

Running a successful leisure facility

- Maximising income opportunities
- Minimising retention (**creating a culture**)
- Planning for the future? [New Models for New Challenges!](#)

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Working Together

- **Different Pathways** but on a **similar/same journeys**,
- Thoughts from me based on my experience – keeping things and principles simple
- My current Leisure Centre Structure/Model may be **different** or **similar** or the **same** as yours..?
- The point of my presentation today is that I/we need to **generate new ideas** and come up with **new ways of working** to meet the current financial local government climate.
- **Leisure is not at statutory service!**



Creating the 'Norm'!

- Daily 'bread & butter' KPI's - *"how many xxxx's do we need today to achieve our daily income target"*?
- Daily commitment/Target board.
- MBWA – *ask the team members questions?*
- Work Fit - *YKK*
- Lead Generation – Identify your target audience based on your needs and demographics – *Single Parent Family Membership*
- Finance & other Reports – make sure you get them on time – proactive approach and not reactive – *create your daily focus!*



JOIN Today for just £20.12!

- July 2012 Olympics and On-Going since the 2012 London Olympics
- Promotion
- Results – **JANUARY 551 / JULY 530 Sales Sold!**
- Always an opportunity
- January does not have to be your best month – **you create your best month!**



ACTIVE LIFESTYLE



Fitness Review

- *New Innovative Ways of Working*
- *3 Posts converted into a Multi-Skilled Post*

Can we 'all' buy into the same Goal?



- Linking new customers with the relevant qualified person to help them **achieve** their goals
- Links into the question of “refer a friend” **HOT LEAD** – get straight onto this
- Create a Mission Statement – **buy in** from all staff and Stakeholders.
- Social **interactions**, every day, by all staff – Isolation.





New Models for New Challenges!

- *“Governments the world over face stark realities that are forcing them to reconsider how they can best deliver public services in the future”.*
- Hybrid Model – new
- Decisions being made via the **Consequence and Reward method**
- **Influencing Stakeholders** – Trials – always a way – Votes/Political reasoning
- L&D **specific** to Leisure – Develop and retain staff,
- Technology
- USP’s, use them, before you lose them – **staff**
- **KPI’s into JD/PS**
- Business mind-set/development training – ILM Level 3/NVQ’s etc



New Models for New Challenges!

- What ownership structure will best serve our mission?
- What mix of revenue streams will we pursue?
- **Attracting and retaining the right people!** Without this you can't move forward appropriately.
- **Incentives?**
- **Leadership stability is vital**
- New ways of working - **efforts must start somewhere!**

Thanks



Thank you.
Any questions?