



Working together for the health and happiness of Stevenage residents.

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Stevenage Contract

Performance Year 1



Mobilisation

- Contract started on 1st April 2023
- Investment of £1.4 million in contract
- No redundancy of colleagues in first 6 months, only 1.5 FTE in second 6 months
- Signage replaced at all sites
- New uniform
- New app for customers
- New bookings systems at all sites
- New invoicing and purchasing processes implemented
- New payroll systems
- New HR processes
- New IT across all sites (phone & computer systems)
- All colleagues having to train and update records.
- All right to work documents updated
- All DBS updated
- New reporting systems



Colleagues

- EA came into the contract and have utilised Stevenage colleagues, many of whom have shone through.
- Katie Maggs (Graphic Design) & Tanya Russell (Marketing) – EA recognised that taking on the theatre is a big challenge and adding to their only theatre in St Alban's would require additional resources. Both Tanya & Katie were added to the TUPE list and now cover all EA theatres (GCT, St Albans, The Grove & Leighton Buzzard).
- Juanita Prescott (Health & Wellbeing Manager)– recognising the work Juanita has done for Stevenage was seen by EA and adding her to the TUPE list gave the contract a head start in the Active Community programme. They recognised that the Health & Wellbeing offer in Stevenage is ahead of most others.
- Danny Kingston (Activity & Wellbeing Manager) – Danny was taken on in an addition for the contract to deliver the Active Community programme alongside Juanita. He will take responsibility for delivering in the community, setting up new programs at sites for hard to reach groups.
- Danny & Juanita – are now working alongside the North Herts contract as the programmes and activities they have set up have been so impressive.

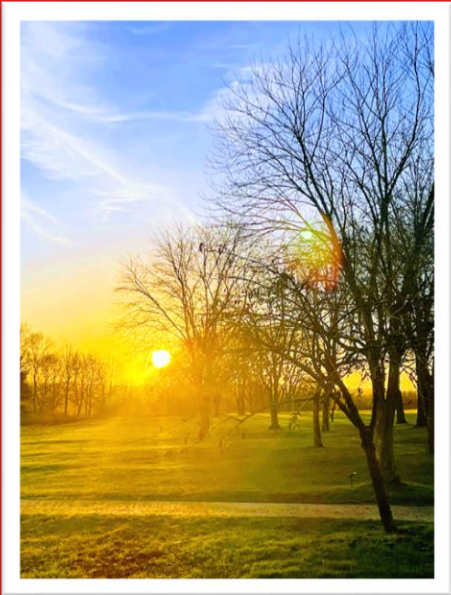


Colleagues

- Paul Ruff (General Manager – Theatre) – Paul’s skillset has been clear for EA to see, and his knowledge and commercial drive recognised. Paul has become unique to EA working across 2 regions as he now oversees The Grove Theatre in Dunstable and The Leighton Buzzard Library Theatre. Paul has also been key in the partnership work with the Hertford Theatre.
- Luke Simkins (Golf Manager) – as the golf manager at Stevenage Luke has been responsible for income drivers such as the shop, societies and golf usage. Again, his abilities have been recognised by EA and Luke is now managing golf across the South-East region.
- Darren Bickell – (General Manager – Swim Centre) – Darren’s role has been extended to include Ridlins Athletics Stadium utilising his team for bookings and operations. He has also been key in the extended operation of the Aqua Play at Fairlands.
- Hannah Duffett (SALC – Finance & Admin) – Hannah has been the colleague who keeps the Arts & Leisure Centre operations and admin on track. Her skills have been recognised and she is now undertaking finance and admin support for Swim Centre, Ridlins and all the pitches and pavilions within Stevenage.



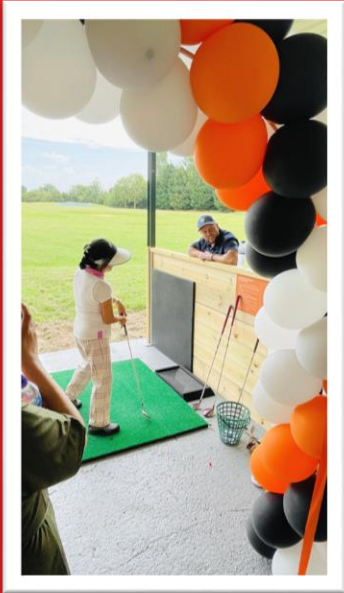
Stevenage Golf & Conference Centre



- Our public areas and bar and function rooms have been given a refresh, all areas have been redecorated and the wooden floor in the John Jacobs has been renovated.
- The club shop has been refurbished and layout changed to allow for more custom fittings and increase revenue.
- Trackman has been installed on the Driving Range and the range has been given a new makeover to compliment this.
- The Trackman was officially launched on Saturday 8th July by the Mayor of Stevenage Myla Arceno and Andrew 'Beef' Johnson.
- Year 1 of Trackman saw 1.3 million balls hit. This compares with 375,000 in the final year of SLL.



Stevenage Golf & Conference Centre



**EVERYONE
GOLF**



- Par 3 course closed over the winter of 23/24 to be renovated.
- Focus on integrating hard to reach groups into golf focussing on juniors and females.
 - Junior academy now set up – Sharpshooters
 - Ladies' membership doubled / free girl guide taster sessions
- Launch of Everyone Golf as EA becomes 2nd largest golf provider in country. 300 new visitors on open day. Everyone Golf | The Home For All Golfers
- Roof repairs and re guttering around the periphery of the Centre has been completed. Investment into greens and tee boxes



Stevenage Arts & Leisure Centre



- A slower start to the new contract with a significant dip in membership numbers due to direct debit issues.
- Investments included £45,000 into studios and £400,000 investment into gym.
- Membership figures since refurbishment of the gym have risen back to pre-Covid levels – 4200 members.
- Health Action Day took place in the Main Hall, offering free health & wellbeing advice from 20 partners as well as free activities for children and showcasing classes. The gym was also free to the public on this day.
- Participation numbers have grown with classes and the gym seeing increases in footfall of approximately 20%
- Pickleball continues to grow with many sessions available



Stevenage Arts & Leisure Centre



- Centre has hosted a number of events including:
 - EA National Customer Service Event
 - Local Elections / National Elections
 - NHS Leadership Conference
 - Herts Schools Badminton Competition
 - Karate Gradings
 - England Fencing Tournament
 - Regional Futsal



AWARDS FINALIST 2024

- Stevenage Arts & Leisure Centre was selected as a finalist for the UK Active Awards for the Healthy Communities category.
- This is for the work of the following programmes all taking place in the centre
 - Menopause Café
 - Men's club
 - Dementia Café
 - Healthy Hub
 - Cardiac / Cancer rehab / Specialist Equipment



Gordon Craig Theatre

- **Redevelopment** of café/bar area with £200,000 investment – improving Customer Experience and Bar Sales
- 12k uplift from April to August this year v the same pre-refit period last year – despite a drop in footfall
- **GCT Production Services**
 - Made and designed by the GCT – for all sectors of the industry
 - Milton Jones, Red Entertainment & Dukes Theatre Company
 - Looking to develop this area further in the coming years. An excellent opportunity.
- **Panto 23/24**
 - Sleeping Beauty wins ‘Best Pantomime’ at the UK Pantomime Awards
 - Second time winning the accolade
 - Also nominated for Best Comic - Aidan O’Neill
- **Theatre Colleague of the Year** at SEN Business Awards – Anton Holmes Deputy Tech Manager
- Community Hires & Dance Festivals continue to be hugely successful

EVERYONE
THEATRES



Gordon Craig Theatre

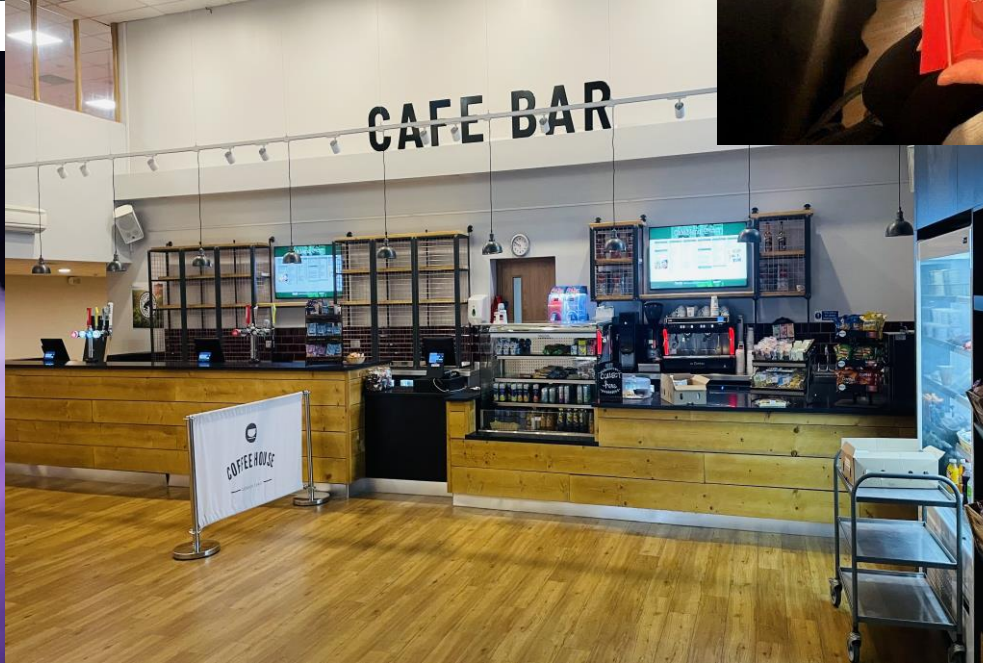
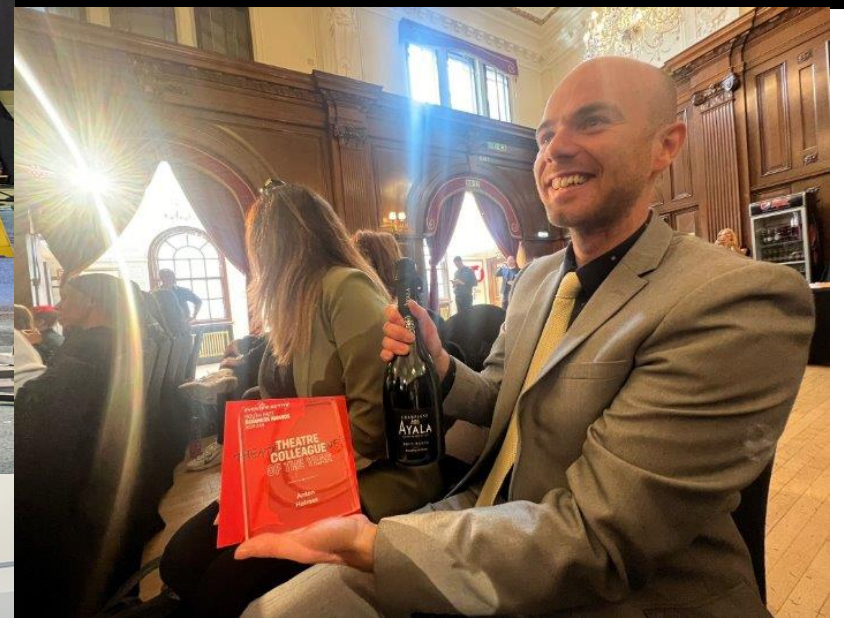
Versatile colleagues

- Major Flood during panto season saw only 1 show cancelled.
- Team also played major part in mobilisation across Stevenage, refurbishing the golf shop and supporting the mobilisation of North Herts.
- First ET wide Casual Technician Recruitment evening held at the GCT – suitable and willing candidates found for all Theatres. Collaboration is key!
- Securing capital funding from local authority for new lighting desk
- Further investment on the horizon: for sound desk, lighting rig, house lights, seats and carpet...
- Hosted The BBC's Question Time a short while before the election featuring a 'robust' Stevenage audience.
 - This was followed by Radio 4's Any Question the day following the General Election – both increasing venue profile
- 5.5% more tickets were sold in the 1st year compared to 22-23, with ticket income increasing by 10.5%

EVERYONE
THEATRES



Gordon Craig Theatre



Stevenage Swimming Centre



- The Centre has benefitted from a redecoration throughout
- We hosted 9 Galas and numerous pool Parties during the first 12 months
- Stevenage swimming Centre continued the campaign for increased online joining for memberships and swimming lessons surpassing targets in both areas. The Centre has continued to be well used and is ahead of target regarding Swim Scheme sales and Fitness sales.
- The centre finished the year with its highest level of swim lessons memberships – 1549 – a gain of 150 over the year.
- We ran a broad programme of Summer holiday crash courses with a good uptake.
- We have expanded the opening times to allow for more public sessions across the week.



Stevenage Swimming Centre



£66k Investment in plant for the health suite area – new steam generator and benching, toilets and shower area refreshed.

Good partnership working with SBC to help maintain and refurb lots of back-room issues including boilers, showers etc.

Successful bid from Sports England to invest in pool covers and lagging works to improve environmental issues.

The swimming team work with the mobilisation and running of Ridlins & Fairlands Splash Park

Parent & Baby sessions – added sessions to deprived audience which will continue for next 2 years

- Top up swimming scheme linking with 20 local schools



Fairlands Valley Splash Park



- This area was a challenge at the start of the contract as EA agreed to take over the management of the kiosk in addition to looking after the plant room
- Required all colleagues to be pool plant trained to work on site
- We increased the time that the area was available to be open to the public allowing daytime use before the school holidays.



Ridlins Athletics Stadium



- This site was taken on from SBC management. Changing booking systems was challenging but clubs were not affected and communicated with throughout.
- The building lights were replaced for LEDs and management of heating systems improved
- The main floodlights were replaced in September 2023 replacing the old Halogen lights for LED.
- The stadium hosted a number of events and competitions with a highlight being the NHS Rainbow Run helping to raise £38,000.
- The boilers for the site remain an ongoing issue with solutions currently being sourced to replace the obsolete ones in place.
- The new Scorers cabin funded by SBC has proved to be a huge success enabling all School, District and County events to run smoothly for the new season.



Active Communities



The Active Communities has been an incredible success within Stevenage with so many community projects launched and the continuing success and improvements of activities within the centres.

This has been recognised with Danny & Juanita both winning awards within the Everyone Active business. The success has also been due to the successful partnerships they have developed, none more so than with Stevenage Borough Council. Huge thanks goes to Geoff, Ryan, Lorna and the rest of the team for this partnership working.



Active Communities



The projects that took place in year 1 are as follows:

- Men's Club
- Menopause Support
- Healthy Hub
- Integrated the Young People's Health Hub
- Community Allotment
- New Step machine for wheelchair users
- Cardiac Rehab
- Pulmonary Rehab
- Stroke Rehab
- Escape Pain Sessions
- Exercise on Referral
- Community classes – Symonds Green / Shephall / St Nics / Chells Manor
- Walking Netball
- Disability Badminton
- Community Café
- Pickleball club
- Home Ed Sessions
- Junior sports – Futsal, tennis, badminton
- Sharpshooters Golf Academy
- Schools golf workshops
- Athletics Funetics Project
- Integrated Offender Project
- Sporting Champions
- Long term health conditions golf project
- Love to Move in care homes
- Family Centre sessions
- Mobile Healthy Hub
- ICB BP and fibrillation project
- Trip to seaside



EVERYONE ACTIVE

The Official Sleeve Sponsor and Gym
Partner of Stevenage FC Mens and Womens
2023/24 season and continues for 24/25 season

3 x Pitchside banners

West: 16ft x 3ft

North: 14ft x 3ft

South: 15ft x 3ft



EA Feedback

Have a Question? Everyone Active Enquires Will Have The Answer

Everyone Active direct all enquiries, feedback and complaints through the app or website so that all dialogue by all parties can be recorded.

- In 2023/2024 5,071 enquiries were taken with an average response time of 17 hours.



OUR PURPOSE: WORKING TOGETHER TO TRANSFORM THE WELLBEING OF OUR COMMUNITIES

IMPROVE PEOPLE'S LIVES

WE INNOVATE
WE CREATE EXCEPTIONAL EXPERIENCES
WE INSPIRE ACTIVITY

EVERYONE MATTERS

WE ACT WITH INTEGRITY
WE RESPECT AND INCLUDE EVERYONE
HEALTH AND SAFETY COMES FIRST

PLAY TO WIN

WE CONTINUALLY LEARN AND IMPROVE
WE SUCCEED THROUGH TEAMWORK
WE SET AMBITIOUS GOALS

GROUP BUSINESS PLAN 2024-25



Stevenage Contract Key Focus

COMMERCIAL

- Increase fitness membership sales
- Increase swim lesson memberships
- Increase driving range participation
- Increase casual sports usage
- Increase Pantomime attendance
- Increase conference events

COMMUNITIES

- Reduce obesity in Stevenage
- Mental Health Support
- Dementia support
- Health Hub
- Create healthier lifestyles
- Utilise community space
- Develop local partnerships
- Healthier children



EVERYONE

IS READY TO ANSWER QUESTIONS...

