



Our Customers LOVE us because we care about.....?



More people  
More active  
More often

*Training the resource that matters*

# Agenda

- 10.00 We care about Marketing - How creative marketing campaigns can engage with the customer (Will Jones)
- 10.30 We care about collections - Getting the money right - keeping people happy (DFC)
- 11.00 We care about new members – Adapting to the customer with DiSC for Sales (Craig Campbell)
- 11.20 We care about helping members to book with ease, leaving staff to help others (Clarity Leisure)
- 11.40 We care about our product - Offering, members journeys, product mapping (Craig Campbell)
- 12.10 We care about customer research - Dave - sales process - induction - ongoing (Proinsight)
- 12.30 Group Feedback session (all presenters from the morning session)
- 12.30 Lunch
- 1.00 We care about retail - ad spend, displays, offers (ZOGGS)
- 1.20 We care about the future - TBC - the future of buildings and participation (Alliance leisure)
- 1.40 We care about the industry (UK active)
- 2.00 We care about Staff - inductions - OCL's - 1-31 planners (Craig Campbell)
- 2.30 We care about Development – where DiSC fits into Management (Craig Campbell)
- 3.00 Group feedback session (all presenters from the afternoon session)
- 3.20 AOB
- 3.30 Finish

# What do Cascade3d do?

- Advanced reporting and dashboards
- Communication tools
- Marketing campaigns
- Automate data into financial systems
- Consultancy:
  - *Management*
  - *Front line staff*
  - *Corporate away days*



Our customers love us because....

# We care about marketing!

Will Jones ACIM



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# Marketing

- “the action or business of promoting and selling products or services, including market research and advertising”



# Marketing Mix



# The Market Place

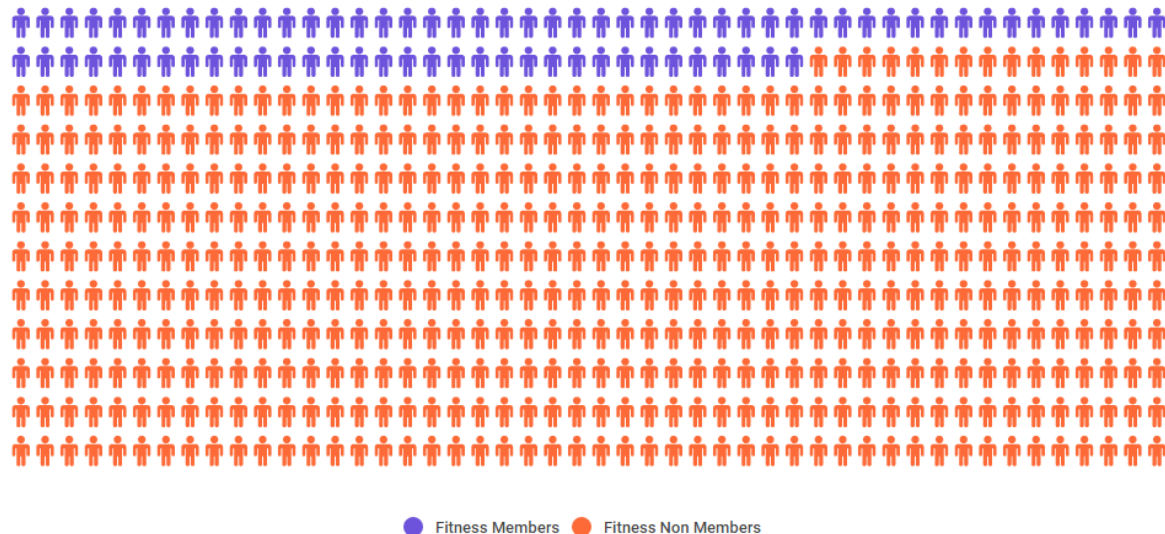


*Population*  
*65,068,500*

# Market Penetration 2016

## UK Fitness Industry 2016

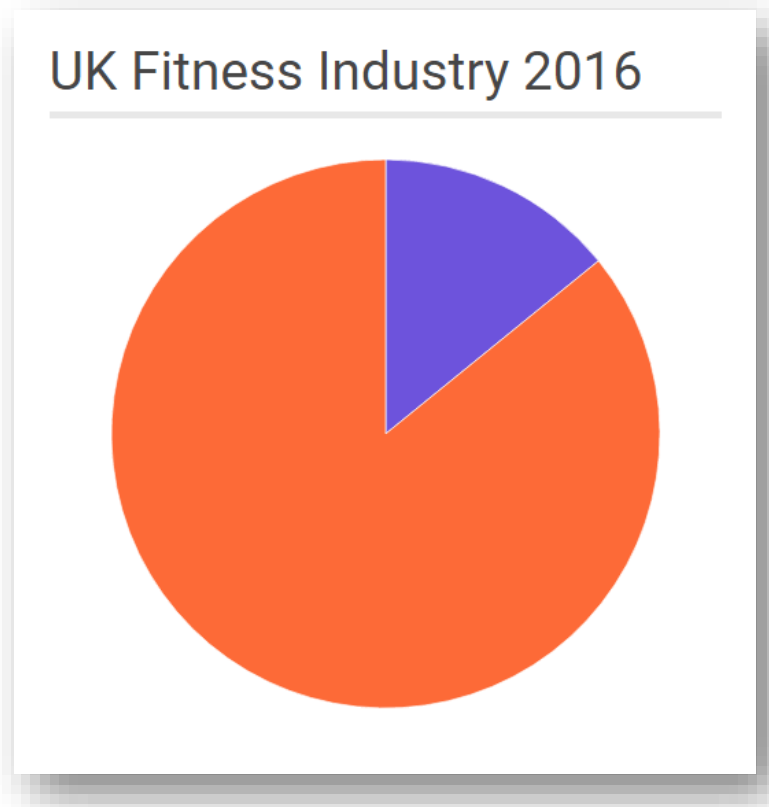
” Latest Fitness Industry Stats:  
6,435 Sites, 9.2m Members, £4.4 billion Market Value  
-The Leisure Database Company



infogr.am



# Market Penetration 2016



# This should be easy!

**NHS** choices Your health, your choices

Health A-Z Live Well Care and support Health

## Benefits of exercise

**Step right up! It's the miracle cure we've all been waiting for.**

It can reduce your risk of major illnesses, such as heart disease, stroke, type 2 diabetes and cancer by up to 50% and lower your risk of early death by up to 30%.

It's free, easy to take, has an immediate effect and you don't need a GP to get some. Its name? **Exercise.**

# Fitness Marketing

- No joining fee!
  - No contract!
  - New Year, New You!
  - Step into Spring!
  - Shape Up For Summer!
  - Fall into Fitness!
  - Insanity!
  - Body Attack!
  - 14.14% members
- No joining fee?
  - No contract?
  - New Year, New You?
  - Step into Spring?
  - Shape Up For Summer?
  - Fall into Fitness?
  - Insanity?
  - Body Attack?
  - 85.86% non members

# Fitness Marketing



# Fitness Marketing



# Fitness Marketing



**REFER A  
FRIEND...**

**and get one  
Month Free\***

# Non-Fitness Marketing



Our customers love us because....

# We care about marketing!

5 ways to show the love...



More people  
More active  
More often

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# 1. Show me the money!



**LEYTON GYM JUST GOT BETTER...**

Brand new 90 station gym extension now open, 787 High Road Leyton.  
Pop in or visit [www.better.org.uk/leyton](http://www.better.org.uk/leyton)

**ONLY £19.95 A MONTH**

In partnership with  Waltham Forest

Membership terms and conditions apply. See [www.better.org.uk/terms](http://www.better.org.uk/terms). Better is a registered trademark of GGL (Greenwich Leisure Limited), a charitable social enterprise. Registered office: Middlegate House, The Royal Arsenal, London, SE18 6SK (PS No: 27793). Inland Revenue Charity No: 8943956.

 **BETTER**  
the feel good place

CONTRACT £19.95 EQUIPMENT A MONTH

Join online now [thegymgroup.com](http://thegymgroup.com)

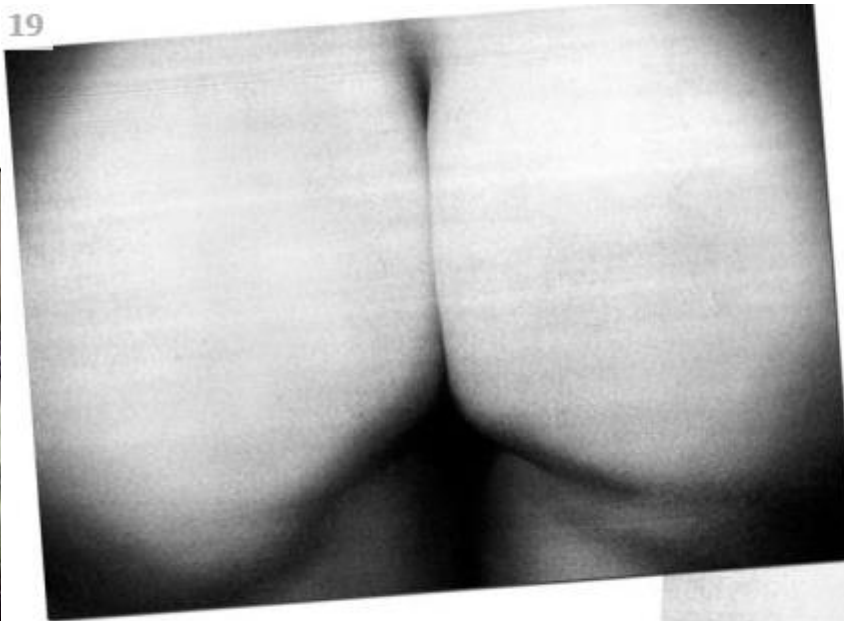
 **gy!!!**  
find your fit

# 2. Realistic role models please

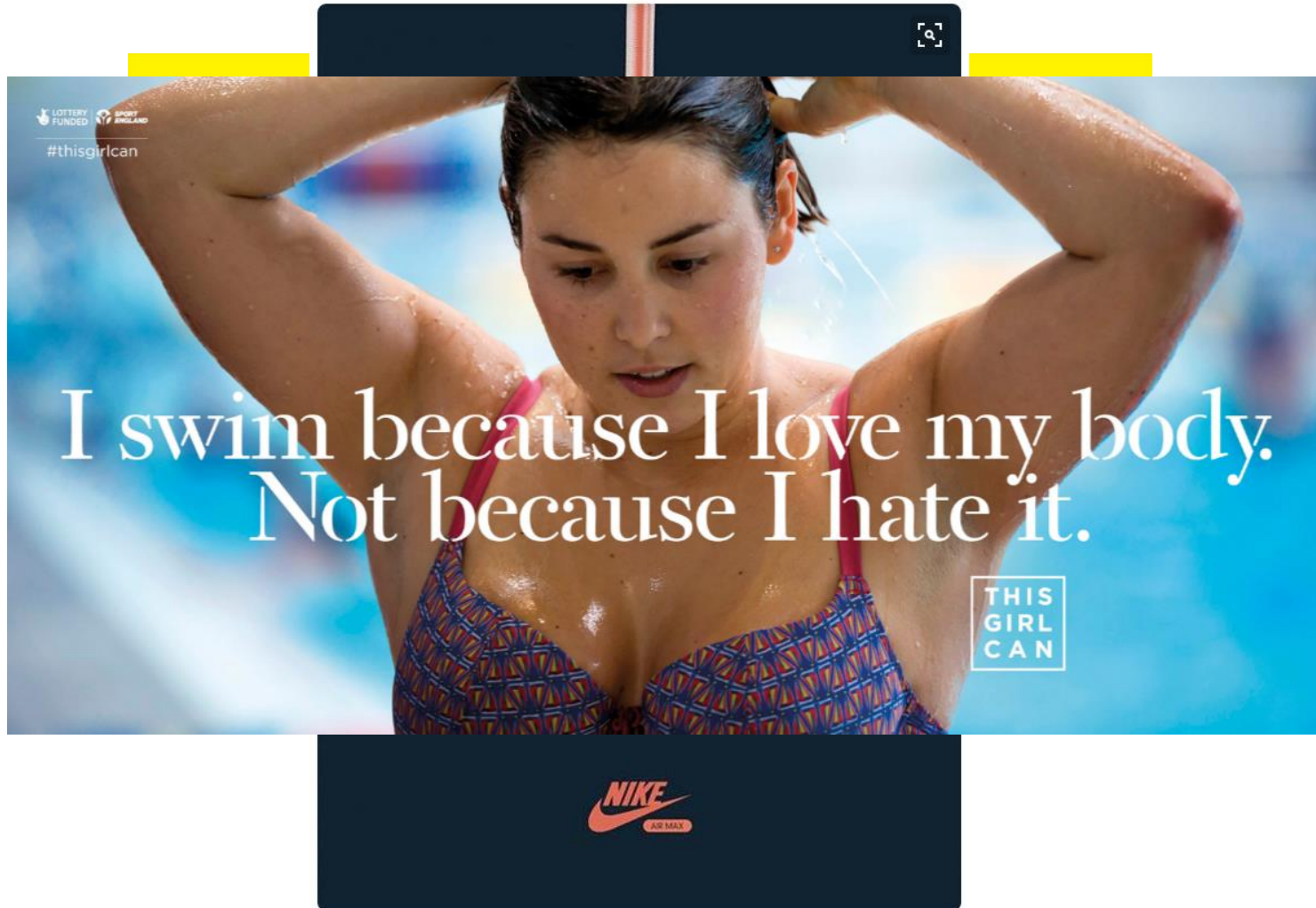


# 3. Use (tasteful) humour

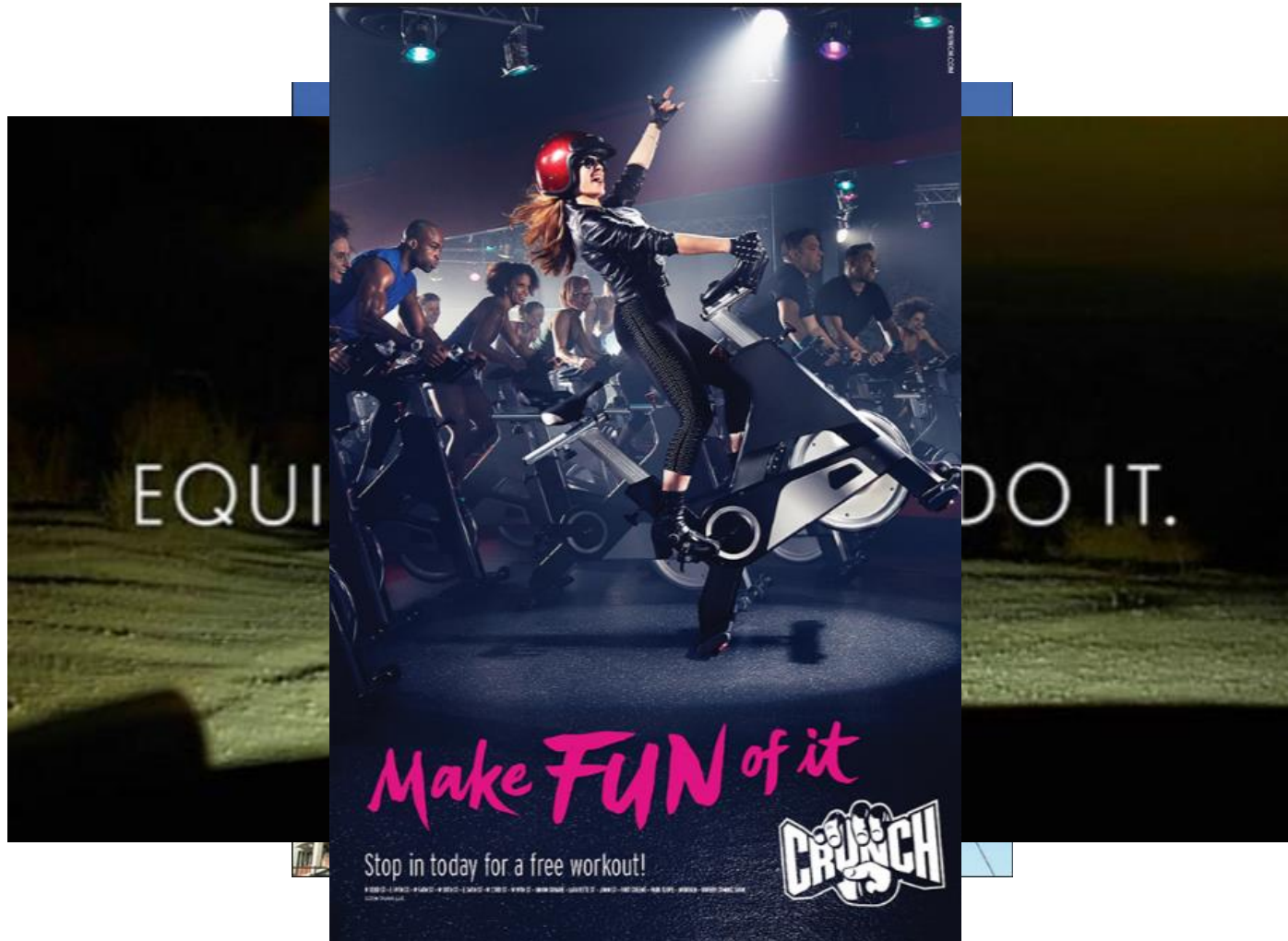
19



# 4. A health related message



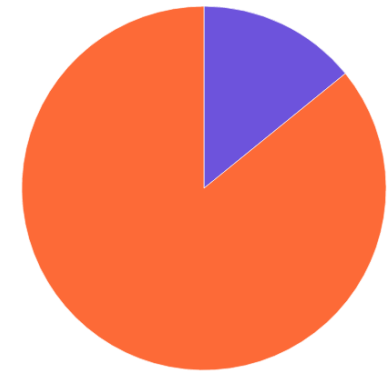
# 5. Make it look good!



# Fitness Marketing

1. Show me the money!
2. Realistic role models please
3. Use (tasteful) humour
4. A health related message
5. Make it look good!

UK Fitness Industry 2016





Our customers love us because....

# We care about marketing!

Will Jones ACIM



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# We care about collections

Neil Woodward

Getting the money right

Keeping people happy



Bespoke Direct  
Debit Services



More people  
More active  
More often

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## THE MONEY:

Are you causing arguments by getting Direct Debits wrong?

— We do more than —  
just collect





## THE MEMBERS EXPECTATIONS

### When a member joins your facility;

- Ensure your sales process is clear / transparent and also provides the member with clear Terms and Conditions
- Use the most up-to-date guidelines (For example, the 6 Limited rights to cancel) on your agreements / contracts.
- Clear notice period for the member to understand
- Security of members bank details on paper agreements / contracts (Procedures / Processes of storage)
- Conform to the distance selling regulations (If joining online)
- Be clear with the lines of communication (For example, who does the member go to with any questions)



## THE MEMBERS EXPECTATIONS

When an organisation makes a collection;

- Charge the exact amount they agree to when signing up
- Collect the above amount on the agreed date, or just after (For example, Bank Holidays / Weekends)
- The organisation has invested in business continuity (For example, Disaster Recovery)
- The communication between the organisations accounts department, or DD provider and the Front of House software is all automated - Which reports on the successful and unsuccessful collections



## THE MEMBERS EXPECTATIONS

### Member Management;

- Response times to member queries and manage their expectations (Recorded phone line / digital copies of any communication)
- If a member fails to pay, you have a clear and concise process which is ethical in its approach and also illustrated in your Terms and Conditions
- The organisation should be able to quickly tell the member the reason for unsuccessful collections
- Make it easy for the member to bring their account back up-to-date
- Everyone knowing when a cancellation has been requested, or when a member has cancelled their Direct Debit
- Communication is key

## SUMMARY

- Treat your members fairly
- Be consistent
- Re-engage with your members quickly
- Make it easy to communicate with the member and the staff
- Keep up-to-date with the latest guidelines including Bacs etc
- Invest in developing systems to keep improving communication between staff and members
- Ensure security is at the forefront of the service offering and that regular checks are made (Conforming to the latest regulations)

—● We do more than —  
just collect





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www.debitfinance.co.uk



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01908 422 000



@debitfinance  
@DFC\_Neil

**DFC** Bespoke Direct Debit Services

# We care about new members

Craig Campbell

Adapting to the customer

DiSC for sales



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More often

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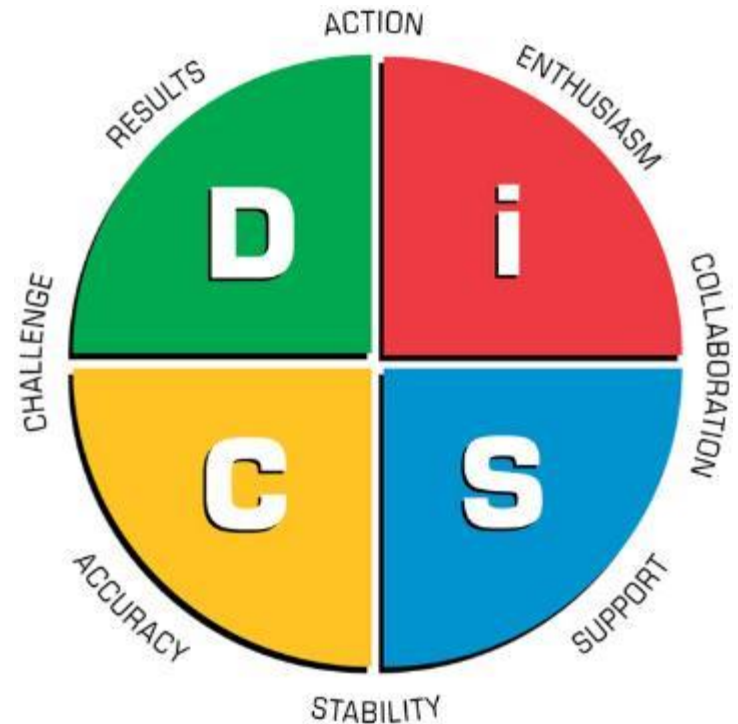
# How would I look after these plants?





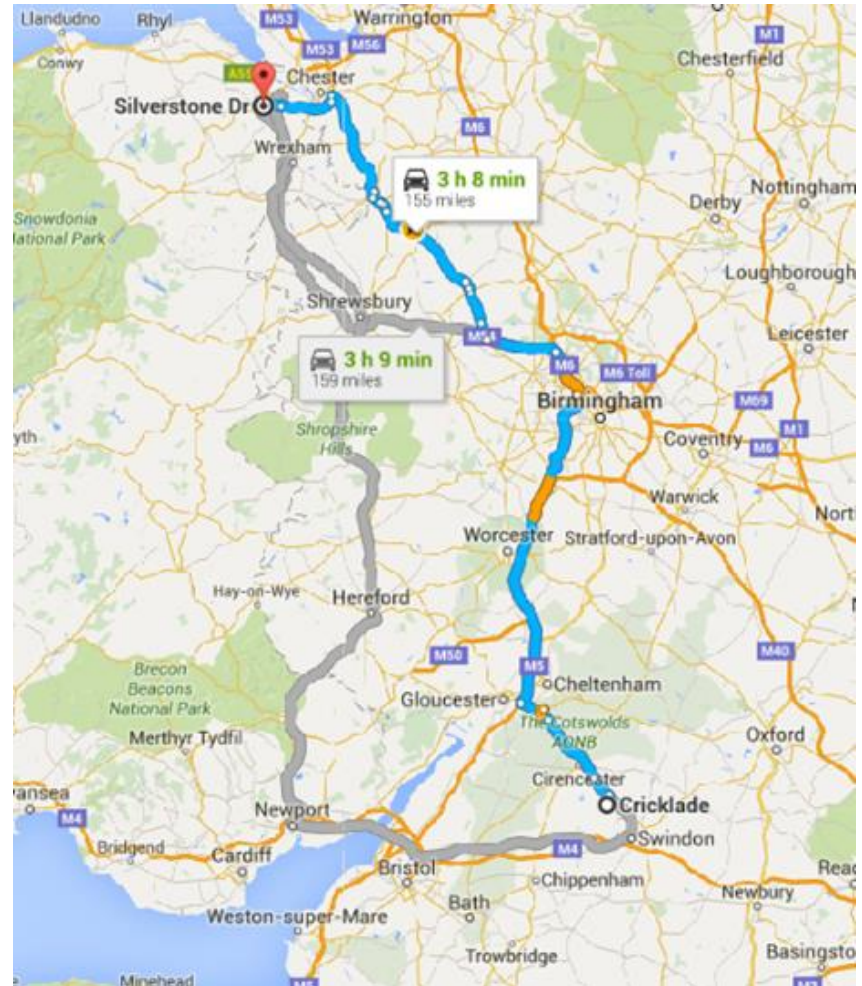
# People instructions or DiSC® Model

- There are no 'good' or 'bad' styles
- There is no 'best' style
- All styles have strengths and limitations
- All styles can be more or less effective
- People are a blend of all four styles



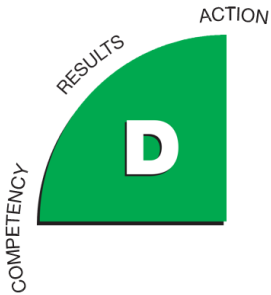
# Adapting to our customers

- Find ourselves
- Find our customers
- Navigate to our customers



# Understanding D Customers

## Priorities



## Trusts



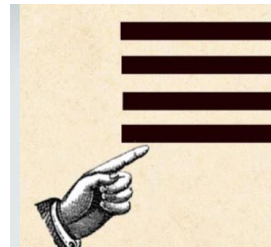
## Selling strategies



## Bothered by

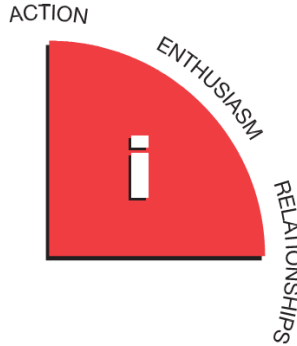


## Emphasise



# Understanding i Employees

## Priorities



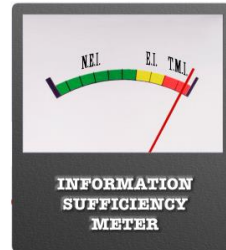
## Trusts



## Selling strategies



## Bothered by



## Emphasise



# Understanding S Employees

## Priorities



## Trusts



## Selling Strategies



## Bothered by



## Emphasise



# Understanding C Employees

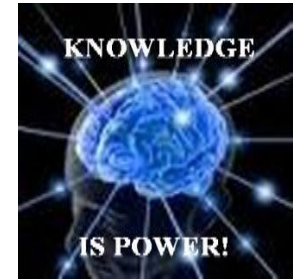
## Priorities



## Trusts



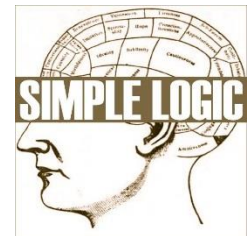
## Selling Strategies



## Bothered by



## Emphasise



# We care about making it easy to book activities

Kevin Anson

Making it easy to book your services! How can we use technology to make booking easy?

**ClarityLive Leisure**



More people  
More active  
More often

*Training the resource that matters*



Making it easy to book your services!  
How can we use technology to make  
booking easy?





# AGENDA

ClarityLive Leisure

- *Who is ClarityLive Leisure?*
- *Leisure industry overview*
- *The technology to make booking easy*
- *Questions?*

- Introduction

Kevin  
Anson  
Leisure IT  
Consultant



ClarityLive Leisure

- Leisure Management System provider
- 205 sites in UK
- Personal Approach!
- Latest technology!
- UK focus
- Leisure & Culture focus



– Leisure centres, Theatres, Museums, Heritage, Parks, etc.

# Leisure Overview

- Technological innovation & an enhanced consumer experience helped the UK health & fitness industry to gain more gyms, more members and a greater market value over the past year
- 2015 State of the UK Fitness Industry Report states  
*“The UK health and fitness industry is in good health, it has more clubs (3.3% up), more members (~6% up) & a greater market value than ever before (5.4% up). 1 in every 8 people in the UK are members of a gym, an all-time penetration rate high of 13.7%”*
- Your biggest competitor, the Budget clubs, use technology to reduce operational costs, have v. low membership fees and attract new members



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Training the resource that matters

# Technological innovation” is helping growth in leisure sector

- Making it easy to book your services – how can we use technology to make booking easy?
  - Online solutions
  - Mobile offering
  - Kiosks to speed up access and record
  - Access control for members



# Online solutions



# Mobile solutions are key!

- **Smartphone has overtaken laptop**
  - *UK's most popular device for accessing the internet.*
- **1 in 3 people use phone first to go online**
  - *Compared to 30% who opt for a laptop*
  - *Only a year ago, laptops led the field by some 17%*
- **2/3<sup>rds</sup> of UK adults own a smartphone**
  - *Used on average 1 hour and 54 minutes a day*
- **Become part of members' digital lifestyle**
- **Attract and retain new members**



## Kiosks - Maximise the customer experience, reduce queues, fill classes and reduce overheads!

- Book now
- Book next week
- Record attendance
- Collect tickets
- See availability
- Rate the course/session.
- Book courses; pay/member credit
- Rate your chosen activities
- Reduce staff costs!





## Kiosks – Access control

- Access control allows unmanned doors / turnstiles to be accessed using either membership card swipe or pin entry.



## Summary

Technological innovation helped the UK health & fitness industry to gain more gyms, more members and a greater market value over the past year.

Ensure you are using technology to improve your service because your competitors are!



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# ClarityLive Leisure

Any Questions...  
Just Ask!



# We care about Product

Craig Campbell

What is the product?



ClarityLive Leisure

**PROINSIGHT™**

**DFC**

Bespoke Direct  
Debit Services

**ZOGGS**

The Fun Swim Co.



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# 4 Goals our members have when they Join



# What does the customer want



**JANUARY** "Super food" on super nutrition. This is also a great time to take a break from the winter blues and get back to work on your health. The month is packed with a whole lot of nutrition.

**WEEK 1** A versatile root vegetable: The Sweet Potato  
 • It's rich in beta-carotene, potassium and fiber.  
 • **B6** **C** **A**

**WEEK 2** The power-packed leafy green: Brussels sprouts  
 • They're packed with antioxidants and fiber.  
 • **K** **C**

**WEEK 3** The new "it" whole grain: Farro  
 • It's a hearty, chewy grain that's rich in fiber and protein.  
 • **FOLIC ACID** **IRON**

**WEEK 4** Your omega-3 fatty acid replacement: Fish  
 • They're rich in omega-3 fatty acids, which are great for your heart and brain.  
 • **OMEGA-3** **PROTEIN**

# Basic training to match customer goals

**WEIGHT LOSS**  
BY CRASH DIETING AND IMPROPER TRAINING

**VS**

**FAT LOSS**  
WITH CORRECTION NUTRITION AND TRAINING

- +DECREASED FITNESS
- +DECREASED STRENGTH
- +POOR PERFORMANCE
- +EARLY AGEING
- +REDUCED IMMUNITY

- +IMPROVED FITNESS
- +GREATER STRENGTH
- +PEAK PERFORMANCE
- +DELAYED AGEING
- +REDUCED RISK OF DISEASES



# Other basic training needed to induct fitness staff

- Supplements
- Hydration
- Sleep
- Vitamins and minerals (deficiencies)
- Current diet trends
- Periodisation
- Cardio and Weight templates
- Wearables
- Emotional vs Logic
- Educating clients
- Dealing with difficult customers
- Giving advice
- Corrective coaching
- Adapting programmes or exercises



# What measure do you have in place

1. Do you get assessed to be able to induct?
2. What % is acceptable?
3. When will reassessment happen?
4. When are classes assessed?
5. Who monitors the programs written by staff?
6. What behaviours do you measure?

# We care about customer research

David Hopkins

Monitoring what really happens and making  
sure process improves

# PROINSIGHT™



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# Morning recap and questions

- 10.00 We care about Marketing - How creative marketing campaigns can engage with the customer ([Will Jones](#))
- 10.30 We care about new members – Adapting to the customer with DiSC for Sales ([Craig Campbell](#))
- 11.00 We care about collections - Getting the money right - keeping people happy ([DFC](#))
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# We care about Retail

Craig Starling

Using retail to improve service



# Jump In!

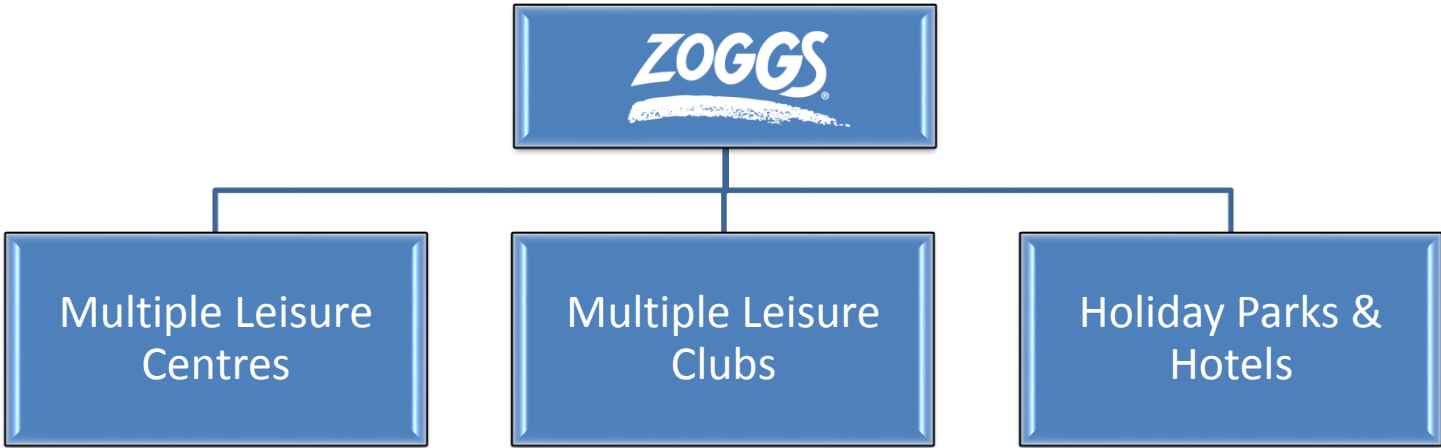
We can make it easier

**ZOGGS**<sup>®</sup>

# Contents

- **Brief background of Zoggs**
- **Changing Retail in Leisure – Can we make it easier?**
  - *Understanding your customer*
  - *Making selling easy*
  - *Extra sales drivers*

# ZUK 2015 Leisure



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## Number of Pools

Category	Number of Pools	Zoggs Distribution	% Total
Local Authority	1694	1095	65%
Private Clubs	1571	777	49%
<b>Total</b>	<b>3265</b>	<b>1872</b>	<b>57%</b>



# Understanding Your customer



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# Target customers



We understand swimmers and there isn't just one style or motivation, there are many...



# Goggles strategy

- Remain the key category accounting for c.45% of all sales
  - Focus on comfort & fit
  - Continue 23 years of firsts theme
  - Cascade benefit technology down the range
  - Colour injection
  - Goggle technology focused on higher price points with key innovation
    - Phantom Family
    - Aqua Flex 2016
    - Re-launch 'Air' story 2016
    - Predator and Phantom Elite 2017
    - Predator Flex 2018
  - High volume lower price point adult, junior & kids Goggles refreshed or replaced – increased value and colour injection
  - New Packaging
  - Strategic SMU partnerships & campaigns
- 

Shaping swimwear to  
flatter, enhance & support



Bust  
Control

Tummy  
Control

Bottom  
Support

Swimshapers  
by ZOGGS



Tarcoola Boost Suit

# Stages of swim development

# ZOGGS

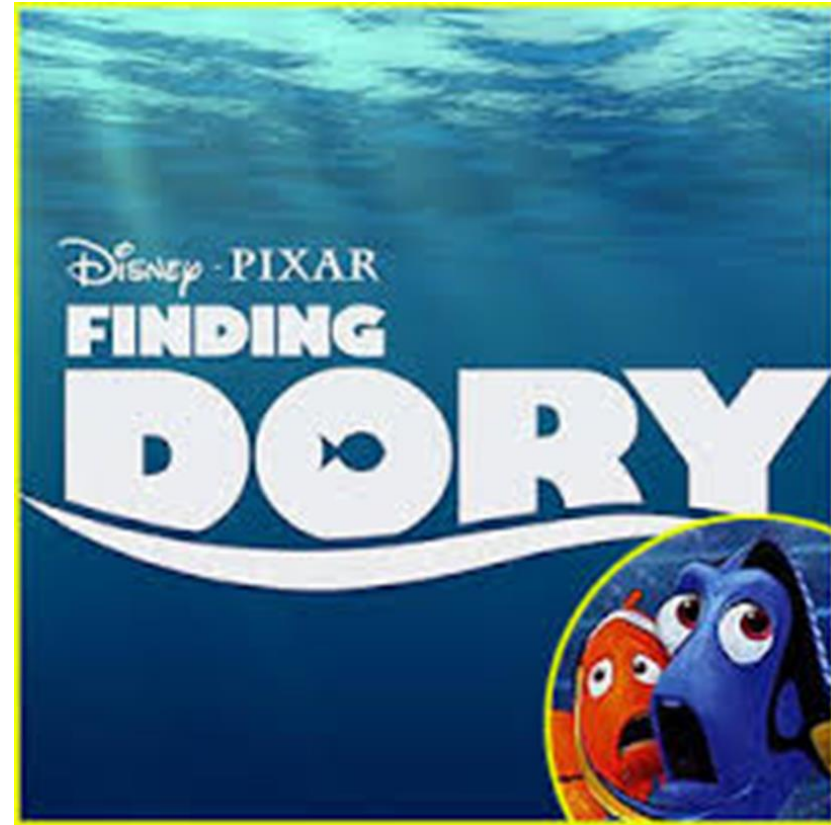


Stage **1** **START**  
to Swim

Stage **2** **LEARN**  
to Swim

Stage **3** **CONFIDENT**  
Swimmers

# Licensed Products



# Making Selling Easy



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# Focus on Engagement The type of purchase

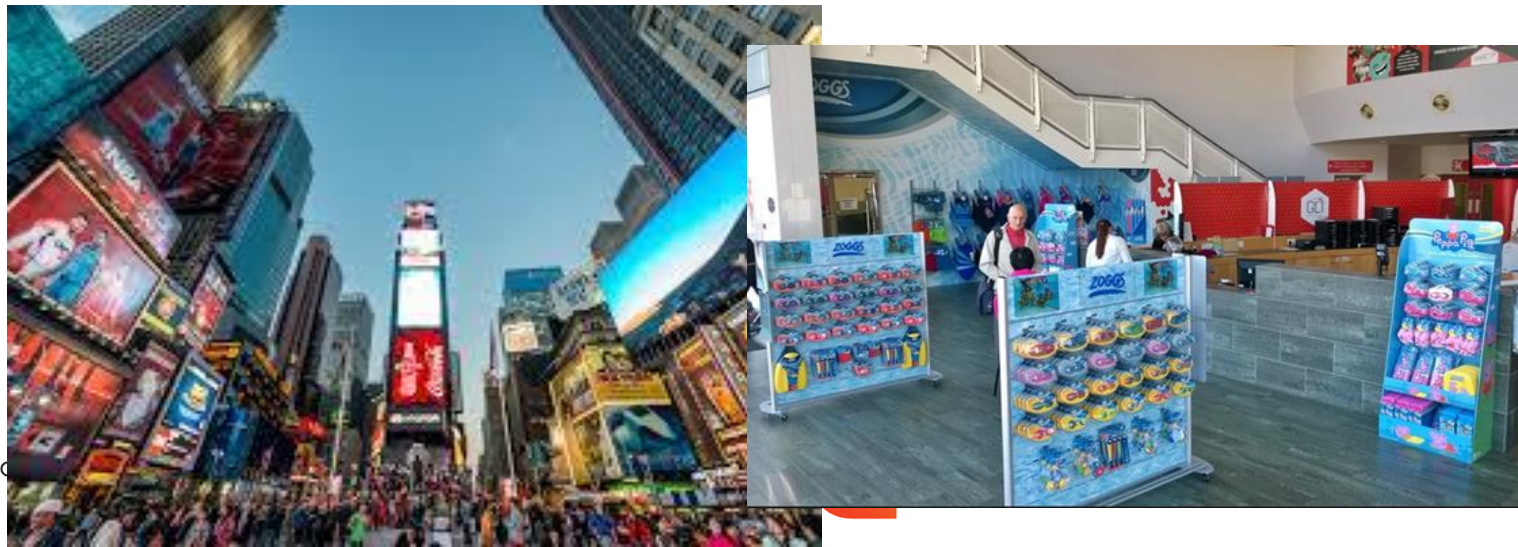


**Distress Purchase**



**Impulse Purchase**

**Destination Shopping**





# Location, location, location

## 8 to 10 steps

Locate core product offer on the edge of the landing zone to slow consumers and encourage interaction before they reach the reception desk.

Browsers are open to impulse categories at this stage of their journey i.e. lower price point goggles, games and equipment.

**33%** of items interacted with are bought.

More than **90%** of in-store communication is not seen.

Communication and Product positioned at the beginning or within the landing zone is in danger of being overlooked.



# Zoggs Focus on Engagement in Leisure

In UK Leisure, over the last 6 years, we have taken consumers from 'Distress Purchase' to 'Impulse Purchase' to 'Destination Purchase' shopping.



Up to **75%** of purchase decisions are made at the point of purchase.

**63%** unplanned impulse decisions.  
**25%** specially planned.  
**7%** generally planned.  
**5%** substitute decision.



# Focus on experience driven engagement



# Focus on experience driven engagement



# Focus on experience driven engagement



# Focus on experience driven engagement

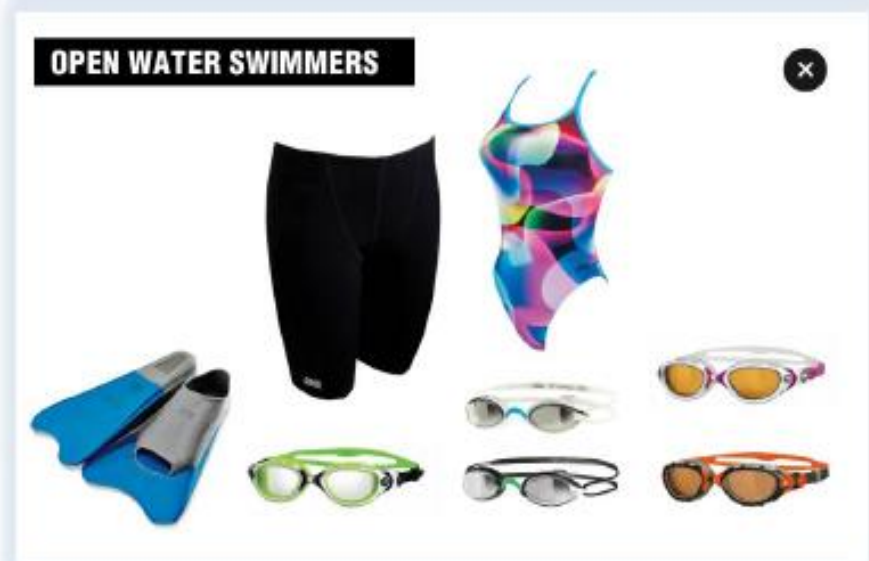
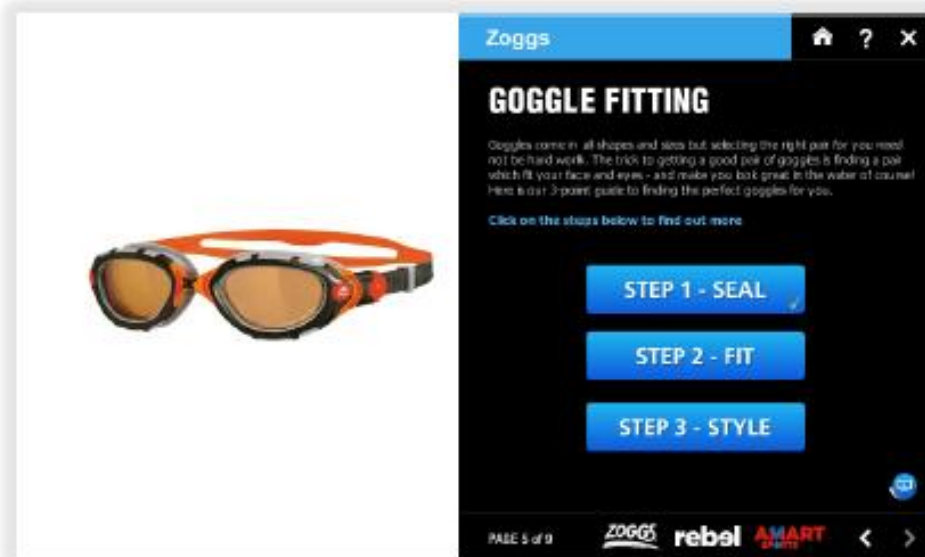


Doncaster Dome

# Digital Training Programme

## Helping staff sell more Zoggs

- Succinct staff training
- Zoggs brand values
- Key product facts & benefits
- Understanding the customer
- Quick quiz to test knowledge



**ZOGGS**

The Fun Swim Co.

# Extra Sales Drivers



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# Retail Offers

## Stimulating demand at the POINT OF PURCHASE



ClarityLive Leisure

PROINSIGHT™

DFC Bespoke Direct Debit Services

ZOGGS The Fun Swim Co.

allianceleisure

UK active

More active More often

Training the resource that matters

# Swim Schools and Poolside products

## Starter Packs



## Printed Caps



# Online Retail

**have fun in the pool!**  
View full range >

Welcome... At Zoggs we care deeply about what we're doing - for us it's more than just designing highly innovative, quality swimwear and equipment.

**easy as 1, 2, 3...**  
Fantastic teaching aids and games for kids  
View our more >

**news headlines**  
Aspire Channel Swim 2011  
View our more >

**swimshapes**  
Swimwear to flatter all shapes and sizes  
View our more >

**see clearly**  
A range of goggles to suit every face and activity  
View our more >

**open water swimming**  
Swimwear and equipment for true athletes  
View our more >

**Zoggs sponsor the Aspire Channel Swim**  
Find out more >

**3 for 2**  
On all water confidence toys and games  
Go to shop >

**swim4fitness**  
A fun and motivational service  
View our more >

**press play >**  
View our YouTube channel  
View our more >

FOLLOW ZOGGS CONTACT US INFORMATION SITE MAP Sign up!

**ZOGGS Stage 1** BUY NOW

**ZOGGS Stage 2** BUY NOW

**ZOGGS Stage 3** BUY NOW

**Stage 4**

Items 1 to 8 of 17 total Page: 1 2 3 Show per page

**STAGE 4 B**

STYLE  High profile  Low profile Sort By: Newest

SIZE  Mult  None

SIZE  Small  Large  
 Medium  X-Large  
 4-7 yrs  8-9 yrs  
 10-11 yrs  12-13 yrs  
 14-15 yrs

<b>Junior Boys Sandstone Shorts Blue/Grey</b> £14.00	<b>Junior Boys Sundeck 17" Short</b> £16.00	<b>Junior Boys Sundeck Ety Hip Jammer</b> £14.00	<b>Junior Boys Geo Wave Print Jammer</b> £18.00
<a href="#">MORE INFO &gt;</a>	<a href="#">MORE INFO &gt;</a>	<a href="#">MORE INFO &gt;</a>	<a href="#">MORE INFO &gt;</a>

# Events

**Aspire CHANNEL SWIM 2013**  
 Cross the Channel for Aspire whenever it suits you, and help people paralysed by spinal cord injury to live independent lives  
 Call us on 0800 0370 880  
 Email us swim@aspire.org.uk

Home | What's involved | Sign up now | Prizes | Raising the money | Photo gallery | FAQs | Where the money goes

Watch the video and see how you can make a difference

Mark & friends are 11.6 miles across the Channel

22 miles, 12 weeks, your pool

Sign up now!



Tommy's  
**Splashathon**

**WE CAN BE HEROES!** EVERY SPORT RELIEF GOGGLE SOLD = ONE POUND TO SPORT RELIEF

SPORT RELIEF 2014

ZOGGS

Limited edition Hero goggles for Adults, Juniors and Kids

SWIMATHON  
 21-23 March 2014

**TAKE ON A CHALLENGE**

5K 2.5K TEAM 1.5K SPORT RELIEF

Swim for Sport Relief  
 ENTER AT SWIMATHON.ORG

cascade<sup>3d</sup>

ClarityLive Leisure  
**PROINSIGHT™**

**DFC**  
 Bespoke Direct Debit Services

**ZOGGS**  
 The Fun Swim Co.

allianceleisure

**UK active**

More people  
 More active  
 More often

Training the resource that matters

# Thank You

## Any Questions?



More people  
More active  
More often

*Training the resource that matters*

# We care about future-proofing

John Leaver

Building the Future of Leisure



More people  
More active  
More often

*Training the resource that matters*



allianceleisure

# #TransformingLeisure



finalist  
flame awards



Silver Award  
2015/2016

Being a stakeholder  
in the environment

[www.allianceleisure.co.uk](http://www.allianceleisure.co.uk)







# Our Investment in the Industry

Turnover  
**£20m**

**£100m+**  
Investment

**2000**  
Visits in  
4 weeks

Support over  
**250**  
clients

**100,000**  
members

**100%**  
On Budget

**20% ↑**  
YoY Sales

Generate

**60,000**

**300** More kids  
swimming

**Trained**

New Sales

**100+**

**3000**

£8k → £400k

**Growth**

Projects Delivered

individuals

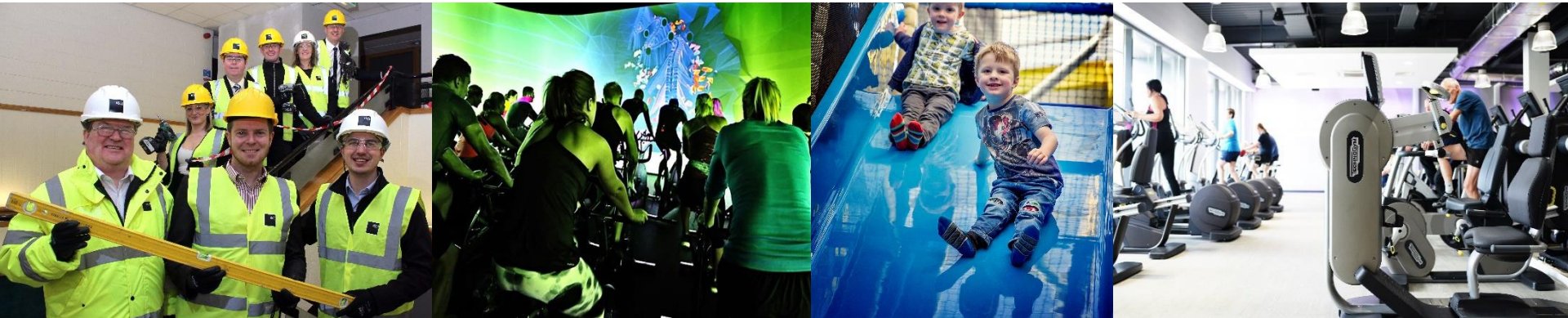
**100%**  
On Time

# A Growing Client List



# Our Objectives in the Industry

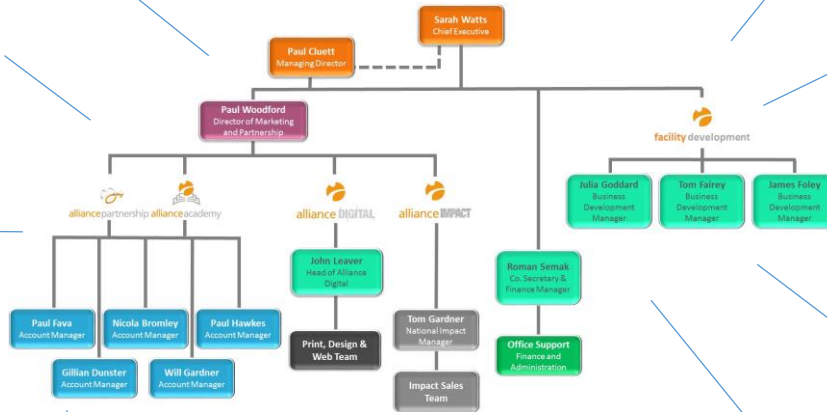
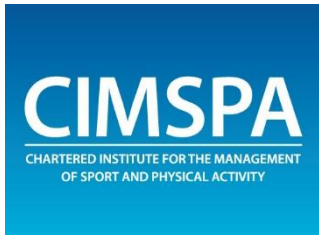
- + **Transforming Leisure** Through Innovation
- + Drive Community Engagement and **Participation**
- + Client **Sustainability** and **Growth**
- + Company Growth as a **Supplier of Choice**
- + Influence the **Future** of Public Leisure



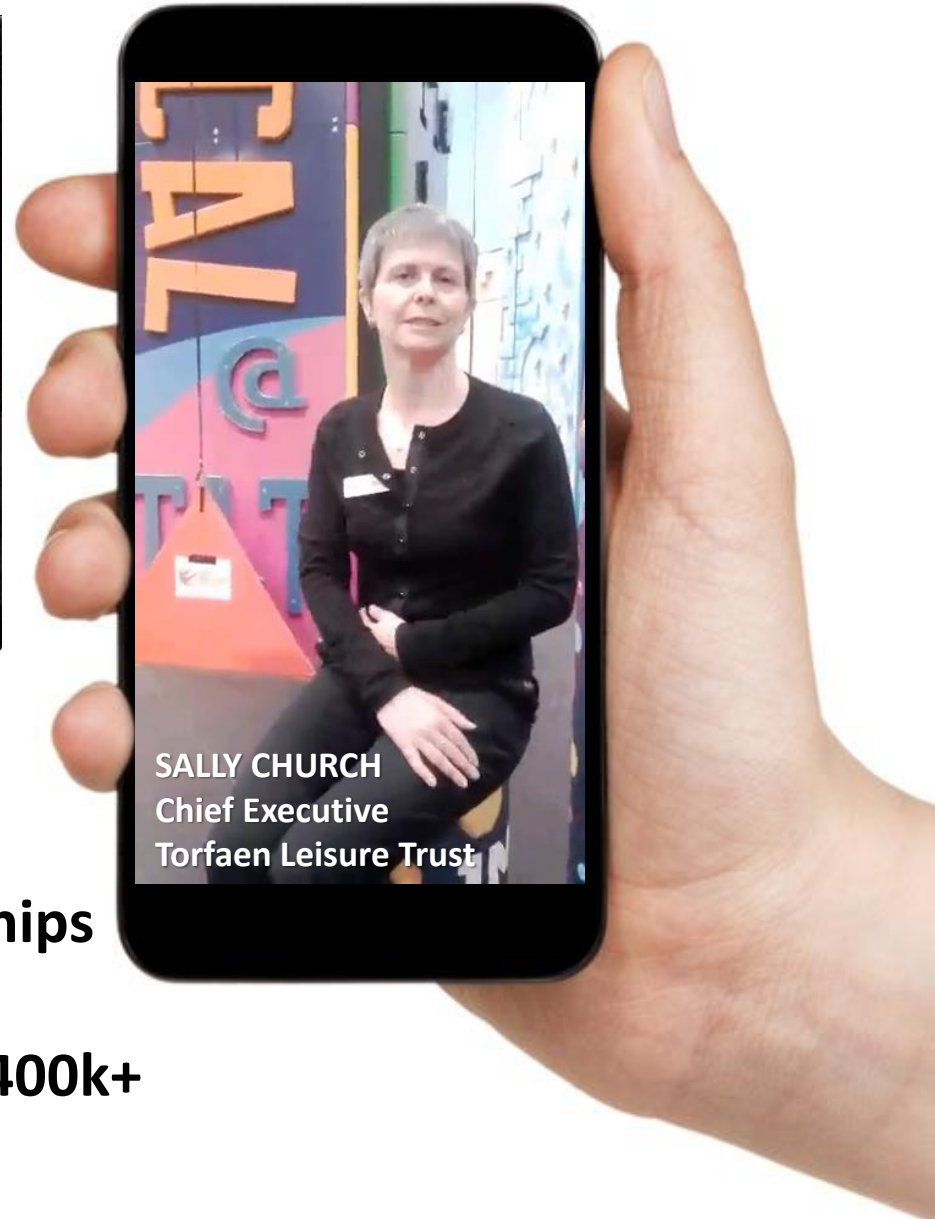
# Engaging with Our Partners



More people  
More active  
More often



# Continuous Improvement



## Outcomes:

- + Income 40% up on Business Plan
- + 1000 additional fitness memberships
- + 3G usage from 5k to 26k users
- + Sports Hall income from £8k to £400k+



# Designing in Physical Activity

## “Revitalising Spaces”







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nova



TILL 2 RECEPTION

TILL 1

MEMBER PRICE IN JULY

Customer Feedback Point

Weight Scales

LIPSTAIRS  
TIMELESS PERFORMANCE  
50% OFF  
PHYSIOTHERAPY & Post Training  
SPORTS MASSAGE  
Injury & Rehabilitation Services

WLCT leisure centres  
**£25 UNLIMITED SWIM OFFER\***  
FOR THE WHOLE SUMMER HOLIDAYS  
WLCT  
\*See website for Terms & Conditions







When it's difficult to keep going,  
remember why you started.



Lock  
21





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You don't always get what you wish for,  
but you always get what you work for.







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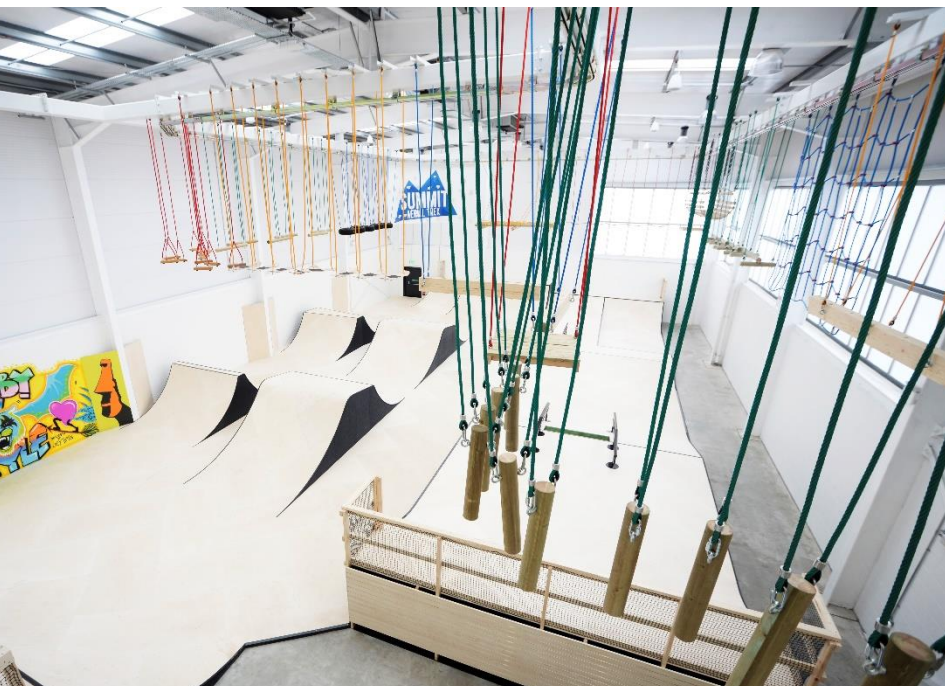


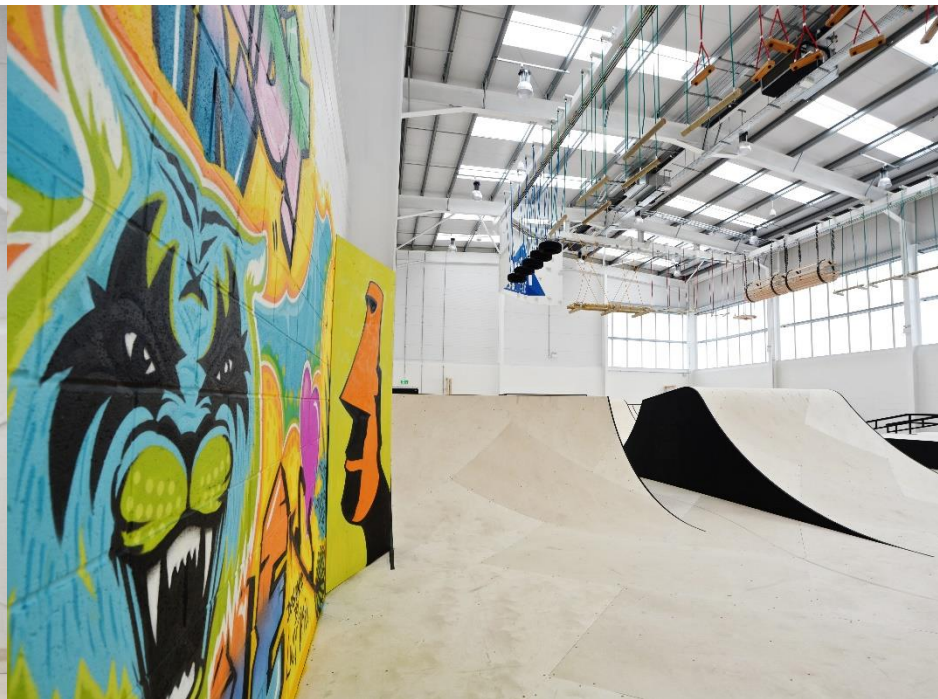


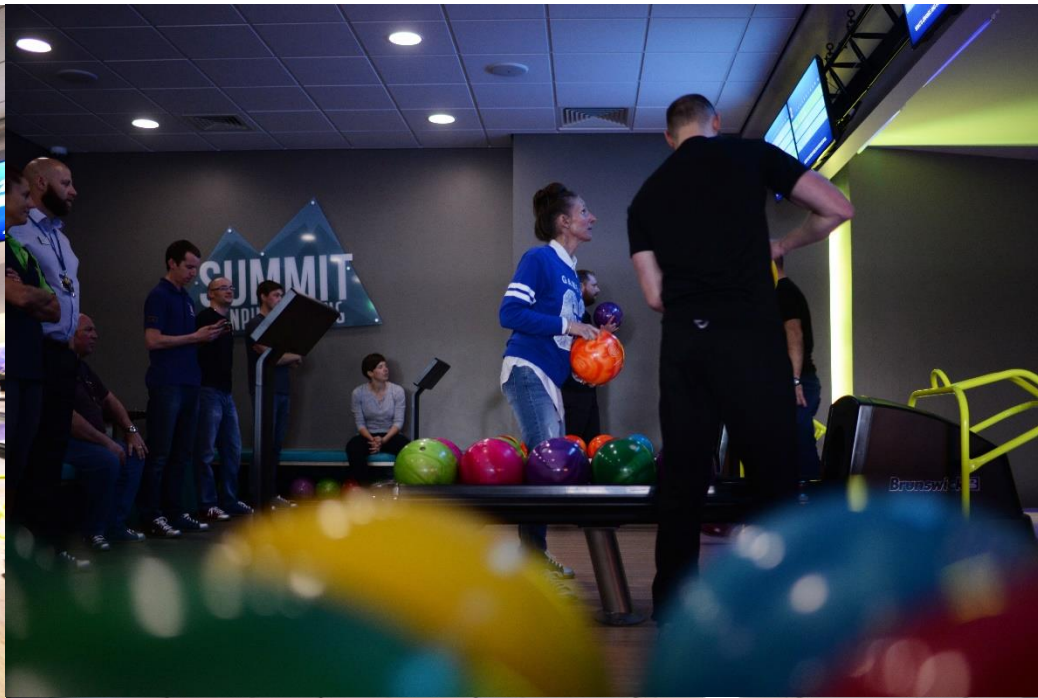
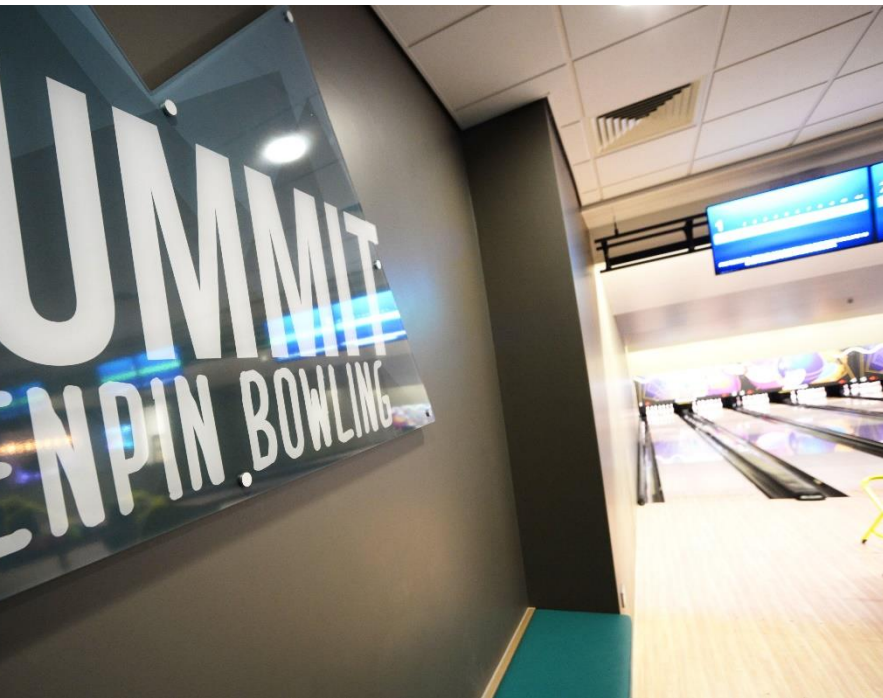
# Summit Indoor Adventure

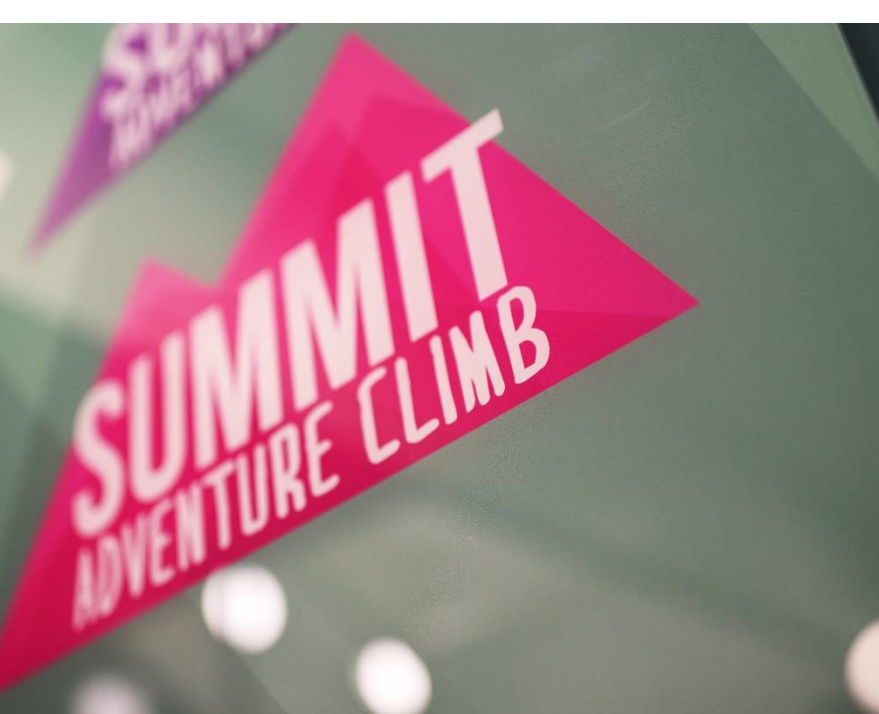
## Selby (Inspiring Healthy Lifestyles)

















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# Helping Our Clients Get People Active

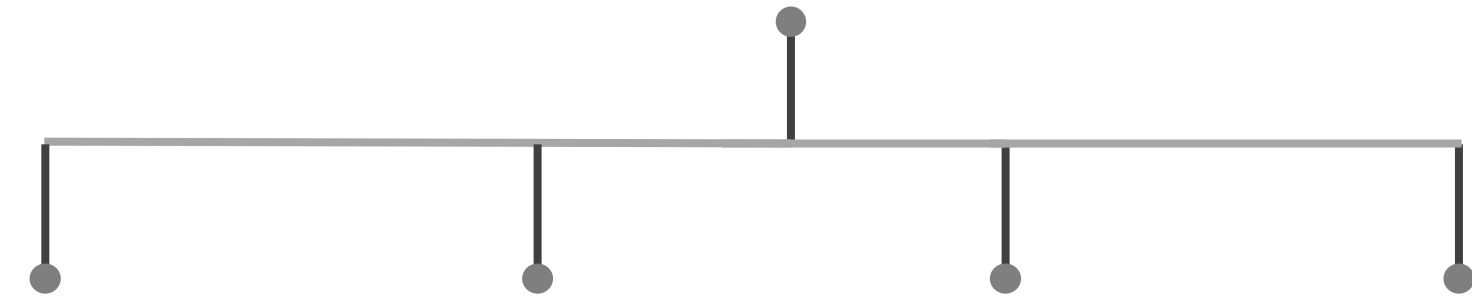




# Continuously Evolving



## allianceleisure support **division**



alliancepartnership



alliance **DIGITAL**



alliance **IMPACT**



allianceacademy



Mothers Day

# Traditional Marketing...

**KICK START YOUR 2016**  
**SPECIAL OFFER**  
**2 MONTHS FREE**  
Gym - Swim - Classes  
Promo code: 2016kickstart

For more info...  
**CALL**  
0113 395 0160  
**TEXT**  
LEEDS KICKSTART6 to 61211  
**VISIT**  
[www.leedsfitnessoffer.co.uk](http://www.leedsfitnessoffer.co.uk)

Leeds CITY COUNCIL

Conditions apply

**KICK START YOUR 2016**  
**SPECIAL OFFER**  
**2 MONTHS FREE**  
Sport and Active Lifestyles

For more info...  
Visit [www.leedsfitnessoffer.co.uk](http://www.leedsfitnessoffer.co.uk)  
Text LEEDS FITNESS to 61211  
Call 0113 395 0160

Leeds

**KICK START YOUR 2016**  
**SPECIAL OFFER**  
**TWO MONTHS FREE**  
Gym - Swim - Classes

For more info...  
**CALL**  
0113 395 0160  
**TEXT**  
LEEDS KICKSTART9 to 61211  
**VISIT**  
[www.leedsfitnessoffer.co.uk](http://www.leedsfitnessoffer.co.uk)

Sport and Active Lifestyles

Leeds

**MORE THAN JUST A GYM**  
**SPECIAL OFFER**  
**2 MONTHS FREE**  
Sport and Active Lifestyles

For more info...  
Visit [www.leedsfitnessoffer.co.uk](http://www.leedsfitnessoffer.co.uk)  
Text LEEDS FITNESS to 61211  
Call 0113 395 0160

Leeds CITY COUNCIL

**KICK START YOUR 2016**  
**SPECIAL OFFER**  
**2 MONTHS FREE**  
Gym - Swim - Classes  
Promo code: KICKSTART2016

For more info...  
**CALL**  
0113 395 0160  
**TEXT**  
LEEDS KICKSTART1 to 61211  
**VISIT**  
[www.leedsfitnessoffer.co.uk](http://www.leedsfitnessoffer.co.uk)

Sport and Active Lifestyles

Leeds

JCDecaux

# Vs Digital Marketing

BodylineLeed... Jan 4, 2016, 12:26:55 PM

Claim your Promo Code for our latest offer here. 2 months FREE membership. Gym, Swim, Classes, and more!



**2 MONTHS FREE**  
Promo code: LCCK516

FREE fitness offer [Read more](#)

<http://www.leedsfitnessoffer.co.uk/>  
Promoted only

**REFER-A-FRIEND & GET £25**



**KICK START YOUR 2016**

**CLICK HERE**  
For more details

**REFER-A-FRIEND & GET £25**



**FOR EVERY FRIEND WHO TAKES OUT A BODYLINE MEMBERSHIP**

**CLICK HERE**  
for more details

Terms and Conditions apply


**FOLLOW US ON**  
Twitter Facebook

**Sport and Active Lifestyles**

**Leeds CITY COUNCIL**

Bodyline Leeds  
Written by Alliance Leisure [?] · 21 December 2015 ·

Join your local Leeds leisure centre this January and get 2 months Free!



**KICK START YOUR 2016**

**Huge Gym Discount**

[WWW.LEEDSFITNESSOFFER.CO.UK](http://WWW.LEEDSFITNESSOFFER.CO.UK)

49,110 people reached

Like Comment Share

Tina Leslie, Lynn Alameddine, Lisa Bosomworth and 31 others like this.

14 shares

[Learn More](#) [Boost Post](#)



**THREE MONTH MEMBERSHIP!**



**LIKE & SHARE THIS POST TO WIN A FREE MEMBERSHIP**

\*Terms and conditions apply

**Bodyline**  
more than a gym

**Leeds CITY COUNCIL**



# Making a Difference

- + **Trained 3000+** individual staff
- + **Maintain membership base of 100k+**
- + **Help sell around 60k memberships per year**
- + **Invest £250k of marketing into UK leisure**
- + **YoY Increase in Active New Members**
- + **Large focus on Member Retention**





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# #TransformingLeisure



# ukactive

*‘We care about the industry’*

# Who are 'We'?

13 Marathons

23 Half Marathons

34 Gym memberships

8 Footballers

2 Ironmans

4 BMF (ers)

3 Netballers

4 Rugby Players

11 Park-runners

2 Tennis players



#not edited\_for proofing only\_Aava Photography

3 Half Ironmans

41 10km Runs



More people  
More active  
More often

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# Not to mention...

11 Gold Paralympic Medals

6 London Marathon Gold Medals

13 World Championship Medals



Our ukactive Chair-  
Baroness Tanni Grey-Thompson



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More active  
More often

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# Physical Activity is embedded in our DNA



More people  
More active  
More often

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# Our overarching aim...

## Getting More People



ClarityLive Leisure

**PROINSIGHT™**

**DFC**

Bespoke Direct  
Debit Services

**ZOGGS**

The Fun Swim Co.



More people  
More active  
More often

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# More Active



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More people  
More active  
More often

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# More Often



ClarityLive Leisure

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Bespoke Direct Debit Services

**ZOGGS**

The Fun Swim Co.



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More active  
More often

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# So how do we achieve this?

- Working with over 4,000 members & stakeholders across the UK – from **public, private and third sectors** who all want to get the UK moving
- Facilitating big impact **partnerships**
- Profiling, sharing and celebrating **best practice**
- Supporting **innovation & development**
- Providing & sharing **research and insight**
- **Campaigning**



# Work on behalf of our members...



Safe



Saving



Educating

## Safe

*Driving operational standards through health and safety compliance. Demonstrating an unwavering commitment to safe and high quality services.*



# Setting the Benchmark of Standards

- Designed to ensure that health and fitness operators maintain a basic level of practice to ensure the safety and wellbeing of their customers.
- Through ukactive Code of Practice Compliance, we raise the level of operation throughout all ukactive facilities and create a symbol of quality

ukactive Code of Practice



## Sentencing Guidelines

- 1st February 2016 new sentencing guidelines for safety offences came into effect, increasing the level of fines (**approx. 24 times higher than before**) that the court can impose in the event of an incident
- To reduce the risk of incurring these increased fines, organisations are advised by the guidelines to comply with the law and follow company procedures.
- Industry best practice such as the ukactive Code of Practice can potentially save organisations millions, failing to comply with industry guidelines could result in a higher culpability.



More people  
More active  
More often

Training th



More people  
More active  
More often

- Integral part of membership for all ukactive supplier members.

- Demonstrates a commitment to standards to both current and future clients within the sector.

ukactive Code of Ethics



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More active  
More often

Outdoor Code of Practice

ukactive Outdoor Code of Practice

- Defines the minimum performance criteria for group exercise and personal training delivered in parks

- Ensures that customers are provided with a safe environment in which to engage with leisure activities in green space

- Sets minimum standards of children's activity provision

- Currently undergoing trial stage with two of the biggest providers in the UK

- All ukactive Kids members will require compliance by 2017

ukactive Kids Code of Practice



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# Educating

*Driving the Physical Activity agenda, championing innovation and leading on research & data*

# Policy and Public Affairs



Over the past 2 years we have released 3 sector leading reports



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More often

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## ...and as a result we feel that we have made a significant impact

- Set aside £250 million to tackle physical inactivity
- New investment of £40million into projects to get children and families active together

### Sport England Strategy

*Towards an Active Nation*



- New funding for activity can be accessed BY all organisations.
- Policy allows operators and activity providers the chance to access previously unobtainable funding

### DCMS

*A New Strategy for an Active Nation*



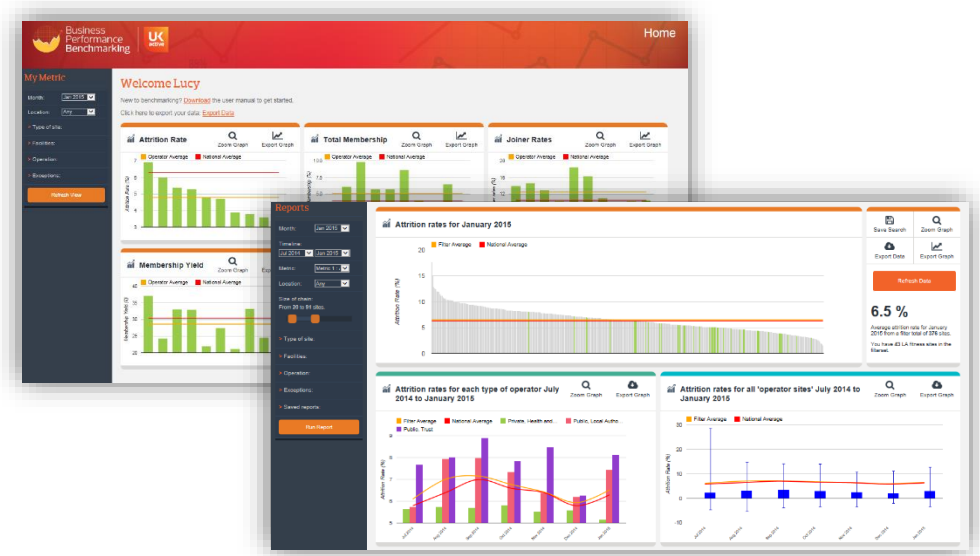
- The implementation of the Sugar tax by 2018 will result in £520 million extra funding into the Sports Premium

*Gov. Budget- Sugar Tax March, 2016*



# Business Performance Benchmarking

- Through Business Performance Benchmarking we have unique data from more than 900 fitness and leisure sites revealing key trends and patterns on member activity.



- Once a year produce the Benchmarking Annual Report- In-depth review including predictive modelling- Where will the sector be in 12/24 months time?

# Future Leaders



**Future Leaders**  
Shaping the leaders of the future

BARCELONA  
17th - 22nd July  
2016

## Where:

IESE Business School, Barcelona

## When:

17<sup>th</sup> – 22<sup>nd</sup> July, 2016

## Why:

1. Accelerate the upskilling of the next generation of sector leaders
2. Develop and strengthen the network between future key decision makers
3. Enhance the leadership skills of your organisations future leaders



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More often

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# ukactive Flame Conference & Ball Awards



## Where:

Telford International Centre, Telford

## When:

28<sup>th</sup>-29<sup>th</sup> June, 2016

## Speakers include...

### Sean Fitzpatrick

International and All Blacks Rugby Legend, co-Founder, The Front Row Group



### Andrew McMillan

former Head of Customer Service, John Lewis



## Why:

1. Bring together the sector to network with peers, stakeholders and key partners
2. Learn from some of the most inspirational speakers
3. Celebrate innovation and excellence across the sector



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# Saving

*One stop-shop for all licensing needs,  
reducing operational costs and driving  
footfall and participation*

# Operational Licensing



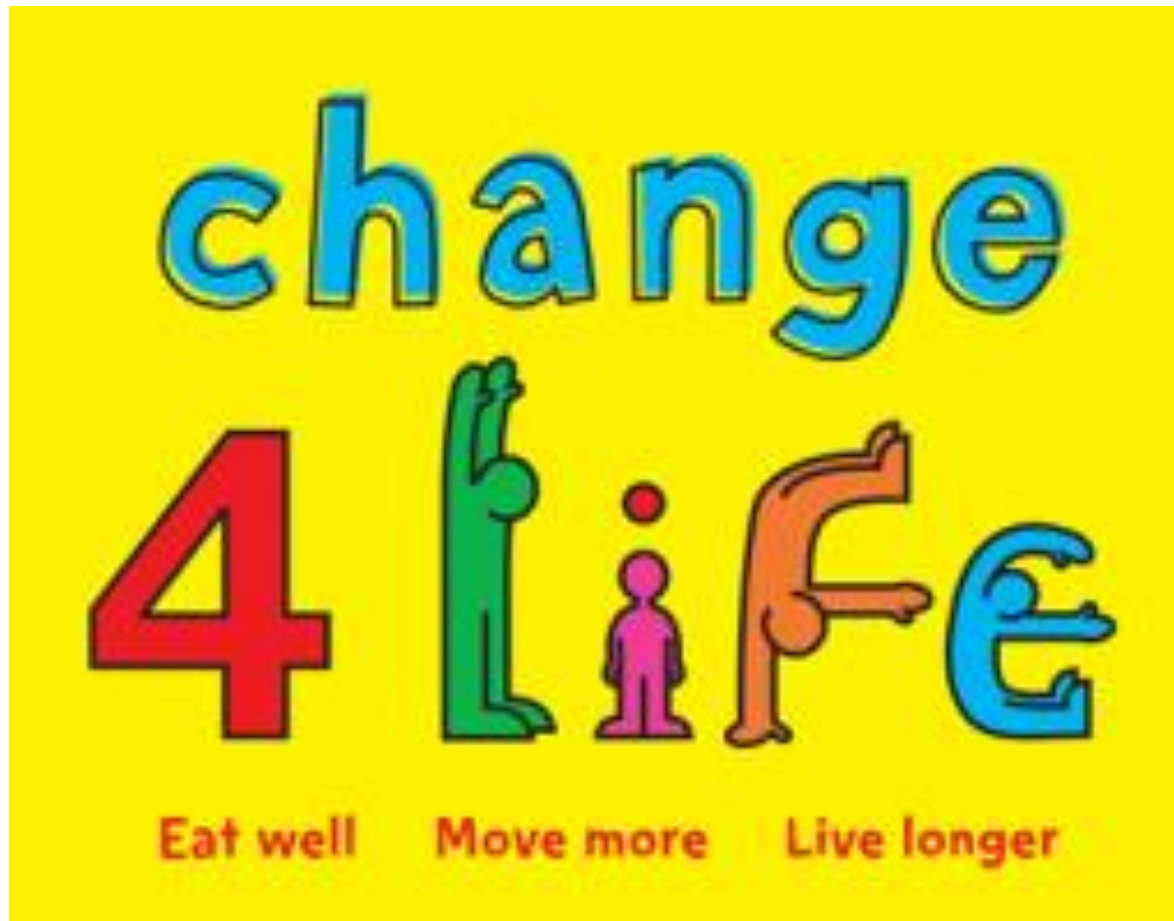
- Continue to work on behalf of the sector to reduce this cost
- Working on an extension to the existing contract
- 10% discount for all ukactive Members
- Operators running approx. 25 classes a week will make an overall saving

*In 2015/16 FY, saved our members just under £1million in PPL Licence fees*

- Deliver £100 discounts to all ukactive Members on their VPL licence
- In total, helped reduce operational costs in over 900 facilities
- *In 2015/16 FY, saved our members approximately £90,000 in VPL Licence fees*

- Negotiations with PRS ongoing
- Looking to offer ukactive Members similar deal to PPL
- Overall aim to be the one-stop-shop for all licensing needs

# Increase footfall and participation



# ukactive National Fitness Day 2016



## Move the nation >

### National Fitness Day 2016

Wednesday 7 September

[Register your event now >>](#)



More people  
More active  
More often

*Training the resource that matters*

*'The most active day of the year'*

[www.nationalfitnessday.com](http://www.nationalfitnessday.com)

[#nationalfitnessday](https://twitter.com/nationalfitnessday)

[#fitnessday](https://twitter.com/fitnessday)



More people  
More active  
More often


*Training the resource that matters*

# 2015 at a glance...



120,000  
Approximate  
participants



 40 million reach  
through twitter  
[#nationalfitnessday](#)  
[#fitnessday](#)



Leisure Opportunities (Web)

National Fitness Day 2015 takes Twitter by storm

BY SAK PHILLIPS



2,263 venues

Daily Mail

TRY THIS

THERE are 10,000 free classes on offer at gyms across the country as part of National Fitness Day tomorrow. Search for one near you on at nationalfitnessday.com



Stevenage Comet



Couch potatoes get off the sofa

Staff members from one Stevenage gym went to unusual lengths to get people active on National Fitness Day

Gym instructors and staff from Fitless in The Plaza donned morphsuits, a tutu and a life-sized Mr Potato Head costume to get shoppers moving in the town centre.

Sales consultant Ashton Marshall said: "Our outfits got all kinds of unexpected attention and it was a great way to start off our day as we then held activities in our gyms, such as boot camps and games."

The national event saw gyms across the country hosting thousands of free classes.



12,000 events

North Devon Journal

Colleagues in fitness day challenge



469+ national and regional news articles

**adidas UK** @adidasUK Follow

We're running. Are you?  
#NationalFitnessDay #energyrunning



RETWEETS 47 LIKES 59

9:18 AM - 9 Sep 2015

**BBC Get Inspired** @bbcgetinspired Following

Stay active on #NationalFitnessDay with  
#GetInspired [bbc.in/1gxyN32](http://bbc.in/1gxyN32)



RETWEETS 60 LIKES 60

11:03 AM - 9 Sep 2015

**Lizzy Yarnold** @TheYarnold Follow

Today is #NationalFitnessDay - should be everyday right?! Enjoy & #BeActive @FitnessDayUK

RETWEETS 10 LIKES 15

11:34 AM - 9 Sep 2015

**Fitbit UK & Ireland** @FitbitUK Following

Today & every day #everystepcounts  
#nationalfitnessday @fitnessdayuk  
[instagram.com/p/7ZiVf1whVA/](https://www.instagram.com/p/7ZiVf1whVA/)

RETWEETS 7 LIKES 9

7:00 AM - 9 Sep 2015

**Comedy Central UK** @ComedyCentralUK Follow

Getting pumped for #NationalFitnessDay like



RETWEETS 43 LIKES 44

10:36 AM - 9 Sep 2015

# Overall reach 53 million people



**DO YOU WANT TO BE  
A RECORD BREAKER?  
JOIN OUR GUINNESS WORLD  
RECORD ATTEMPT**



**The most people doing  
sit-ups simultaneously  
for one minute**

 To celebrate UK Active National Fitness Day on 9th September.

**Participants and volunteers required.**  
To support UK Active National Fitness Day, this is a genuine Guinness world Record attempt.

**Then Venue :** Corby Town Football Club  
**Date:** Wednesday 9th September 2015  
6.30pm Gates open (at participants to be there by 2pm)  
Sign up today visit via  
[www.leisureoffers.co.uk/corby/guinness](http://www.leisureoffers.co.uk/corby/guinness)  
or visit Corby International Pool or Lodge Park Sports Centre to register.



 #corbyhealthandfitness

Ring now for more details or see reception:

Lodge Park  
Sports Centre

Tel: 01536 400033

[www.corby.gov.uk/lodgepark](http://www.corby.gov.uk/lodgepark)

\*Terms and conditions apply

Corby East Midlands  
International Pool

Tel: 01536 464643

[www.corby.gov.uk/corbypool](http://www.corby.gov.uk/corbypool)



More people  
More active  
More often

*Training the resource that matters*

Wednesday 7<sup>th</sup> of September, 2016



**Move the nation** >

**National Fitness Day 2016**

Wednesday 7 September

**Register your event now >>**



More people  
More active  
More often

*Training the resource that matters*

# We care about the industry

**Safe**

Raising the minimum standards of operational health and safety



Physical activity is embedded in our DNA



Working on behalf of our Members and the sector as a whole



Reducing operational costs

**Saving**

...and driving footfall and participation



**Educating**

Relentless in driving forward the Physical Activity agenda

...never forgetting the importance of upskilling the workforce



More people  
More active  
More often



training the resource that matters

# Thank you

Craig Samuel  
*Head of Membership*

[craigsamuel@ukactive.org.uk](mailto:craigsamuel@ukactive.org.uk)



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More active  
More often

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# We care about Staff

Craig Campbell

Let's start at the beginning



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Debit Services

**ZOGGS**

The Fun Swim Co.



More people  
More active  
More often

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# Now we know the team, where do we start?

Start with getting the induction correct

	Team Member	Trainer
<b>Bookings</b>		
To complete this unit you must be able to:		
(1) Explain and demonstrate the procedure for taking Kickstart bookings:		
<ul style="list-style-type: none"> <li>How are Kick Start Packs made up and where are they kept.</li> <li>How to confirm appointments.</li> <li>The procedures for cancelled and missed appointments.</li> <li>You must also be able to explain what a Review appointment is and demonstrate how you would book one in.</li> </ul>		
(2) Explain and demonstrate how to take squash and tennis court bookings:		
<ul style="list-style-type: none"> <li>Using the correct Legends application.</li> <li>Knowledge of available booking times i.e. are advance bookings available.</li> <li>How to book in both trial and active members.</li> </ul>		
(3) Explain and demonstrate how to take class bookings:		
<ul style="list-style-type: none"> <li>Using the correct Legends application.</li> <li>Knowledge of available booking times i.e. are advance bookings available.</li> <li>How to book in both trial and active members.</li> <li>Where to find wristbands and how to set them up.</li> </ul>		
(4) Outline the procedure for and demonstrate the following tasks on entry:		
<ul style="list-style-type: none"> <li>Card swipe.</li> <li>Checking bookings.</li> <li>Use of Membership Management for info.</li> <li>Checking club usage.</li> <li>Guest usage.</li> <li>Forgotten card procedure.</li> <li>Members without photograph.</li> <li>Checking in members from other clubs.</li> <li>The importance of the red screen.</li> <li>Adding information to the screen to help the hub.</li> <li>How to approach members in arrears.</li> </ul>		

Then you select the areas you want the people to concentrate on and create OCL's

**Customer Service Observation Checklist**  
Place a copy in the Performance Portfolio and File of Staff Member  
Mark NA next to any area not undertaken during the period of observation  
Date (dd/mm/yy)

Staff Member	Competent & Non-competent	Comments
Staff member arrives to work on time		
Staff in correct uniform - correct tie, parts, name badge		
Answering the Phone		
Answers the phone within 3 rings		
Good Morning / Afternoon / Evening horticultural round		
Good Morning / Afternoon / Evening		
Upright posture when talking on the phone and listening		
Speaks with a positive tone and clear speech		
Deal with query professionally		
Seek a message professionally if a staff member is better placed to deal with the query via mail		
Opening the member's file		
Positive attitude at reception with other visitors to member / non-member arriving at reception		
Maintain appropriate eye contact		

Page 1

Then you select the areas you want the Business to concentrate on and create Meeting templates

**Reception Weekly Meeting Sheet**

Date	Team Member	Issue	Customer	Y/N
		Basic reports included about and to		
		Admin calls made		
		Sign calls made		
		Position copies		
		Arrears		
		Arrears		
		Profile accounts		
		Photographs on for visitors % and members needs in week		
		Self speed performance		
		Reception readiness		
		Stock levels		
		Arrears orders		
		Orders sent		
		All delivery items booked in		
		Reading history for the week		
		Team meeting		
		Last week		
		This week		
		Open / Close door compliance		
		Arrears		
		Down bar week		
		Noted this week		
		Alert for arrears		
		Arrears		

Then you can work out, when and if it is feasible for the staff to complete with a 1-31 day planner

**Admin / Reception Daily Weekly Tasks & Monthly Time Task Planner**

Month:

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>Daily</b>	Opening/Closing Checklist Facility Checklist/Audit Confirmation Calls completed before 1100 Banking & Sent to SA/CM before 1400 Update Target Tracker Set-Up / Check in with FOHR - Daily Tasks / Target Problem Swipe Report vs Manual and Follow up Advice Calls																														
<b>Monday</b>	Stock management & Orders (incl cleaning products) Update Cost of Sales Tracker HOD Meeting & Minutes																														
<b>Tuesday (ADMIN 4h)</b>	Set-Up & OCF of all FOMs Member Feedback Calls Club Assessment with Action Plan Daily & COP available for 6 weeks Meeting with DCM (CM in DCM absence)																														
<b>Wednesday</b>	Club Meeting with minutes																														

**Session Nine**  
**Supervisor Skills**

To complete this unit you must be able to:

- (1) Describe the procedure for ensuring that the staff rota (COP) matches business requirements at all times
- (2) Explain the purpose of team briefings and demonstrate your ability to hold an effective team briefing (memo, agenda and minutes)
- (3) Explain the importance of effective communication and demonstrate your ability to communicate effectively, where necessary
  - (a) with those in your own department
  - (b) with other departments and their team members and leaders
  - (c) within the HOD Meetings.
- (4) Explain the importance of and demonstrate the ability to motivate your team and build and maintain that team with use of:
  - (a) appraisals
  - (b) 1 to 1's
  - (c) Daily task sheets
  - (d) Observation and feedback forms
- (5) Demonstrate the effective management of your time and that of your team through effective delegation and shift planning
- (6) Describe how you would effectively communicate the Company Mission Statement and Company Training Policy to your team
- (7) Explain the importance of induction and carry out relevant induction to the department for new team members
- (8) Explain the procedure for carrying out an interview for a team member detailing the selection criteria appropriate for the role and what paper work is required for a new starter
- (9) Explain the procedure for sickness and management of this within your department
- (10) Explain the role of performance appraisal and demonstrate your ability to carry out performance appraisals
- (11) Explain the importance of Quality assessments within the club and be able to complete for the whole club as well as just own department
- (12) Explain the reasons for and demonstrate an ability to:
  - (a) identify training needs
  - (b) carry out training sessions
  - (c) supervise the training pack
  - (d) assist team members through corrective coaching
  - (e) review effectiveness of training
  - (f) corrective coach via the use of Observation and feedback forms

Team Leader's signature: .....

# Induction

- Decide what topics need to be covered
- Don't worry if you feel there is too much to cover in sub sections
- Staff don't sign when trained they sign when they feel competent
- Manager sits down each week and signs off after checking for understanding
- Use trainers for a consistent message
- Does your induction cover and prevent all complaints.



More people  
 More active  
 More often

*Training the resource that matters*

# Observational checklists

<b>Organisation Name</b> <b>Customer Service Observation Checklist</b>		
<b>Place a copy in the Performance Portfolio and Pfile of Staff Member</b> <b>Mark NA next to any area not undertaken during the period of observation</b>		
Staff Name:	Date (dd/mm/yy)	
	2 - competent 0 - non competent	Comments
<b>Staff Protocol</b>		
Staff Member arrives to work on time		
Staff in correct uniform - correct top, pants, name badge		
<b>Answering the Phone</b>		
Answered the phone within 5 rings		
Good Morning / Afternoon / Evening Hartlepool council (Club) this is (Christian Name)		
Straight posture when speaking on the phone and looking forward		
Spoke with a positive tone and clear speech		
Dealt with query professionally		
Took a message professionally if a staff member in a better position to deal with the query was not available		
<b>Greeting the Member / Non Member</b>		
Positive Posture at reception with clear visibility of member / non member arriving at reception		
Made immediate eye contact		
Greeted member / non member with hello and how are you		
Asked for the member's card and swiped through. If the member had no card did the staff member follow the correct procedure to sign the member in		
Used the member's name accordingly when swiping through		
Attempted to sell a drink or product when swiping the member through		
Wished the member a good workout		
If a non member arriving for a sales appointment was receptionist aware of the appointment and ask the non member to take a seat and offer a refreshment		
If a contractor arrives at reception did receptionist have the contractor sign in, give them a contractor badge and notify the CM or DCM		

Page 1

- Decide what behaviours you would like to monitor
- Keep it simple
- It's a tool not a weapon, praise the team (use sandwich effect)
- Manager writes comments, then team member writes comments with joint actions.
- Use trainers for a consistent message
- What actions are non-negotiable
- What % is acceptable



# Reception weekly HOD meeting sheet

# Meeting Templates

Date: \_\_\_\_\_ Team member: \_\_\_\_\_

Issue	Outcome	Y/N
BACS rejects reclaimed £ and % Add calls calls made BACS calls made		
Problem swipes Amount Actions Problem accounts		
Photographs on the system % and movement month on month		
Add spend performance Reception breakdown		
Stock levels Awaiting orders Orders needed		
All delivery notes booked in		
Banking balance for the week		
Taster sessions Last week This week		
Open / close sheet compliance		
Filing Done last week Needed this week		
Assess for success Audit result Actions		
Member comment for the week Actions		
Training Amount of OCF completed		
Transfers for the week Freeze for the week Members referred to H/O this week Issues		
New starters induction completion		
HR Issues		

- Decide what is most important to the business
- Keep the meetings consistent
- What actions come from the meeting
- KPI's to link to the meetings
- Train them to put together good meetings



More people  
More active  
More often

Training the resource that matters

# 1 to 31 templates

## Ops Manager Daily, Weekly & Monthly Time Task Planner



Month: \_\_\_\_\_

Daily	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
OH/DCM Checks																																		
Update Target Tracker																																		
Reconcile Banking and create Admin																																		
Setup with a new supervisor																																		
Check/Log off maintenance																																		
Make sure all checklists are done																																		
Post/Plan Room Check																																		
Sign out appointments and Admin today																																		
Spend 45 minutes with FOM and FL, observe and coach																																		
Call address file																																		

Monday	Week One	Week Two	Week Three	Week Four	Week Five	Comments / Notes
Stock Management and orders (incl clean products)						
Update additional signpost tracker						
Weekly signpost with Obj/strat to all HOD's						
Check Work						
Sign off all checklists and files						
Sign out weekly and report to HOD's						
HOD Meeting with minor						

Tuesday	Week One	Week Two	Week Three	Week Four	Week Five	Comments / Notes
Check Orders						
Call and Sign off all member feedback						
HOD Meeting						
Bank Cash						
Post and Fire alarm test						
Refer back Gym Run off OH						

Wednesday	Week One	Week Two	Week Three	Week Four	Week Five	Comments / Notes
Print weekly communication for staff						
Team Meeting and minutes, report by team						
Prep for weekly meeting						
Maintenance List						
Refer back Gym Run off OH						

Thursday	Week One	Week Two	Week Three	Week Four	Week Five	Comments / Notes
Call and Sign off all feedback						
Update all marketing						
Setup week end						
Invoice BPO's						
Refer back Gym Run off OH						

Friday	Week One	Week Two	Week Three	Week Four	Week Five	Comments / Notes
Party Cash						
Order receipts						
Collect all agreements with action plan and discuss with CM						
De-Clutter Gym B.FOH						
Ensure all other reports completed and send						
Clearing Bin						

Monthly	Date	Comments / Notes
New Marketing Up	1st	
Full Team Meeting/Lunch with sign off	3rd	
Update monthly reports with licensees?	6th	
Complete E-travel letter	9th	
Complete monthly sales plan with CM and HOD's	8th	
Emergency Light testing	13th	
ISO Objective Setting/RFI Review	7th	
P&L Review Meeting with CM	8th	
Payroll	14th	
	15th	
	16th	
Update Member Relations Board	17th	
Schedule meeting with all licensees	20th	
Update Leisure Training Calendar	20th	
Rates @ Cap Complete & update in advance	20th	
MARS and F&A/R review training	25th	
Full Paid Audit	28th	
Check all Marketing New Services	29th	



More people  
More active  
More often

Training the resource that matters

# 1<sup>st</sup> hour of the day

Check the checks

Are you prepared for the shift ahead?

## Ops Manager Daily, Weekly & Monthly Time Task Planner

Month: \_\_\_\_\_



Daily	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
CM / DCM Checklist																															
Update Target Tracker																															
Reconcile Banking and sent to Admin																															
Set-up with each supervisor																															
Chase / Log all maintenance																															
Make sure all checklists are done																															
Pool Plant Room Check																															
See what appointments are due in today																															
Spend 45 minutes with FOH and FI, observe and coach																															
Call addacs File																															

Train the people who have done the checks. Don't assume that they know how to do it properly. 45-30 mins per day



More people  
More active  
More often

Training the resource that matters

Allocate another three hours' worth of work a day

Sign off when done

Monday	Week One	Week Two	Week Three	Week Four	Week Five
Stock Management and orders (incl cleaning products)					
Update additional spend tracker					
Weekly set-ups with Objectives to all HOD's					
Club Walk					
Sign off all Checklists and file					
Give out new weekly audit sheets to HOD's					
HOD Meeting with minutes					

Tuesday	Week One	Week Two	Week Three	Week Four	Week Five
Stock Orders					
Call and Sign off all member feedback					
HOD Meeting					
Bank Cash					
Panic and Fire alarm test					
Referrals/Gym Rev/FOH					

Wednesday	Week One	Week Two	Week Three	Week Four	Week Five
Print weekly communication for staff					
Team Meeting and minutes, signed by team					
Prep for weekly meeting					
Maintenance List					
Referrals/Gym Rev/FOH					

Thursday	Week One	Week Two	Week Three	Week Four	Week Five
Call and Sign off all feedback					
Update all marketing					
Setup weekend					
Invoices & PO's					
Referrals/Gym Rev/FOH					

Friday	Week One	Week Two	Week Three	Week Four	Week Five
Petty Cash					
Online receipting					
Collect all assessments with action plans and discuss with					
Declutter Gym & FOH					
Ensure utilities report are completed and send					
Cleaning Audit					

Prioritise the tasks so if something doesn't get done, it's the least important task uncompleted

Write down the outcomes, and what you would do differently

# Month specific tasks

Spread tasks evenly over the month, not just beginning and end

Create safety nets to ensure important tasks are completed and not rushed

Monthly	Date	Comments / Notes
New Marketing Up	1st	
Full Team Meeting/Launch with sign off	3rd	
Update monthly events with licencee's	4th	
Complete E-newsletter	5th	
Complete monthly sales plan with CM and HOD's	5th	
Emergency Light testing	6th	
121 Objective Setting/KPI Review	7th	
P&L Review Meeting with CM	8th	
Payroll	14th	
	15th	
	16th	
Update Member Relations Board	17th	
Schedule meetings with all licencees	20th	
Update Leave/Training Calendar	20th	
Rota & Cop Complete 6 weeks in advance	20th	
NARS and FAAW refresher training	25th	
	25th	
Full Pool Audit	25th	
Check all Marketing Has Arrived	25th	
Locker Clearance	27th	
Submit full stock take	28th	
New Targets	28th	

If something doesn't happen, explain why rather than signing off

# We care about Developing our teams

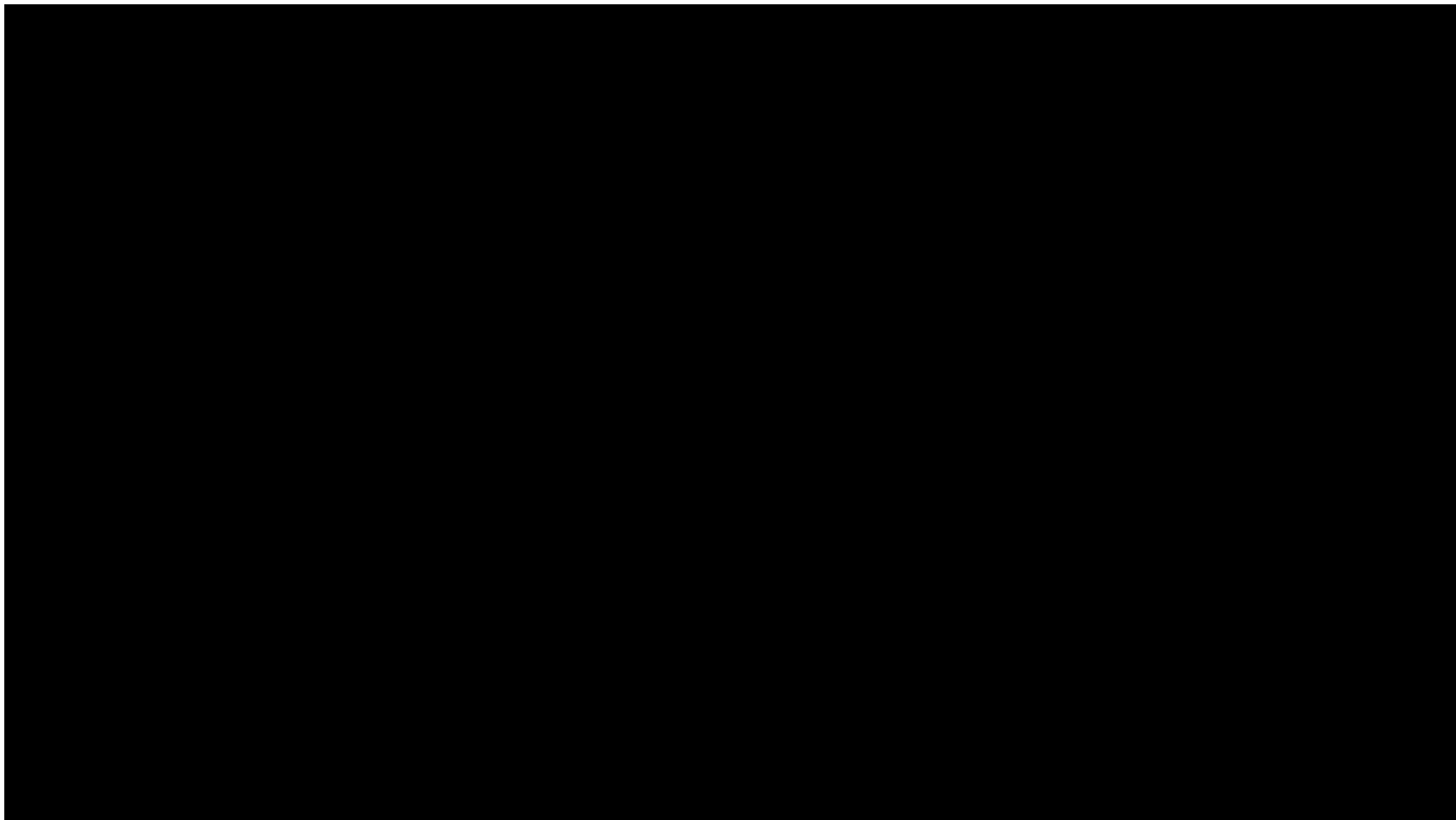
Craig Campbell

Where does DiSC fit into the business



More people  
More active  
More often

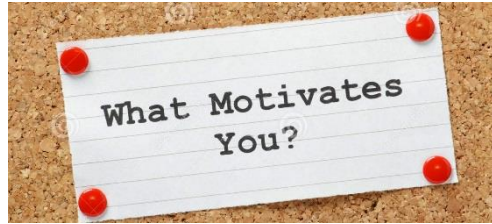
*Training the resource that matters*



More people  
More active  
More often

*Training the resource that matters*

# Workplace profile





# Managers profile



Performance = Motivation × Ability × Environment

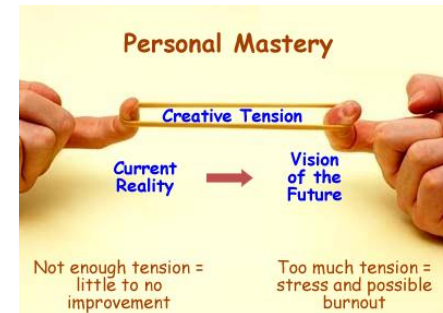


# Group Culture Reports

- Group culture is “the way we do things”
- Why is it important?

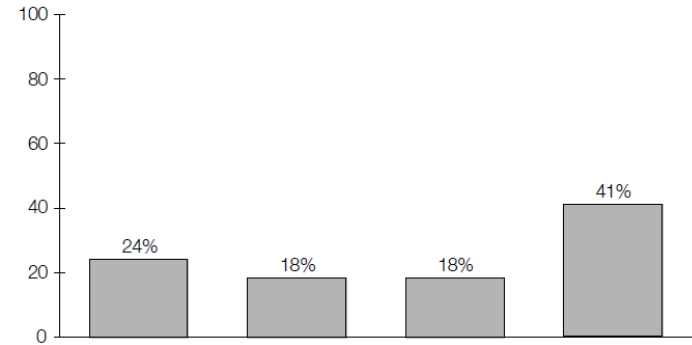
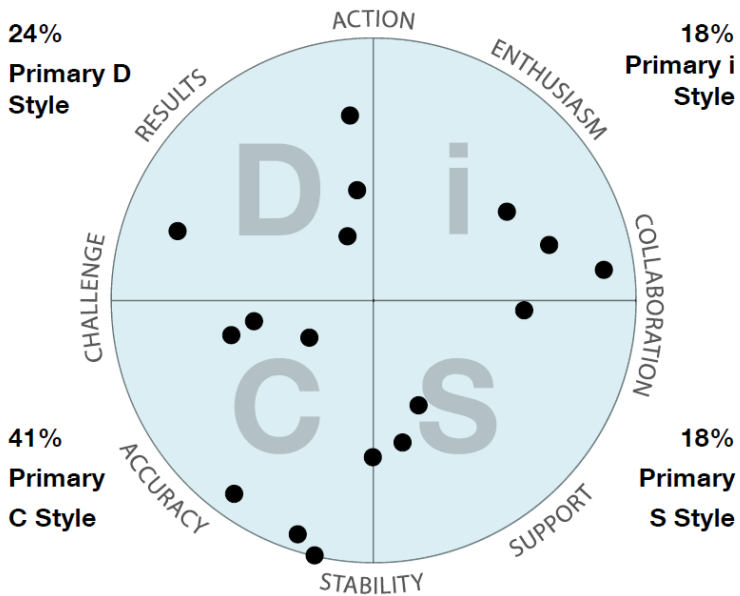


- Where does the group culture come from ?



# So where is your group?

Group Size: 17



What do your group members value most?

D	I	S	C
Results	Enthusiasm	Support	Accuracy
Action	Action	Stability	Stability
Challenge	Collaboration	Collaboration	Challenge

# What impact could this have on the team?

## The D Culture Rewards:

Independence  
Decisiveness  
Directness  
Victory  
Results

## The D Culture Criticizes:

Oversensitivity  
Hesitation  
Overanalysis  
Foot-dragging  
Weakness

## Advantages of the D Culture:

Offers a dynamic and engaging environment  
Makes decisions without wasting time  
Drives toward results  
Provides opportunities to prove oneself  
Rewards determination and persistence  
Continually pushes for new accomplishments  
Encourages innovation  
Gives straightforward feedback

## Drawbacks of the D Culture:

Leads to tension and burnout  
Fails to spend time on thorough analysis  
Overwhelms those who are less aggressive  
Creates power struggles that lead to poor decisions  
Takes too many risks  
Overemphasizes status  
Discourages teamwork because of competitiveness  
Provides feedback without considering feelings

## Issues to Consider

If you have a D culture, your group may want to think about the following questions:

- What are the advantages and drawbacks of the D culture for your group?
- How does the D culture support and inhibit the success of your group?
- Does your group take the time to calculate risks?
- Does the group waste time with power struggles?
- Does status get in the way of good decision making?
- Could feedback be given in a more constructive way?

# Questions for the panel

- 10.00 We care about Marketing - How creative marketing campaigns can engage with the customer (Will Jones)
- 10.30 We care about collections - Getting the money right - keeping people happy (DFC)
- 11.00 We care about new members – Adapting to the customer with DiSC for Sales (Craig Campbell)
- 11.20 We care about helping members to book with ease, leaving staff to help others (Clarity Leisure)
- 11.40 We care about our product - Offering, members journeys, product mapping (Craig Campbell)
- 12.10 We care about customer research - Dave - sales process - induction - ongoing (Proinsight)
- 12.30 Group Feedback session (all presenters from the morning session)
- 12.30 Lunch
- 1.00 We care about retail - ad spend, displays, offers (ZOGGS)
- 1.20 We care about the future - TBC - the future of buildings and participation (Alliance leisure)
- 1.40 We care about the industry (UK active)
- 2.00 We care about Staff - inductions - OCL's - 1-31 planners (Craig Campbell)
- 2.30 We care about Development – where DiSC fits into Management (Craig Campbell)
- 3.00 Group feedback session (all presenters from the afternoon session)
- 3.20 AOB
- 3.30 Finish

# Next steps

- Follow up tomorrow
- Feedback
- Arrange calls to set up action plans