

## **Customer Forum Meeting Agenda**

### **Wednesday, 8<sup>th</sup> June 2011, 7pm**

**Chaired by Jackie Pearce**  
**Minutes taken by Stewart Weston**

#### **1. Managers report**

##### **My-Everyone Active**

A new and exclusive interactive website for Everyone Active members and general public. It has been developed to encourage everyone to stay active and feel better.

Benefits of registering:

- Entry to over 75 leisure centres
- FREE e-guest passes for your friends & family
- Save time & book online for activities
- Special offers from Everyone Active
- Shop in the Marketplace & receive discounts
- FREE entry to our member prize draws
- Personal activity planner to help you stay active
- FREE workouts for the gym, pool or at home
- Join the largest online active community FREE

##### **Basildon Sports Village**

The Basildon Sporting Village has now open and will provide the only 50-metre swimming pool in Essex, and only the second in the East of England. The facility that will also include a regional gymnastics centre and athletics facilities has already been named in LOCOG's official Pre Games Training camp guide for London 2012.

##### **Let's get Moving Scheme**

The target audience will be recruited via GP engagement whereby a letter which will be sent to certain patients. This is because Let's Get Moving will work with participants fitting the following criteria only:

- Age 18 - 64 AND
- BMI between 30 and 35 (between 27.5 and 35 for Asian population) OR
- Hypertensive OR
- First medication for hypertension/diabetes in the last 6 months.
- First medication to weight management drugs in the last 6 months

#### **2. Colleague news**

##### **Training undertaken & future plans**

59 training opportunities attended between Jan – Mar 2011

Top children's party buddy was leisure attendant Jamie Pugh, highly credited to the party scheme.

#### **3. Customer Relations**

##### **Customer comments**

131 comments between Jan - Mar, all resolved

##### **Reception & booking system**

1. On-line booking now available to customers and can now register to [www.myeveryoneactive.com](http://www.myeveryoneactive.com)

2. It has been agreed to change the existing Junior Young Adult Membership on MRM to a top age of 16. This will mean that the Junior membership category will now begin at age 11 and expire at age 16 at which point a member will have to upgrade to either a Student/Concession membership (with supporting ID) or Full Adult.

#### **4. Partnerships**

We are planning to continue our partnership with Theydon Primary school and run the FIA Active Schools project to get pupils interested in physical activity such as Parcour and gym, with an exit strategy;

Brambles- Buggy Fitness is becoming more popular, come and join Daniel Sergeant (Fitness Motivator/PT) or contact the gym for more information.

We are continuing to promote it through local doctors and midwives; West Essex PCT (Cardiac Rehab phase 3).

#### **5. Group Exercise**

- Group Exercise performance; Occupancy is averaging 71.25% against target of 75%
- Our new Zumba Dance class has been a great success. It has been fully booked every week and demand is so high that we will be looking to open this up to more members in the near future.

#### **5.2 PT**

Since we re-launched our PT brand in July we have continued to develop the business. We have 7 colleagues qualified to take fun and goal oriented one on one session with more and more members enquiring.

#### **5.3 GP Referral**

We have had 31 people participating in the scheme YTD.

Of those 31, 19 completed and 7 joined the centre as a full member.

#### **6. Promotions and Event**

Sunday 5<sup>th</sup> June was Epping Sports Centre Family Day. Many new families turned up on the day to participate in our children's have a go session and enjoy the live music in the bar lounge. It was great to see our colleagues also getting in the spirit of things and making the day a great success. Hot offers were also available on the day for those wishing to enjoy the benefits we have to offer new members.

#### **7. Planned maintenance**

**Date of next meeting - TBC**