



ACTIVE NATION

Etwall January 2021

Key Areas Presented:

- >> Brand Map
- >> Facility operation
- >> Contract successes
- >> Reopening challenges

Our Brand Map



Facility operation in line with government restrictions

>> 2nd November – Launch of Active Nation ‘On Demand’. Giving access to over 550 on line workouts’ accessible 24/7.

>> 4th November – Government enforced ‘lock down’. Closure of facilities

>> 2nd December – Reopened facilities within tier 3 restrictions. Facilities reopened included:

- ✓ Swimming – Family swim, lane swim, club swimming
- ✓ Gym
- ✓ 3G – Block Bookings
- ✓ Badminton – Casual bookings only

>> 7th December – Reopened Learn To swim Programme which operated until 20th December (Christmas period)

>> 24th December until 4th January Reduced operating hours throughout the festive period. (SDDC Approved)

>> 4th January – Launch of ‘Live’ Group Exercise timetable through our ‘On Demand’ service. A full group exercise timetable offering by Active Nation instructors streamed to our supporters across the country.

Successes - September-December 2020

- >> Feedback both in venue and via social media from supporters who have confidence to use the venues.
- >> Supporters accepting and understanding of changing processes and following guidance within the venue.
- >> Successful operation of venue with new processes and procedures in place to ensure covid secure.
- >> Launch of Active Nation 'On Demand' service giving access to over 550 classes 24/7.
- >> Constant review and adaptation of operation, facilities, staffing and procedures to enable the facility to operate effectively through the 3rd Quarter.
- >> Retention of the majority of the team throughout a second enforced 'lock down' and during phased reopening of venue, utilising the furlough scheme and restructuring team approach.
- >> Continue to work with National Governing Bodies and in line with PHE and Government guidelines to offer as many services as possible.

Challenges - July-August 2020

>> Continuous adaptation of facilities and programmes to ensure compliance of all guidelines from UK Active, PHE, Government and all of the different NGB in order to operate facilities securely.

>> Staffing restructure – Establish a structure that will manage the safe and effective operation of the venue for the foreseeable future.

>> Management of staff. Uncertainty of Job Retention Scheme/Job Support Schemes. Dates these are in place and when they are available until.

>> Maintaining the most up to date guidance from all National Governing Bodies, from all sports and activities. Swim England have recently launched version 7 of their guidance.

>> Balancing operational requirements whilst maintaining financial viability throughout phased reopening.