



ACTIVE NATION

Etwall September 2020

Key Areas Presented:

- >> Brand Map
- >> Phased opening timeline
- >> Contract successes
- >> Reopening challenges

Our Brand Map



Phased reopening of facilities following enforced Closure

>> 25th July – Gym facilities reopened

>> 27th July 2020. 28 Group exercise classes launched

>> 24th August swimming reopened for lane swimming, club swimming, aqua classes and family swim.

>> 24th August Badminton casual 'one off' bookings relaunched.

>> 31st August 3G pitch re launched to clubs/'block bookers'.

>> 7th September – increased group exercise programme by 7 classes per week.

Scheduled

>> September – GP referral scheme re established.

>> 5th October Learn to swim programme relaunched – target to facilitate the 1,500 per venue previously participating

>> 5th October Badminton clubs/'block bookers' re launched.

Successes - July-August 2020

- >> Successful reopening of venue with new processes and procedures in place to ensure covid secure.
- >> Visits from SDDC Health and Safety Management confirming good operational practices in line with PHE guidance.
- >> Launch of new booking systems, in line with Track and Trace, that now allows supporters to book gym sessions and swim sessions on the App in addition to previous features.
- >> Retention of team throughout 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.
- >> Feedback both in venue and via social media from supporters who have confidence to use the venues.

Challenges - July-August 2020

- >> Integration of all guidelines from UK Active, PHE, Government and all of the different NGB in order to operate facilities securely and in line with all recommendations.
- >> Speed at which IT systems are required to be adapted and updated in line with different guidance, track and trace, capacities etc.
- >> 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.