

ANNUAL REPORT

2024/2025



Sandwell
Leisure
Trust



“Excellent facilities and good prices too, best place to keep fit in the Black Country...”



“Such a welcoming place! Every staff member is always happy to help, very kind and understanding.”



“I visit 3 centres which are all new and modern, the range of fitness classes is huge and varied and I love having the option of going to the different classes and swimming.”



“Best place, really happy I have joined! All the classes are amazing! Great team.”



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OUR PURPOSE

OUR CUSTOMERS ARE AT THE HEART OF EVERYTHING WE DO

Sandwell Leisure Trust (SLT) is a non-profit distributing organisation which means we reinvest 100% of any surplus to improve, maintain and deliver quality services for the whole community, allowing local residents to be more physically active and improving their overall health and wellbeing.

With a continuing volatile and uncertain UK financial forecast, the ongoing cost of living challenges and lingering remanence of the energy crisis, it continues to be a difficult and uncertain commercial climate for the leisure industry. Although Nationally there have been many unfortunate leisure closures, Sandwell is still committed to providing an excellent leisure portfolio of facilities with SLT investing around £1m into improving and enhancing vibrant and innovative fitness and activity spaces through the centres it manages for the wider community to enjoy.

Sandwell Aquatic Centre, the flagship of the borough located in Smethwick, is now a proven legacy venue built to host and used every day of the 2022 Commonwealth Games and now hosts local, regional and national aquatic events, has brought the sport of diving to Sandwell and grown a medal winning team of young divers representing Sandwell in UK competition. With in almost 18,000 weekly visits, 6,000 fitness members and almost 3,000 on swim lesson programme, this much loved amazing facility is firmly serving the heart of the community in Sandwell.

Our customers are at the heart of everything we do, it is vital we also continue to demonstrate the social impact, £11.4m of social value generated in 23/24, and showcase user testimonials and feedback of how the Trust and Sandwell Metropolitan Borough Council (SMBC) continues to change people's lives. Sandwell Council's vision is to create a more physically active borough whilst driving the continuous improvement of key Public Health outcomes, SLT plays a leading role in the successful delivery of this vision and achievement of these outcomes, demonstrating and celebrating Sandwell is a place to live and enjoy leisure by serving the whole community.



DIRECT AND PUBLIC BENEFITS

The direct benefits that flow from SLT's overall purpose is to improve the health and well-being of the wider community in Sandwell, reduce the social isolation of its citizens through group physical activity and deliver sustainable sport and leisure services for future generations to enjoy.

The public benefits that flow from this purpose are:

- a. an enhanced quality of life and sense of wellbeing through engagement with and participation in activities and events that bring people together, leading to improvements in physical and emotional well-being, quality of life and a more stable and cohesive community
- b. increased opportunities to engage in new physical activities that bring people together, leading to greater social cohesion and fulfilment
- c. enhanced active citizenship and involvement in community life

IDENTIFYING AND MEASURING BENEFITS

These benefits can be identified through social value, case study examples of how SLT is changing people's lives and measured by the sustained increase in participation in physical activity, sport and leisure throughout Sandwell.



Sandwell's Vision 2030

AMBITION 2



Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for



ARISING HARM

No harm arises from SLT's purpose, the beneficiaries are the general public and locally-based community and voluntary organisations, and that no private benefit arises from these purposes. The objects of SLT are to promote the benefits without distinction of sex, race or political, religious or other opinions



SLT will where possible use local suppliers and employ people from the diverse local community therefore supporting the local economy of Sandwell and will adopt efficient and environmentally friendly processes to optimise the best possible use of resources

“ All of our achievements would not be possible without the hard work and commitment of our employees, the effective leadership and expertise of our managers and the dedication of our Board. ”

Penny Venables, Chair of SLT Board



LEADERSHIP TEAM

Mark Braithwaite, Chief Executive Officer

Sonia Dillion, Finance Manager & Company Secretary

Mark Wildman, Head of Operations

Gemma Ellis, Head of People

Sean Mitchell, Head of Commercial



TOTAL VISITS
2,436,416

TOTAL FITNESS MEMBERS
12,069 20% GROWTH

TOTAL SWIM LESSON MEMBERS
5,962 3.2% GROWTH

OVER 350,000 GROUP EXERCISE PARTICIPANTS

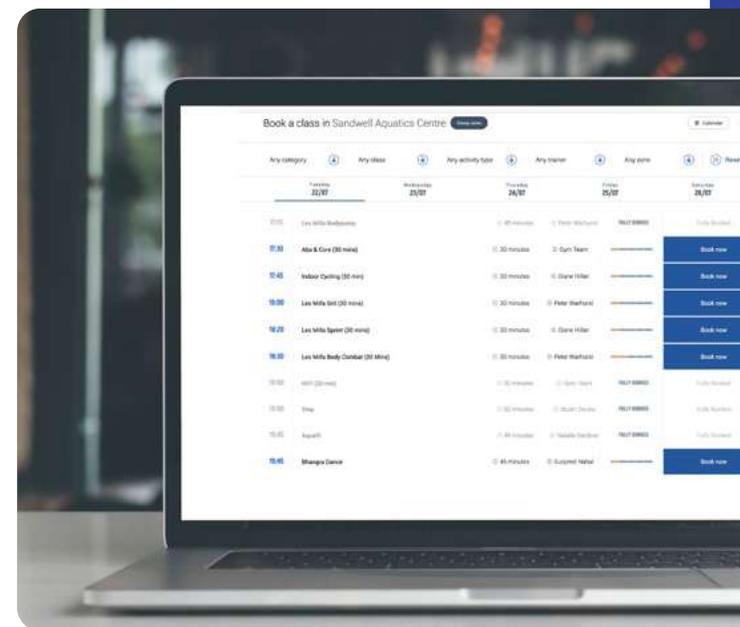


AWARDED
ROSPA HEALTH
& SAFETY ORDER
OF DISTINCTION



LAUNCHED
PADEL
TENNIS

SLT GET ACTIVE APP
12,509 ACTIVE USERS



DIGITAL
IMPROVEMENTS

SUCCESSFULLY LAUNCHED
A NEW LEISURE
MANAGEMENT SYSTEM



SOCIAL VALUE

The Social Value report quantifies and benchmarks the contribution sport and leisure services make on four main categories:



Physical & Mental Health



Subjective Wellbeing



Individual Development



Social & Community Development

These categories are key measures of how charitable and leisure operators contribute back to their local areas.

Total social value across all facilities in 2024/25 is estimated to be

£14,140,000

The largest increase relative to previous years is that generated by **Sandwell Aquatics Centre**

In 2024/25 SAC generated **£6,232,000** constituting **44%** of the total Social Value



In-line with new **Sport England methodology**, and after alignment with HM Treasury Green Book guidance **subjective well-being accounts for 94.14%** of the total Social Value

Secondary drivers (defined as broader societal benefits, including reduced costs to public services and wider economic impacts that extend beyond individual participants) **account for the remaining 5.86%**

SOCIAL VALUE WAS GENERATED FROM AN ESTIMATED

102,000

participants with the majority from the Sandwell area (>60%, likely much higher)



IMD breakdowns were not available this year due to a lack of sufficient data. We would estimate no significant change in these figures from the previous year of



68.5% Far higher than the sector average of **25.3%**

“

We are delighted to demonstrate how leisure in Sandwell is contributing back to the borough. Social Value is a key measure to help understand how participation in physical activity is improving health, improving educational attainment and reducing crime.”

Mark Wildman, Head of Operations



DIGITAL MARKETING

Following the successful partnership established in June 2023, Sandwell Leisure Trust continued to work closely with TA6 throughout the year to deliver a strategic and data-driven annual marketing campaign. This collaboration has been underpinned by monthly pay-per-click advertising and a clear focus on community-led campaigns that resonate with local residents and encourage more people to get active.

Looking ahead, the partnership remains committed to building momentum, reaching wider audiences and strengthening engagement across all our leisure facilities.

Q4 Campaign Summary

January – March 2024

To kick off 2024, Sandwell Leisure Trust launched a bold and upbeat campaign that put the spotlight on one key message: being active can be fun. Running throughout Quarter 4, the campaign was designed to challenge perceptions and make fitness feel more accessible, enjoyable and inclusive for everyone in our community.



We delivered this message through a high-impact, multi-channel approach. From eye-catching TV ads and local podcast sponsorships to digital displays, print promotions and even branded buses travelling across the region, the campaign reached people wherever they were.



“This is your season”

Launched April 2024

Our spring campaign, launched in April 2024, took a more personal and empowering approach, encouraging individuals to put themselves first and make a positive change. Centred around the theme “This is Your Season”, the campaign spoke directly to people who may have been putting their health and wellbeing on hold, reminding them that now is the perfect time to start.

Delivered entirely through digital platforms, the campaign used bold visuals and inspiring messaging to capture attention and spark motivation.

With strong engagement across social media and digital advertising channels, the campaign built on the energy of the previous quarter while offering a fresh, emotionally resonant message to move people from intention to action.

GOOGLE AND META ADS COMBINED OVERVIEW



£20,384

INVESTMENT

3,085,902

IMPRESSIONS

£0.40

AVERAGE
COST-PER-CLICK

63,496

WEBSITE TRAFFIC FROM PAID ADS

20,444

CONVERSIONS
BY CONVERSION RATE
& COST/CONVERSION

£1.00

AVERAGE
COST-PER-ACTION (CPA)

34.70%

CONVERSION RATE

SLT-LEISURE.CO.UK

The SLT website was used by

314,  **UNIQUE USERS**
DURING THE YEAR

1,725,634 **PAGE VIEWS**

1.2million **NEW USERS** | **1,332,707** **UNIQUE SESSIONS**



AVERAGE ENGAGEMENT TIME
1M 45S

NEW APP LAUNCHED



In March 2025, Sandwell Leisure Trust launched a brand-new app and client portal as part of the rollout of our new membership system

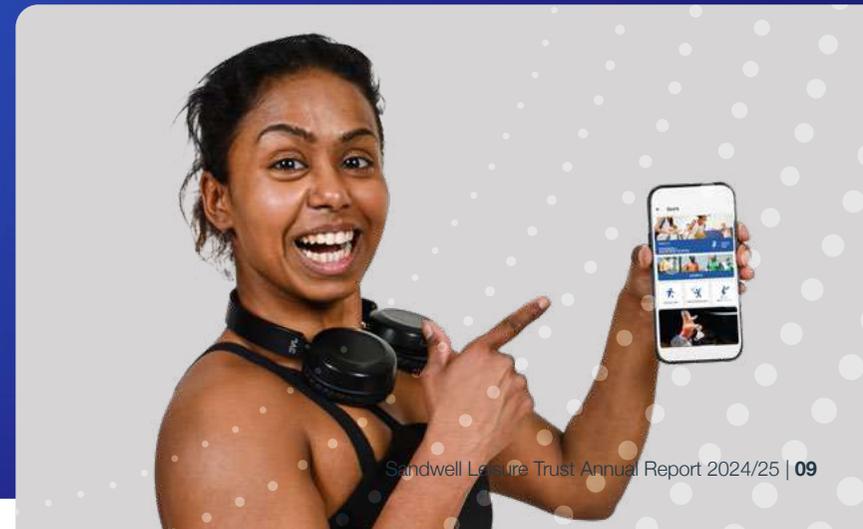
This digital upgrade marked a major step forward in how members interact with our services, offering a more seamless, user-friendly experience.

The new platform allows members to easily manage bookings, update personal details and stay connected with SLT from anywhere, at any time. Designed with convenience and accessibility in mind, it reflects our ongoing commitment to improving customer experience and embracing smarter, more efficient ways of working.

OVER 12,  **DOWNLOADS**

43,534 **VISITS LOGGED USING THE APP IN THE FIRST MONTH***

*March 13 - April 1





SANDWELL AQUATICS CENTRE

In its second year of operation, Sandwell Aquatics Centre has continued to grow as a premier community facility and regional sporting hub. The centre has strengthened its position as a cornerstone of local health and wellbeing, delivering a wide range of services and programmes that support physical activity, social inclusion, and community engagement.



OVER **910,000**



VISITS RECORDED THROUGHOUT THE YEAR

reflecting consistent usage across all areas of the facility including swimming, gym, fitness classes, and events

THE CENTRE NOW PROUDLY SERVES OVER

6,200 ACTIVE MEMBERS

with steady monthly growth driven by improved retention initiatives and **targeted local outreach campaigns**

THE **LEARN TO SWIM PROGRAMME** HAS SEEN EXCEPTIONAL UPTAKE WITH

OVER **2,800** ACTIVE PARTICIPANTS ENROLLED.

The programme continues to be one of the most impactful services offered, **building life skills and water safety** for children and adults alike.

The centre successfully hosted several regional aquatic competitions and have now established us as the go to centre for national events like the RLSS short course event, ESSA national galas and diving, Swim England National age group diving champs and the British Championship Diving organised with our partners at Aquatic GB. These events continue to keep the legacy of SAC in the spotlight and promote the facilities and the West Midlands as a region.

OPERATIONAL SUMMARY

Sandwell Aquatics Centre has demonstrated strong year-on-year growth and continues to operate as a financially sustainable facility. Customer satisfaction remains high, and recent upgrades to booking systems and timetabling have enhanced user experience.

The focus moving forward includes expanding outreach to underrepresented groups, developing additional inclusive programmes, and further leveraging the site's commonwealth games standard legacy to attract larger events and partnerships.

LOOKING AHEAD

With solid foundations in place, the third year will focus on innovation, inclusion, and further integration with schools and community partners in particular the NHS.

Continued investment in staff development and digital engagement will support long-term success and community impact.





SANDWELL DIVING CLUB

SUMMARY 2024/25

The 2024–2025 season has been another landmark year for Sandwell Diving Club. Building on our strong foundations and Olympic-standard facilities at Sandwell Aquatics Centre, we have seen continued growth in membership, athlete progression, competitive success, and community outreach.

Our coaches, athletes, and volunteers have worked tirelessly to promote a high-performance culture while ensuring accessibility, inclusion, and personal development for divers of all levels. From grassroots to elite competition, the club continues to lead the way regionally and make a growing impact nationally.

MEMBERSHIP & PARTICIPATION

TOTAL REGISTERED DIVERS	412
LEARN TO DIVE PROGRAM	214
TRAINING SESSIONS DELIVERED WEEKLY	64

The club has expanded beginner and Learn to Dive programmes significantly, supported by local schools and Swim England.

COMPETITIONS HOSTED

SANDWELL SHOWDOWN

9 clubs from across the UK attended

BRITISH CHAMPIONSHIP (WORLD CHAMPIONSHIP QUALIFIERS)

NATIONAL AGE GROUP CHAMPIONSHIP

Hosting competitions has strengthened our reputation as a premier diving venue and given our divers valuable experience in front of home crowds.

ATHLETE DEVELOPMENT & PERFORMANCE

DIVERS COMPETING REGIONALLY	32
DIVERS QUALIFYING FOR NATIONALS	26
TOTAL PODIUM FINISHES	87
DIVERS SELECTED TO TALENT PATHWAY/ENGLAND SQUAD	1

HIGHEST NATIONAL PLACEMENT:

Finalist in Girls' Group B at Junior Elite Championships

This season saw a breakthrough performance from several junior athletes, with multiple personal bests and technical milestones reached. Our coaching team, led by Head Coach Nigel Mills continues to develop pathways from Club level to elite competition.

COMMUNITY OUTREACH

SCHOOL TASTER SESSIONS DELIVERED:

Assemblies & School Talent Identification testing of about 5000 school children

OVER 500 PARTICIPANTS IN HOLIDAY DIVE CAMPS

STRENGTHENED TIES WITH SWIM ENGLAND, ACTIVE BLACK COUNTRY, AND LOCAL SCHOOLS

These efforts continue to promote diving in the West Midlands and provide positive opportunities for young people.



IN LOOKING AHEAD SUMMARY

2025-2026 GOALS

- Increase NAG qualification rate by 100%
- Launch new programme pathway including learn to dive and competitive squads
- Expand inclusive diving initiatives

Sandwell Diving Club has had a year of momentum, progress, and achievement.

With a growing talent base, strong community ties, and an outstanding coaching and volunteer team, we are well-positioned for continued success in 2025-2026



PUBLIC HEALTH AND PHYSICAL ENGAGEMENT



PORTWAY LIFESTYLE CENTRE

Portway Lifestyle Centre continues to provide a fully accessible Health, Leisure and Wellbeing Centre for everyone by bringing health, leisure, and social care under one roof from early years all the way through to older adults. Portway provides 'a whole life' approach' to health and social care service delivery for the residents of the borough and the wider community.

The centre maintains its commitment as a Centre of Excellence for People with Disabilities, by ensuring that the building is fully accessible and striving to continue removing barriers that prevent active participation.

Portway's activity programme differs slightly from our other centres, as priority is given during mid-week to individuals and local disability groups in Sandwell, through the Portway Pass scheme

CORE MEMBERSHIPS

2,379 **15% GROWTH**

PORTWAY PASS SCHEME

45 **MEMBERS**

PLUS SINGLE USAGE VIA OUR CONCESSIONARY DISCOUNTED MEMBERSHIPS



REFURBISHMENT

Portway fully redeveloped the gym, to include:

110 STATIONS

OF CARDIO, RESISTANCE, FUNCTIONAL TRAINING AND THE MOST MODERN TECHNOLOGICALLY ADVANCED EGYM KIT.



The £400k+ development came with improved lighting and all new flooring throughout. This has driven 'core' membership levels towards the 2500 mark. In the first 3.5 months since the development, total registered users having an induction on EGYM, stood at 1,165 members

1,167

TOTAL USERS

of EGYM to March 2025

40,421

EXERCISES PERFORMED ON EGYM STRENGTH MACHINES

EGYM is enabling us to gather results from users activity. We measure both strength and Bioage improvements within age categories 21-40, 41-60, 60+. Between December 2024 – March 2025

BIOAGE -9YRS
AGE REDUCTION
ALL AGE GROUPS MALE & FEMALE COMBINED

STRENGTH 15.4%
STRENGTH IMPROVEMENT
ALL AGE GROUPS MALE & FEMALE COMBINED

Portway offers a new swim exercise format via Swim England in the form of 'Good Boost', allowing a personal digital exercise programme in a water based class with a maximum of 10 per session. These sessions are consistently oversubscribed and we uniquely offer this to our NHS physio partners in a separate class.

SLT SCHEMES SUPPORTED THROUGH PUBLIC HEALTH:



Concessionary Scheme Members

646
MEMBERS



14,647
VISITS

Disability Users

685
MEMBERS

7,343
VISITS

Looked After Children & Families

1,485
MEMBERS

960
VISITS

Portway Pass Members

522
MEMBERS

4,050
VISITS

Free Swim Members 60+ & U18

31,567
MEMBERS

57,095
VISITS

Total

34,905
MEMBERS

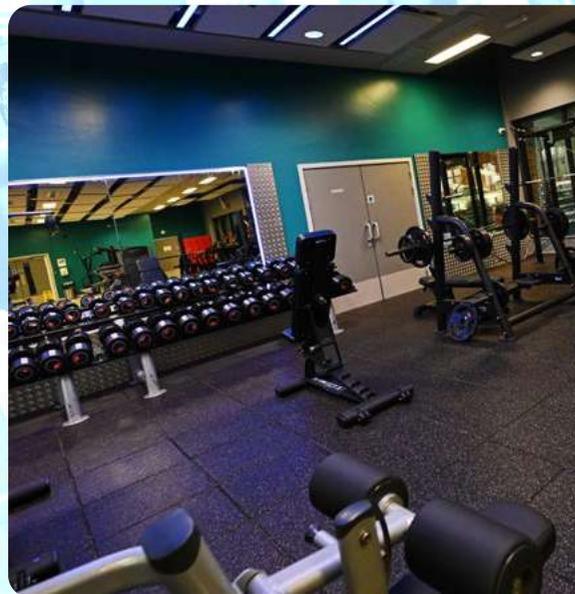
84,095
VISITS

GYM REFURBISHMENTS

INVESTING IN SPACE

This year we've invested over £1million in upgrading our leisure facilities, all with the goal of enhancing the experience for our residents and creating high-quality, inclusive spaces for the community. This investment is also helping to position Sandwell as a growing hub for elite sport, specifically at Sandwell Aquatics Centre, which is delivering on its Legacy promise.

Refurbishments at **Portway Lifestyle Centre** and **Tipton Leisure Centre** have modernised our fitness spaces and introduced cutting-edge equipment such as EGYM and Speedflex - the first of its kind in the region.



These improvements have not only boosted local health and wellbeing, but they've also opened the door to hosting major sporting events and elite training camps. Highlights include the British Diving Championships – Olympic Trials, GB & England Diving Camps, and international squads such as South Africa's Olympic team and the Great Britain Waterpolo Squad using our venues. By creating first-class facilities that serve our community and welcome world-class athletes, we are building a lasting legacy of health, pride and performance across the Sandwell region.



SWIMMING IN SANDWELL

FROM SEPTEMBER 2023 SCHOOL SWIMMING UPTAKE HAS RESUMED AND IS INCREASING

From September 2023 our School Swimming Programme delivers the Swim England School Swimming and Water Safety Charter scheme.

TOTAL NUMBER OF SCHOOL PUPILS ATTENDING LESSONS

Number of people on SLT Swimming Lessons programme

5,520



April 2024 **5,750**
April 2025 **5,962**
↑ 3.2% INCREASE

FOR 2025/26:



77

schools booked in for the next academic year 2025/26

Free swimming in Sandwell

Sandwell's free swimming scheme is delivered by SLT at pools across Sandwell. This initiative helps residents aged 60+ and those aged 18 and under to access quality safe swimming locally in Sandwell.

In 2024-25 there were

57,095



FREE SWIMS

delivered to those aged 18 and under or over 60



School swimming attendance 2024/25

Wednesbury Leisure Centre

2024-25



760
PUPILS



17
SCHOOLS

Sandwell Aquatics Centre

2024-25



4,000
PUPILS



43
SCHOOLS

Tipton Leisure Centre

2024-25



760
PUPILS



17
SCHOOLS



SLT swimming lessons

Sandwell Aquatics Centre

April 2024

April 2025



2,543
PUPILS



2,826
PUPILS



283
PUPILS

Wednesbury Leisure Centre

April 2024

April 2025



1,280
PUPILS



1,253
PUPILS



27
PUPILS

Tipton Leisure Centre

April 2024

April 2025



1,508
PUPILS



1,621
PUPILS



113
PUPILS

Portway Lifestyle Centre

April 2024

April 2025



419
PUPILS



422
PUPILS



3
PUPILS



HAF (HOLIDAY ACTIVITIES & FOOD) CAMPS AND COMMUNITY OUTREACH/SCHOOL SPORTS



We deliver Curriculum based PE in two local Sandwell Primary Schools on various days throughout the week, where we deliver to EYFS, Key Stage 1 and Key Stage 2. We also deliver after school sessions at a local community group, supporting wraparound provision for local families.

As well as event bookings at Tipton Sports Academy (TSA) for various schools and 'School Games' sports such as cricket; tennis; athletics; and Boccia, over 25 schools attended TSA to host their school sports days. These bookings have provided sport for children from Sandwell and across the Black Country region. These have been highly successful and feedback from schools and pupils has been excellent.

Our coaches provide regular weekly sessions for home school groups helping support their PE requirements and focusing on health and well-being. These groups use our facilities at TSA. During this delivery we reached 40 children per week of a wide age range (Key stage 1 - Key stage 4)

45 CHILDREN PER DAY SIGNED UP FOR A **4-HOUR, 4 DAY A WEEK SESSION** DURING EASTER, SUMMER & WINTER

OVER 25 SCHOOLS ATTENDED TSA TO HOST THEIR SCHOOL SPORTS DAYS

The HAF programme (a government funded initiative in conjunction with the DfE and local authorities) is continuing to be a success with our delivery of this programme at TSA and is going from strength to strength. This programme allows us to deliver holiday activities and food education to families, as well as providing a healthy meal each day to eligible benefit related low-income families. The project running here at TSA contributes to ambition 1 and 2 of the Sandwell 2030 Vision. Through partnership work this year, we have helped deliver holiday activities within local Sandwell parks, allowing the families and young people of Sandwell to access structured physical activities and sports in local green spaces during school holidays. This programme was successful and reached over 42 local families.

Sandwell's Vision 2030

AMBITION 2



Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for



Sandwell's Vision 2030

AMBITION 1

Sandwell is a community where our families have high aspirations and where we pride ourselves on equality of opportunity and on our adaptability and resilience.



Through our racket sports development programme here at TSA, we have worked closely with Badminton England to upskill our current workforce, to enable us to deliver their initiative of No Strings Badminton - Play. This programme offers low cost pay and play badminton in a fun, relaxed, social environment. During this delivery we have reached 64 individuals over a continued 12 week block programme, and have successfully ran this programme on 4 occasions within the year.

64 INDIVIDUALS

12 WEEK PROGRAMME





INDOOR TENNIS PROGRAMME AT TIPTON SPORTS ACADEMY



Our indoor tennis programme is going from strength to strength with new sessions being launched to offer a greater variety of coaching to all ages and ability levels.

WE SAW

34  **AND** **60**  **CHILDREN** **ADULTS**

taking part in coaching sessions each week, along with another 200 people taking part in pay and play weekly court bookings.



Future developments include the launch of **padel tennis courts**, with general play, coaching sessions and competitions on offer for April 2025 onwards.

We have also been successful in **securing Enover Community funding** which will allow us to resurface and reinstate 2 outdoor tennis courts, into an all-weather surface.

OUR HIGHLIGHTS

Our 18 and under performance players took part in the 'Play Your Way to Wimbledon' events, with boys and girls qualifying through to county and regional stages. Our high performing tennis players also took part in International ITF events, showing their levels have improved beyond local and county stages.

We also secured funding for 2 of our young tennis players to attend level 2 tennis coaching awards, and they have now been recruited to support on our coaching and holidays programmes.

LTA Youth Tennis sessions were introduced, where young players progressed through the pathway into our orange/green futures (performance) sessions for those players aged 10 and under who have excelled in their tennis squads.

Once again, our tennis coaches visited the local schools to give young children a taste of fun tennis sessions, with vouchers/scholarships being handed out for all children to play more tennis back at the indoor centre.

Weekend tennis tournaments and competitions are consistently on offer, with more events being added to the calendar to offer competitive opportunities for various age groups.

We now look forward to growing the tennis programme further and making good use of the new outdoor tennis courts.



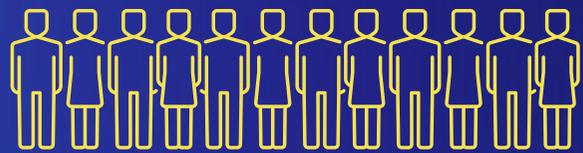
OUR STAFF

**THE TRUST HAS INVESTED
£30,000 & £10,158
IN STAFF LEARNING AND DEVELOPMENT ON STAFF HEALTH AND WELL-BEING**



WE CURRENTLY EMPLOY

409 STAFF*



*as of 31st March 2025



**56%
SANDWELL
RESIDENTS**



**1% INCREASE
COMPARED TO 2023/24**



12.6% 2024/25 TURNOVER

We also continue to advance our support in Mental Health. We have introduced Wellbeing Champions across our trust as advocates of our employee wellbeing programmes, whilst also being a voice to bring forward suggestions on how we can continue to support our employees.

We were proud to support Mental Health Awareness week and distributed Wellbeing packs to all of our employees. Along with this we have also launched our Access to work programme, providing tools and support for employees with their mental health.

EMPLOYEE WELLBEING

This year, the Trust has strengthened our support on employee wellbeing. We proudly introduced our Extended Staff Membership Scheme, providing both the employee a free membership and their plus one. We currently have 249 members and family enrolled on the Extended staff membership.

In addition to this, we also introduced significantly discounted swimming lessons for our employees' children. We know that engaging in exercise is a key element to supporting a person's wellbeing. Along with this, we wanted to support and encourage family engagement, and what better way than to engage in exercise together.



thrive at work

Fully funded by West Midlands Combined Authority, provides a structured approach to workplace health and wellbeing, underpinned, and assessed under 5 themes:



Enablers of Health



Mental Health



Musculoskeletal Health



Lifestyles



External Risks to Health



PARTNERSHIP WORKING

This year has seen us develop our working relationships with local schools and colleagues, along with DWP to re-introduce our work experience programme.

We have continued our partnership with Aspire and recruited our biggest cohort of apprentices this year, a total of x9. Receiving a record number of over 60 applications, we continue to work with our community to promote a career in Leisure.

There are 4 accreditation levels:



Foundation



Bronze



Silver



Gold

With gold demonstrating that an organisation has become a specialist in the field, and this is the level that the Trust aims to achieve.

The aim of the framework is to drive results to impact the bottom line whilst creating a healthier and happier workforce.



Foundation

This year, we have successfully achieved Foundation level accreditation. We are already working hard to achieve the next level of Bronze.





OUR CUSTOMERS



ANNE

Anne joined the beginner lifting group with a bit of hesitation but quickly discovered just how empowering strength training could be. With expert guidance and gentle encouragement from the instructor, she found herself lifting more than she ever imagined and building real confidence in the gym environment.



The course helped me overcome my fear of the free weights area. I now walk into that part of the gym on my own, which I never would have done before. My confidence has grown massively, and I feel stronger than ever in my 40s.



The supportive group environment also played a big part in her positive experience, with participants motivating and celebrating one another's progress throughout. Anne also noticed physical changes, including toning and improved muscle definition, which didn't go unnoticed by friends and colleagues.



This course hasn't just changed my workouts - it's changed how I feel about myself.



REECE'S SWIMMING JOURNEY AT TIPTON LEISURE CENTRE

Reece joined Tipton Leisure Centre when he was just 4 years old, starting right from the beginning in Stanley Level 1. We'd been taking him to the pool since he was just 6 weeks old, so he already had a love for the water. He was excited to start proper lessons, and we were excited for him too. It was amazing to see the transformation of his love of water growing into real skill.

Dad and I watched with pride as Reece went from using three armbands on each arm, to two, then one, and finally swimming without swimming aids at all. From the very beginning, we didn't just want Reece to learn how to swim, we wanted him to become a strong, confident swimmer who could not only help himself in an emergency but maybe even help others. That's always been very important to us, especially living near canals. You never know what life might throw your way, so being able to swim is not just useful; it's essential.



There were some challenges along the way, especially when instructors changed, which could be unsettling when he was younger. The jump from Stage 4 to Stage 5 was a tough one, definitely more demanding, but Reece pushed through. Thanks to the support and encouragement from the instructors, he made it.

Swimming truly is a lifesaving skill, and the Learn to Swim programme has been, and continues to be, a huge part of Reece's life. The instructors make every session fun and engaging, and now Reece swims like a fish. We live near canals, so it gives us peace of mind knowing he has the ability and confidence to stay safe in and around water. Our family often comment on how amazing it is to see a 10-year-old swim so well.

Reece has now progressed to taking part in the Junior Lifesaving class, and over the past 7 years, he's achieved multiple swimming stages, earned certificates and badges, and developed so many life skills along the way. He's become a team player, mastered all swimming strokes, made great friendships, and most importantly, grown into a confident and capable swimmer.

There are still so many children who can't swim, and I'd say to any parent: Please, please teach your children to swim. It could save their life one day. Enrolling in the Learn to Swim programme is one of the best things you can do for their safety, confidence, and future.



PROINSIGHT REPORT

INDUSTRY BENCHMARK

75%

SLT AVERAGE

80.4%

GOLDEN QUARTER

	2024-01	2024-02	2024-03	2024-04	2024-05	2024-06	2024-07	2024-08	2024-09	2024-11	2025-01	2025-02	2025-03	Total
Wednesbury Leisure Centre	91.4	81.5	88.7	64.2	94.0	78.1	94.0	74.8	86.9	95.2	92.1	75.2	87.3	85.0
Portway Lifestyle Centre	74.2	94.0	88.0	66.2	90.1	84.7	77.5	99.3	90.3	77.4	71.5	73.9	96.4	83.3
Tipton Leisure Centre	45.7	96.7	97.3	76.4	78.7	83.9	92.5	65.1	88.9	76.8	92.1	87.3	86.1	82.3
Tipton Sports Academy	67.6	95.0	83.6	70.7	78.4	94.3	68.1	88.6	85.7	87.4	71.5	74.6	71.3	79.8
Sandwell Aquatics Centre	92.1	52.3	48.3	15.2	78.8	87.4	82.8	86.8	69.7	72.1	94.5	88.6	61.7	71.8

MYSTERY SHOP TRENDS 2024/25

WEDNESBURY LEISURE CENTRE

- Ranked at No1 against all sites for Proinsight mystery shop scores for 2024/25
- 90% of mystery shoppers would refer site to a friend, over the Q4 period

PORTWAY LIFESTYLE CENTRE

- 90% of mystery shoppers, over the Q4 period, would refer the centre to a friend
- Achieved the highest Proinsight mystery shop score of 96.4 during the Q4 period

TIPTON LEISURE CENTRE

- 97% of mystery shoppers, over the Q4 period, would refer the centre to a friend, the second highest results across SLT
- Achieved 75% or more 'Green', top of Proinsight industry benchmark, for Q4 period (as did Wednesbury Leisure Centre)

TIPTON SPORTS ACADEMY

- 90% of mystery shoppers, over the Q4 period, would refer the centre to a friend
- All Q4 scores were just below the benchmark average, however with some focus on areas for improvement it should be easy to move the dial consistently back into the 'Green'

SANDWELL AQUATICS CENTRE

- The only site to receive 100% of mystery shoppers refer centre to a friend, over the Q4 period
- Has shown good improvement and consistency moving forward over 2024/25



OUR AWARDS

SLT MAINTAINS SAFE SERVICES IN SANDWELL



Sandwell Leisure Trust (SLT) is proud to have once again be awarded the highest possible accolades in the internationally renowned Royal Society for the Prevention of Accidents (RoSPA) 2025 Health and Safety Awards.

SLT was the first Leisure Trust to achieve the RoSPA Gold Award – and also the President’s Award (for 10 successive Golds) – SLT has maintained the ‘Order of Distinction’ by RoSPA for successfully retaining the Gold Award for 19 consecutive years.



IN 2024 SANDWELL LEISURE TRUST WAS ALSO THE SOLE WINNER OF THE ‘LEISURE SAFETY TROPHY’ THE TOP AWARD GRANTED UNDER THE LEISURE CATEGORY.

This is a fantastic achievement for the organisation and demonstrates that SLT make Health and Safety a priority in the delivering of safe services across the borough. Having a solid Health and Safety culture embedded into the work force, the commitment and hard work of all the employees is what makes this possible.

SLT IS PROUD TO HOLD THE ACTIVE STANDARD

The Active Standard is a quality mark for the physical activity sector, developed by ukactive and independently assessed, demonstrating our commitment to provide facilities that are safe, inclusive and compliant. By becoming certified to The Active Standard, SLT is demonstrating its commitment to provide a safe, inclusive and high-quality service to its customers. The standard was designed by ukactive, the UK’s trade body for the physical activity sector, with support from leading standards professionals and organisations across the UK and Europe.

QUALITY ASSURANCE

SLT also maintains QUEST accreditation, the national quality scheme for the leisure industry. It defines industry standards in facility operations, staffing, customer service and service development and review as recommended by the British Quality Foundation. Continuous improvement is a high priority for SLT which is why we continue to use Quest as a proven model of quality assurance. Accredited facilities including Sports Development are also benchmarked with other leading leisure operators nationally.



FINANCE ANALYSIS 2024/25



INCOME & EXPENDITURE

	2024/25	2023/24	VAR
Income from	£000s	£000s	£000s
Charitable activities	13,701	12,414	1,277
Trading activities	291	346	(55)
Investments	156	172	(15)
Restricted grants	33	172	(139)
Other Income			0
	14,181	13,113	1,067

	£000s	£000s	£000s
Expenditure on	£000s	£000s	£000s
Raising funds	118	128	10
Charitable activities	13,440	12,709	(731)
Restricted	103	102	(1)
	13,660	12,939	(722)

	£000s	£000s	£000s
Other Recognised Gains (Losses)	£000s	£000s	£000s
Actuarial gains (losses) on pension scheme	(8)	(5,698)	5,690
Net movement in funds	512	(5,523)	6,036

Source: Statement of Financial Activities (SOFA) for the year to 31 March 2025 (unaudited)



BALANCE SHEET

	2024/25	2023/24	VAR
	£000s	£000s	£000s
Fixed assets	1,123	618	505
Current assets (non cash)	1,634	886	748
Cash at bank and in hand	3,351	3,876	(526)
Creditors - due within one year	(2,523)	(2,308)	(215)
Creditors - due after one year			0
Net assets (excluding Pension Scheme liability)	3,584	3,072	512
Pension Scheme liability	0	0	0
Net assets	3,584	3,072	512

Source: Balance Sheet as at 31 March 2025 (unaudited)

The Pension Scheme liability is the responsibility of SMBC



OUR BOARD

Our Board is made up of Non-Executives that provide strategic leadership to the Trust and Leadership Team and ensure good governance is adhered to for the Charity. Board Members also have specialist skills and or interests that includes finance, marketing, HR and people management, legal and or business transformation.

All our Board Members are self-motivated professionals who are commercially aware forward-thinking people, with an interest in sport and leisure, health and wellbeing, fitness, community development and customer service.

SLT has its own Governance Code and Conduct Policy for Board Members which adopts the Charity Commissions 7 Principles for larger charities to ensure high standards of Governance are adhered to. Current Trust Board Membership includes:

- Penny Venables (Chair)
- Paul Piddock (Vice Chair)
- Melanie Briggs
- Neil King
- Tracy Pearce
- Steve Washbourne
- Dave Rosser
- Scott Thomas
- Shahin Akhtar



Simply scan the QR code with your phone to find out more about our board

OUR CENTRES

Hadley Stadium Leisure Centre Wilson Road, Smethwick, B66 4NL (1972)

Harry Mitchell Leisure Centre Broomfield, Smethwick, B67 7DH (1975)

Tipton Sports Academy Wednesbury Oak Road, Tipton, DY4 OBS (1998)

Portway Lifestyle Centre Newbury Lane, Oldbury, B69 1HE (2013)

Tipton Leisure Centre Alexandra Road, Tipton, DY4 8TA (2013)

Wednesbury Leisure Centre High Bullen, Wednesbury, WS10 7HP (2015)

Sandwell Aquatics Centre Londonderry Lane, Smethwick, B67 7EW (2023)

Haden Hill Leisure Centre Currently closed for redevelopment, opening Oct 2026

FUTURE IMPROVEMENTS

The upcoming year presents an opportunity to build on the success of last year. Our strategic plan continues to focus on enhancing customer experience, expanding our service offerings and embracing technological advancements. Key improvements include:

- **Facility Upgrades:** Refurbish existing facilities, including Tipton Sports Academy.
- **Improved Programs:** Introduce more wellness programs, and activities tailored to various age groups and interests.
- **Digital Integration:** Introduce an AI agent, data analytics tools, member benefits scheme and new phone system.
- **Green Initiatives:** Invest in energy-efficient systems, waste reduction programs, and sustainable sourcing of materials.
- **Partnerships:** Collaborate with local schools, businesses, and Public Health to expand our reach and community impact.
- **Staff Development:** Offer continuous professional development opportunities to ensure staff remain motivated and skilled

Sandwell Leisure Trust, A Company Limited by Guarantee, Registration: England & Wales 5011501, Registered Office: Tipton Sports Academy, Wednesbury Oak Road, Tipton, West Midlands, DY4 OBS

Registered Charity (England & Wales - Registered Number 1102431)

0300 012 0121 info@slt-leisure.co.uk www.slt-leisure.co.uk



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