, but we also have a well-loved community based gym - the Armoury in Hampstead, manage a gym based in the vibrant Coin Street community in Southwark, and run a gym for the MP's and employees of the palace of Westminster. We are proud to be a living wage employer.

Our gym's run as effective social businesses, with our surplus funding 25% concessionary memberships for those less financially privileged, and a whole range of activities to encourage participation.

We take GP referrals and our experts put them through free rehabilitation programmes. We work with local schools running summer clubs and have had success with organising a public dance event in the middle of Covent Garden, and a family inclusive run for all abilities on Hampstead Heath.

The statistics regarding health inequality demonstrate the ever-growing need for work like ours across London, particularly in less wealthy boroughs, but even within some of the wealthy boroughs we work in where there are poor wards.

Inactivity increases the poorer people become and a gym membership of even the most budget of gyms is out of reach for many. We want to encourage overall increased activity in a mixed social environment.

Public Health England reports this year that a quarter of women and a fifth of all men as completely physically inactive. Only 34% of men and 24% of women undertake muscle-strengthening activity twice a week.

We want to get the inactive active, even if it is the most gentle of classes or a stroll on the Heath.

## Governance review

Looking internally at the charity, the year saw the departure of two Trustees and gave us an opportunity to look at Board Governance, especially in the light of the new guidelines from Sport England.

We had a Strategic 'Awayday' in June and reconsidered our Mission and Vision and agreed on a new direction for the Jubilee Hall gym, our 'mother ship' in Covent Garden.

We had some pro bono legal training from our friends at Withers LLP, and some Trustees also took advantage of our new NCVO membership to attend other training sessions.

At our AGM our Chair, Steve Cabrera, stood down after 11 years on the Board and 10 at the helm. We thanked him for his commitment and service and wished him well.

When Stewart Johns, Chair of our new Audit & Risk Committee, also resigned from the Board, we embarked on a Trustee recruitment drive which is still ongoing.

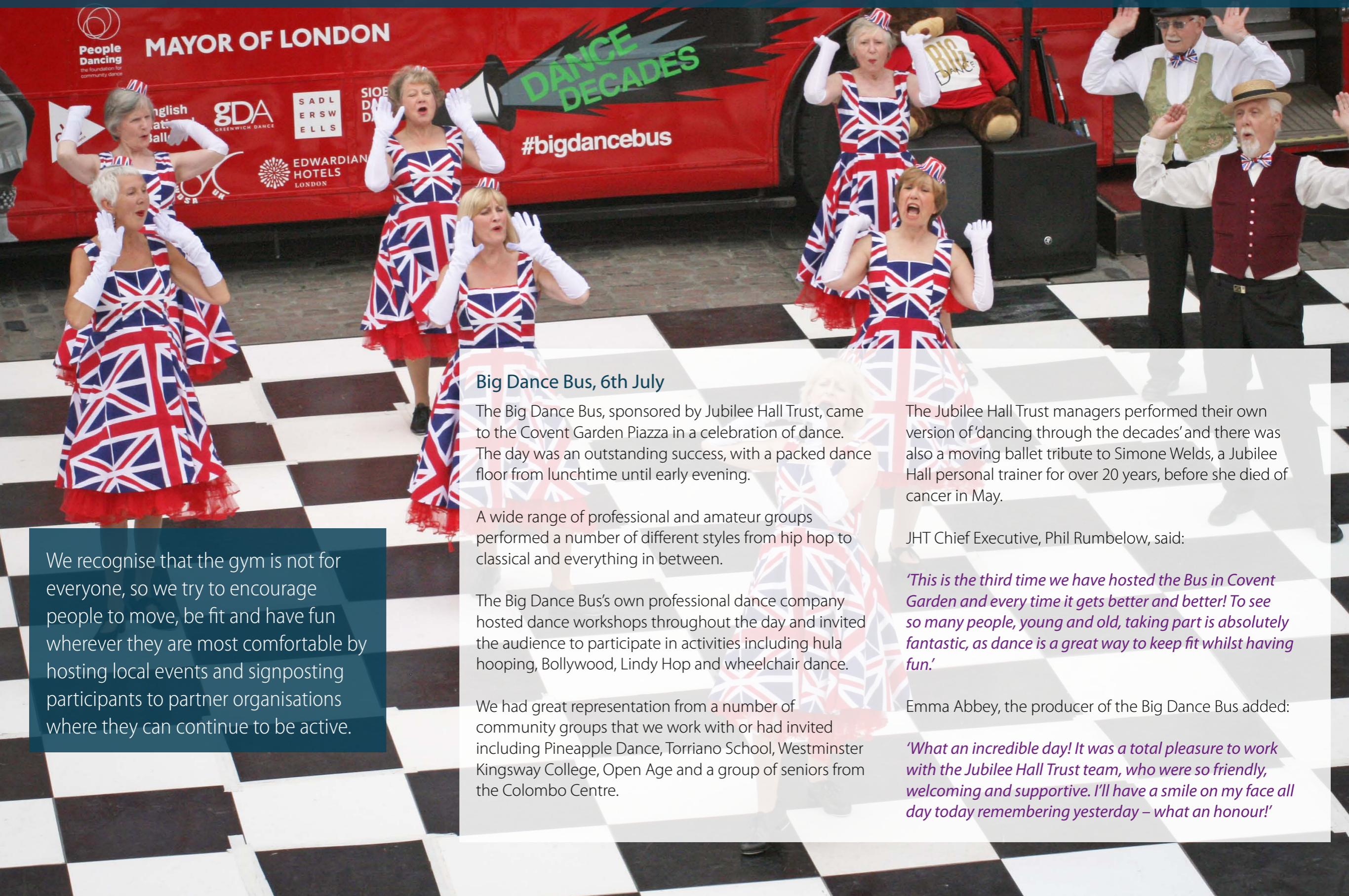
In January, I was honoured to be elected as the new Chair, with the long-serving Jane Cochrane as Deputy Chair, and we look forward to leading the charity and continuing our valuable work.



Roslyn Perkins - Chair

# Focussing on local communities

[www.bigdance.org.uk](http://www.bigdance.org.uk)



We recognise that the gym is not for everyone, so we try to encourage people to move, be fit and have fun wherever they are most comfortable by hosting local events and signposting participants to partner organisations where they can continue to be active.

## Big Dance Bus, 6th July

The Big Dance Bus, sponsored by Jubilee Hall Trust, came to the Covent Garden Piazza in a celebration of dance. The day was an outstanding success, with a packed dance floor from lunchtime until early evening.

A wide range of professional and amateur groups performed a number of different styles from hip hop to classical and everything in between.

The Big Dance Bus's own professional dance company hosted dance workshops throughout the day and invited the audience to participate in activities including hula hooping, Bollywood, Lindy Hop and wheelchair dance.

We had great representation from a number of community groups that we work with or had invited including Pineapple Dance, Torriano School, Westminster Kingsway College, Open Age and a group of seniors from the Colombo Centre.

The Jubilee Hall Trust managers performed their own version of 'dancing through the decades' and there was also a moving ballet tribute to Simone Welds, a Jubilee Hall personal trainer for over 20 years, before she died of cancer in May.

JHT Chief Executive, Phil Rumbelow, said:

*'This is the third time we have hosted the Bus in Covent Garden and every time it gets better and better! To see so many people, young and old, taking part is absolutely fantastic, as dance is a great way to keep fit whilst having fun.'*

Emma Abbey, the producer of the Big Dance Bus added:

*'What an incredible day! It was a total pleasure to work with the Jubilee Hall Trust team, who were so friendly, welcoming and supportive. I'll have a smile on my face all day today remembering yesterday – what an honour!'*

## Give It A Go Festival, 17th July

The 4th annual Give It A Go Festival on Hampstead Heath, enabled thousands of local Camden residents to enjoy a wide range of free, fun activities in glorious sunny weather, one of London's most iconic open spaces.

Thanks to a partnership between Corporation of London, Camden council and Jubilee Hall Trust, the Big Dance Bus made its first ever appearance at the festival, bringing exciting professional dance entertainment as well as the opportunity for everyone to join in, learn a new dance and have fun.

Jubilee Hall Trust Operations Director, Jon Giles, said:

*'We believe that dance is an enjoyable way for people to get and stay active, and we were delighted to be able to help bring the Big Dance Bus to Hampstead Heath'*

## Summer Energy Club at Torriano School, July-August

Thanks to £4800 of funding from Camden council, we successfully ran the Summer Energy Club at Torriano Primary School for 5 weeks on Tuesdays, Thursdays and Saturdays during the holidays.

The club included a range of activities from Tae Kwon Do to football, as well as some cooking and healthy eating demonstrations at the outdoor kitchen.

We ran a total of 15 sessions attended 366 times by 140 different children. This was a 58% increase in visits from last year, and included more than 60 different families with children from 11 different schools.





## Hampstead Heath Charity Run, 17th September

Jubilee Hall Trust's second annual charity run series took place on Saturday 17th September on Hampstead Heath.

This year, the 'Run For Your Life' series included 2k, 5k and 10k options so that everyone could join in. And they did!

Participants ranged in age from just 5 years old to 74, and this year, more women than men took part. 225 runners signed up for the races, which were started by local celebrity and former Team GB middle distance runner, David Bedford.


More than 51% of participants were local Camden residents and, whilst only 35% met the current Chief Medical Officer's guidelines of completing at least 150 minutes of physical activity per week, more than 97% said that they would continue running after the event.

The event is now a permanent fixture in the calendar for the Heath and will take place again on Saturday 16th September 2017.

## Active Schools

We continued our direct work with partner schools in Camden and Westminster to inspire children to adopt a healthy, active lifestyle from an early age. At Torriano Primary School in Camden, we supported an after school Energy Club on the playground, an after school dance club, and a weekly mums-only keep fit session. At St. Clement Danes C of E Primary School in Westminster, we provided a dance coach for lunchtime and PE sessions as well as a gymnastics coach for PE sessions. We also staffed a weekly Zumba class for mums and teachers.

## Fundraising / Development

A close-up photograph showing a person's hands and arms in a wheelchair. They are lifting a black dumbbell with two white circular weights. Another person's hand is visible, assisting with the lift. The wheelchair has a large black tire and a silver hub. The background is a plain, light-colored wall.

The SITA Trust granted almost £30,000 towards the replacement of Jubilee Hall's disabled lift and improvements to the changing rooms. We also received a complementary grant for the project of an additional £1000 from the Bruce Wake Charitable Trust.

Relieved that her wheel-chair bound son, Jamie, could access the gym again after the lift replacement, his mother said:

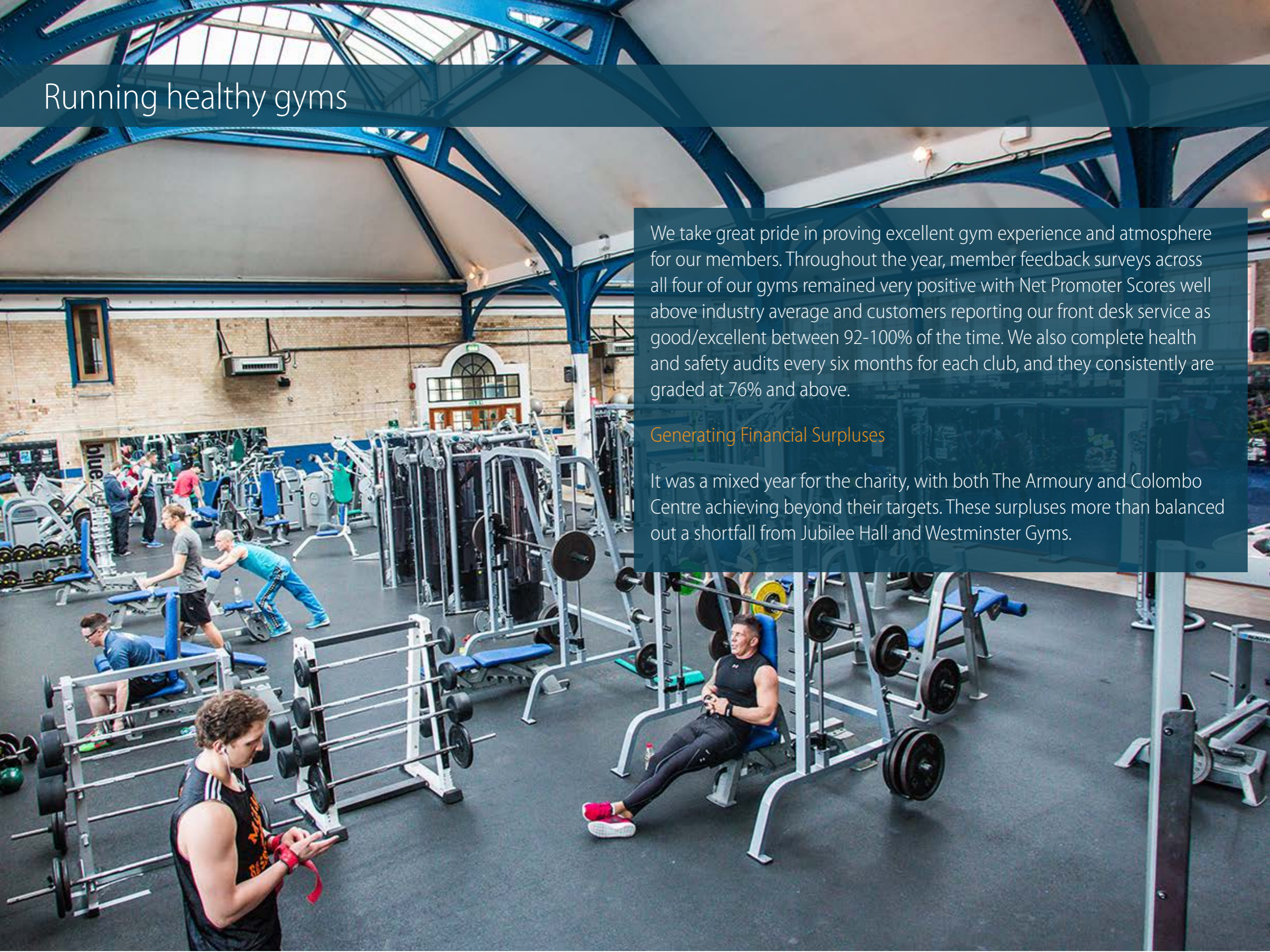
*'Jamie's recuperation from this dire accident has been phenomenal, and one of the reasons for this is that he has been going to Jubilee Hall Gym now for ten years on a daily basis. It give him the incentive to get out of his flat, he looks forward to doing up to 15k on the bike, and tries everyday to beat how long it takes him to do this. It keeps him fit, and as he spends all his time in a wheelchair it makes his muscles and mind more active and keeps his heart fit.'*

# Running healthy gyms

We take great pride in providing excellent gym experience and atmosphere for our members. Throughout the year, member feedback surveys across all four of our gyms remained very positive with Net Promoter Scores well above industry average and customers reporting our front desk service as good/excellent between 92-100% of the time. We also complete health and safety audits every six months for each club, and they consistently are graded at 76% and above.

## Generating Financial Surpluses

It was a mixed year for the charity, with both The Armoury and Colombo Centre achieving beyond their targets. These surpluses more than balanced out a shortfall from Jubilee Hall and Westminster Gyms.





## Westminster Gym

After a competitive tendering process, Jubilee Hall Trust is delighted that they have been awarded a new contract to manage the Westminster Gym in the Houses of Parliament. Our Trust has been successfully delivering the existing gym and wellbeing service contract since 1999. In that time, JHT has grown gym membership, increased the range and quality of services and received excellent feedback. In the last user survey, 100% of gym members said that the staff service was good or excellent.

JHT Chief Executive, Phil Rumbelow said:

*'We are very pleased that the Parliamentary Authority has seen fit to offer us a renewal of our contract. We are a small operator in a highly competitive central London market, and we know that they had many other organisations bidding for this prestigious opportunity.'*

*'We have always believed passionately in the important need for the two Houses' Members, Peers and employees to have a facility for physical activity and a service for wellbeing, and our exceptional staff team have been delivering this to a very high standard for some time. It is they who can take great credit for this endorsement.'*

The Westminster Gym added this year a small group training area on the gym floor where up to 5 people can do body weight exercises with an instructor, for free, as part of their membership.

## This Girl Can

In conjunction with the national This Girl Can campaign, Westminster Gym offered a free self-defence class for any women quoting 'this girl can'. They ran these defence classes throughout the winter months on 6 week courses. They offered advice on what to do in the event of an attack as well as how to appear less vulnerable when walking home at night.

## Jubilee Hall

Strategic developments are underway in our flagship gym in Covent Garden. In the increasingly competitive health and fitness industry, our Jubilee Hall charity gym has seen declining revenues in recent years and has 16 direct competitors within ½ mile.

A capital investment strategy was developed and informed by member feedback, community need, and industry insights.

Planning commenced for significant improvements to the physical structure and service elements of the gym designed to increase the social enterprise profits of our charity gym and increase participation amongst women and targeted inactive groups.

Elements of the refurbishment will include: refresh of the entire sports hall, renovated reception area, reworked gym floor layout, upgrade to changing facilities, upgrade of fitness studios, adoption of smart-tech equipment and mobile applications to provide immersive fitness options.

Jubilee Hall Gym continued to offer three Active Jubilee classes weekly, free of charge for older adults.

## Breathe London

After a successful partnership at the Colombo Centre, Breathe London has come on board at our Covent Garden location as well to provide wellness therapies. Members will now have access to 360 degree wellness options including sport massage, talk therapy, chiropractic care and other complementary health services.

## The Armoury

Members of the Armoury witnessed several improvements to the facility over the course of the year. The upstairs group fitness studio enjoyed some light refurbishment, the spin studio was repainted, the front entrance freshened up, a leak in the roof repaired, and an upgrade made to the men's showers.

Our Hampstead Gym continued to offer three cardiac rehabilitation sessions per week, and has an average of 23 free one-to-one fitness sessions per month led by our in house Exercise on Referral specialist, Liz Velji. The gym also hosts a women's only fitness session as well as a vitality fitness class for older adults, free of charge through Camden.

Throughout the year, roughly 41% of all visits to the club were either free or at a concessionary rate.

## Colombo Centre

The Colombo Centre made some improvements to the facility throughout the year. Gym-goers enjoyed new weight and cardio machines, new flooring in the yoga studio, and repainted tennis courts.

The downstairs community room has been refurbished and a new set of community programmes are being scheduled to utilise the room. New programmes include Mum & Baby Fitness sessions, additional aerobics classes for seniors, girls club and youth club.

Throughout the year, Colombo Centre hosted roughly 160,000 visits to their gym floor, studios and sports facility. 27% of those visits were free or heavily reduced for targeted groups.



# Making staff proud

## Award winners

Jubilee Hall Trust won the Outstanding Achievement award at the UK Active Training Awards and Steve Cabrera won Volunteer of the Year at the Active Westminster Awards. Steve was also Highly Commended in the London Sport awards.



## Staff survey results

The annual survey was carried out online in November, and we achieved some of our highest results ever! 96% of staff said that they were proud to work for the charity and that they would recommend us as an employer.

100% of staff said that they felt supported in their role. Staff rooms continued to be the lowest scoring area, and a budget was set aside for addressing this at each site.

## Staff training and development

Louise Sharp joined the team in June as Office Manager and set to work with developing a staff training plan.

Completed training courses included:

First Aid,	Pre and Post-natal training,
Sales,	Mental Health,
Microsoft Access,	Cancer-related training,
Boxing Skills,	GP Referral,
Mindfulness Course,	Level 2 Fitness Instructor.
Exercise to Music,	
Exercise for Older Adults,	

Staff also attended Matrix International Show, Mystery Shop Coaching, QLM Health and Safety Training, Les Mills – Cycle Studio Seminar, UK Active Training Conference, and MS Excel Training.

One of our receptionists has also commenced a course in English at City Lit, and the Club Managers are working to complete the Chartered Management Institute Diploma.

# Being known and in demand

## Jubilee Hall's Active Ambassador – Nathan Fox

The Trust has become a sponsor of GB Triple Jumper, Nathan Fox. Nathan is current British Indoor Champion but just missed out on qualifying for the Rio Olympics.



With the help of our small amount of funding, he is hoping to qualify for the World Athletic Championships in London next summer.

## In & Around Covent Garden (IAACG) magazine

Operations Director Jon Giles was the first person interviewed IAACG magazine's re-launched series of 'Covent Garden People' (readership 170,000).

## Matrix LeadAbility Panel

Phil Rumbelow has been asked to join the decision-making panel for the selection of the Matrix LeadAbility Bursaries. The Bursaries are designed to support disabled people with the clear and demonstrable ability to reach the senior echelons of our sector, and to take their place amongst our Future Leaders.

## Active-Net Conference – Loughborough University

Chief Executive, Phil Rumbelow, was invited to attend this conference recently as a guest speaker, and shared a platform with Charles Johnston, a Director at Sport England, to discuss the new Sport England strategy which was published on 17th May.

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

Jubilee Hall Trust's top executives were presented with Chartered Fellowship of CIMSPA. Chief Executive, Phil Rumbelow and Operations Director, Jon Giles, had undergone a rigorous evidence-based appraisal to ensure that they had demonstrated the qualities needed to qualify for the award and were delighted to receive it in front of their peers.

Phil Rumbelow said:

*'I have been a member of most of the previous incarnations of the institute – ISRM, ILAM, ISPAL etc – and was very pleased when, in 2012, our industry finally got Privy Council approval as the Chartered Institute for the Management of Sport and Physical Activity. The Institute provides leadership, support and empowerment for all professionals working in the sector, and it is fantastic to be recognised.'*

*But, more importantly, we need to get the whole industry unified behind CIMSPA, so that we can provide a clear pathway for the next generation of young leaders to come through.'*

## UK Active - Membership Council

Phil Rumbelow was appointed as Chair of this body, which represents the physical activity sector. The position also means co-option to the main board of UK Active, which is chaired by Baroness Tanni Grey-Thompson.

In a press release announcing the appointment, UK Active said:

*'UK Active – the UK's leading not-for-profit health body for the physical activity sector – has announced the appointment of four Non-Executive Directors to its Board... as Chair of the UK Active Membership Council, Jubilee Hall Trust Chief Executive, Phil Rumbelow will serve as the voice of the membership base on the Board, ensuring members are keenly represented in all areas of discussion. Phil will also play a leading role in helping the Board to meet key sector challenges, such as the skills agenda, workforce development and building a winning culture.'*

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

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