

Mytime Active

Update Report September 2021

Executive Summary

Mytime Active is a charitable Social Enterprise with a mission to improve the wellbeing of the local community. We do this by delivering programmes in leisure and golf facilities in line with our ethos of #BeActive #EatWell #BePositive and #BeTogether.

During the Covid-19 period, from March 2020 to April 2021, Mytime Active was forced to close the leisure centres during the three different lockdown periods. This resulted in leisure centres only being open for 4 months of that 12 month period. Where possible we continued with programmes remotely and in other Covid-19 secure ways, but this was limited.

Since re-opening in April 2021, we have prioritised reinstatement of those programmes that add most to the health and wellbeing of the local community. This includes:

- our Primetime programme for older adults
- our Exercise Referral Programmes for people with health conditions (e.g. HeartSmart and Fresh Start),
- our Escape Pain programme for people with chronic pain
- our swimming lessons for children and young people and our swim programme for families.

Given the changed needs of local residents as a result of Covid-19, we are expanding our services in:

- Fresh Start / Escape Pain to grow the programme and offer an ongoing membership programme.
- Water Wellbeing classes for those with joint and mobility problems who find exercising in the pool is beneficial
- Health Assessments, available to members and non-members alike, attracting those who prefer a community setting
- Motivational Interviews, a one to one consultation to explore the underlying causes of unhealthy lifestyle and to jointly develop a personalised approach to behaviour change
- Weight Management, building on a decade of successful delivery of Public Health contracts in weight management and Health trainer services, we will be offering 10 week courses open to both members and non-members
- Long Covid recovery programmes, based on one to one coaching, from experienced trainers who are specially and specifically qualified in this area.

Together this will make up a wide ranging programme for an expanded group of members who benefit from a discounted “health” membership while also having a direct impact on their lifestyle.

We are seeking to deepen and broaden the partnerships we have across the borough, and to work more strategically with a range of partners, including Bromley Well and social prescribing, and with schools and colleges. Partnerships can include joint grant funding bids to London and national funders, volunteering initiatives, supporting vaccine roll out, as well as maximising cross referral pathways.

Introduction

Mytime Active is a charity and a social enterprise. We are:

- dedicated to supporting people to improve their wellbeing and adopt and lead an active and healthy lifestyle.
- committed to do so by being financially self-sustainable and operating without recourse to public funds. We fund the services and upkeep of the facilities by customers paying (monthly membership or “pay and play” session by session), and re-invest profits into the community programmes and facilities.

Our ethos is based on research and best practice on health and wellbeing, from which we have derived our 4 pathways to wellbeing:

- Be Active
- Eat Well
- Be Positive
- Be Together

We run our programmes mostly from the leisure facilities owned by the London Borough of Bromley, which we occupy under a 40 year lease. This provides a good geographical spread easily accessible to Bromley’s community:

- Walnuts Leisure Centre, Darrick Wood Swimming Pool and Crofton Halls
- Biggin Hill Memorial Library and Pool
- High Elms Golf Centre in Downe
- West Wickham Leisure Centre
- Spa in Beckenham and Beckenham Public Halls
- Pavilion Leisure Centre in central Bromley as well as Bromley Common Golf Centre, and the Great Hall in the Civic Centre

In addition we operate Orpington Golf Centre (Cray and Ruxley) under lease from a private landlord.

Our Covid-19 story

We are a thriving business, loved and valued by the local community. Pre Covid-19, we:

- had over 18,000 members who paid a monthly subscription to access all our facilities
- welcomed in excess of 4 million customer visits per year
- employed over 1,000 staff, on both permanent and flexible hours contracts
- had a turnover £28m per annum – circa £2.5m per month

When Covid-19 hit, we were obliged by government to close all facilities and services. This meant our income collapsed to close to zero overnight. Since March 2020, we closed and re-opened 3 times, a challenge to re-mobilise mothballed facilities and re-engage furloughed employees.

Service provision during the Covid-19 period April 20 – April 21

Leisure sites, which represent circa 70% of our income, were closed for 8 months out of 12 from April 20 – April 21. Even when open, we have been operating under space restrictions and working hard to encourage consumer confidence in getting back to the gym and swimming pool.

Golf was permitted to re-open sooner and for longer than leisure. As such, the sport has enjoyed a “pay and play” boom in the summer months, but less so in annual memberships which are needed for the long term financial sustainability of the golf courses. There was negligible food and bar income during the year.

We maintained other key services where possible, often either voluntary by employees on furlough or at a loss e.g. childcare for NHS and other key workers; exercise classes via zoom; engaging the over 60s community online or in specially large and accessible community halls; continuing critical rehab programmes for heart patients as far as possible. In addition, we provided assistance to the Bromley Covid-19 response through a team of volunteers, who specifically supported vulnerable residents who were shielding.

Emerging from Covid-19 April 21 onwards

As facilities re-open and customer confidence grows, membership is recovering. In Golf it is back to over 100% of pre-Covid-19 levels. In Leisure return is slower, running at 60-70% of pre-Covid-19 levels. While this is above the industry average, we are forecasting we will need until next May 2022 to achieve 100% in Leisure.

We have adapted our programming to respond to changing customer demand, for example re-instating classes for older adults as a priority; bringing on more health related programmes for overweight or deconditioned customers; and providing catch up courses in swimming lessons.

We have also changed our operating model, in particular in asking customers to book in advance online or via our app or phoning our new central contact centre. We have had good feedback that this provides a more reliable and better service, and customers feel confident and safe using our facilities. It has also allowed us to re-mobilise our teams to be more customer focused and efficient.

Financial impact

Despite furlough, and reducing all possible costs, the financial burden on the business during 20/21 was substantial. Running facilities requires a high level of unavoidable fixed costs and to survive, we have drawn on all available support including furlough, National Leisure Recovery Fund, various small grants for SMEs and rent waivers, as well as drawn on our reserves.

The Board of Trustees were forced to seriously consider solvency, and met monthly in order to review financial viability as Covid-19 circumstances changed. It has been a challenging responsibility for the Trustees who are highly experienced professionals but who give their service voluntarily. To survive we have been forced to draw heavily on our charitable reserves which we had built up in order to re-invest in the business and the community. These are now forecast at the lowest permitted level under our policy. London Borough of Bromley recognise the importance of their leisure facilities being open and acknowledge that our charity is now unable to support any more losses. They have therefore agreed to support us with deficit funding for FY2021/22, payable monthly as needed.

Adults & Older Adults

What we know

“Physical inactivity is responsible for one in six UK deaths and is estimated to cost the UK £7.4 billion annually. Around 1 in 3 (34%) of men and 1 in 2 (42%) of women are not active enough for good health.” (Public Health England)

It is crucial we continue to offer inclusive, accessible and affordable opportunities for adults to get active, maintain and increase their levels of physical activity. It is also important that we offer targeted programmes to support people who have barriers to overcome on their journey to adopting an active lifestyle.

Targeted Programmes – Health Programmes

What we know:

“If you have a long term condition being more active will help you to manage the condition more effectively and stop progression, leading on to other benefits such as lower medication use, less pain, and increased overall quality of life.” (NHS)

“The main causes of death in Bromley are cancer (29.5% of deaths), circulatory disease (27.9%) and respiratory disease (13.9%). (JSNA Bromley)

It is therefore imperative we continue to provide a number of Exercise Referral programmes to those who have a medical condition, are inactive, deconditioned and / or those lacking confidence due to Covid-19. It is also important we develop new products to meet the changing needs of Bromley’s communities.

What we offer	Description
Phase 3	Patients on cardiac rehab go through 4 phases and our involvement starts at phase 3, where we facilitate the transition from Phase 3 cardiac nurse led sessions into our HeartSmart programme (phase 4). Since Covid-19 we have hosted four phase 3 sessions per week at the Spa. Sessions include an educational element (First Aid/CPR/ Cardiac medications and procedures/ Health eating etc.), as well as a physical activity element which is delivered by our Exercise Specialists.
Heartsmart	A 12 session programme of exercise (to be completed within 16 weeks) for those with heart disease. The weekly sessions are designed to accommodate higher risk customers.
Fresh Start	A 12 session programme (to be completed within 16 weeks) for those with defined medical conditions that can be improved with an increase in their physical activity.
Escape Pain	Rehabilitation programme helps those living with chronic pain due to osteoarthritis of the knees and/or hips. This is a designated 6-week course delivered twice a week.
Health Memberships	Concessionary monthly / annual membership for those that complete their health programme
Fresh Start Friendly	On-going programme of classes designed for those completing any of our referral programmes or for those referred with low-risk medical conditions
Health Assessments	A series of body composition tests which enable a more effective personal solution to be designed whilst accurately tracking progress.

Personal programme	Fitness coaches guide the customer through a quarterly 1-2-1 appointment and support them to identify the most appropriate and effective solution to meet their individual needs which the customer will complete predominantly on their own with the general support of the fitness team.
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Statistics & Feedback

Fresh Start & Heartsmart	Number	Comments	
No. of Referrals	409	148 referrals April to June 2021 261 referral during Covid-19-19 closure	
No. of people contacted who are not interested	160	Reasons vary for not wanting to start the scheme - too ill, not interested, etc.	
Initial Assessments	Available	Booked	Attended
Totals	333	249	197
		75%	79%

Session Attendance	Number of sessions per wk.	Attendances April	Attendances May	Attendances June	Total Attendances	No of completers
Phase 3	4	0	40	144	184	N/A
Fresh Start	9	92	220	346	658	38
HeartSmart	5	0	68	221	289	13
Escape Pain	2	0	15	33	48	N/A
Totals	20	92	343	744	1,179	51

No. with a Health Membership	June 2021
Totals	142

Programme Developments	Number of sessions per wk.	April Attendances	May Attendances	June Attendance	Total
Fresh Start Friendly (FSF)	11	0	52	144	207
Health Assessments	N/A	28	95	77	200
Programme Updates	New additions to the FSF sessions include Water Wellbeing, based on the Swim England model. Aquatic activity helps develop aerobic fitness and is good for the development of strength, mobility, balance and can help reduce joint pain.				

Patient Journey through Fresh Start as told by Gloria one of our Exercise Advisers:
This lady was nervous about starting Fresh Start as she never used a gym before. She was referred by her GP because of her low mood and back pain but was reluctant to attend as her family were telling her that exercise is too hard for her and she shouldn't do it. She attended the initial assessment to see what it was all about. We discussed that the programme will be tailor made to her requirements.

The gym induction was a difficult one, as nerves had taken over and she found it hard to do anything. We just sat down and did some basic sit to stand, and walking around the gym, However simple that may sound, to her it gave her confidence and returned to her next session being more open minded.

The lady went on to complete her Fresh Start programme - she used some of the resistance equipment to increase all over strength which helped improve her posture. Her main achievement was walking on the treadmill, which was trial and error as she found it difficult to use, but this is now her favourite piece of equipment and she goes on it for about 20mins.

She was thrilled to lose nearly two and a half kilos in weight and 5.5cm off her girth. Her general health has improved and her physical activity has increased to 340 mins of light and moderate PA a week.

She is now planning to take out a health membership and try other classes as well as the gym

New Services

Motivational Interviews	The motivational interview is designed to assist the customer in identifying their goals, support behaviour changes and deliver a concise solution to achieve goals.
Health Assessment +	A more comprehensive series of body composition tests than the Health Assessment and therefore enabling the Coach to design a personal wellbeing journey.
Personal Coaching (Training)	Regular 1-2-1 coaching and tuition with a trainer. Fully qualified staff help the customer improve training effectiveness and efficiency whilst maximising the opportunity for achieving the customers personal goal with our comprehensive personal coaching support. This has been divided into 4 targeted groups: <ol style="list-style-type: none"> 1. RECOVER – get back to fitness after an injury or illness. 2. SHAPE – sculpt and tone your body. 3. REDUCE– develop healthier habits to achieve a healthier weight. 4. BUILD – become stronger with the power of weights.
Restore & Recover COVID-19 rehabilitation	We are partnering with CAWS (educational provider) to support individuals in their rehabilitation from Covid-19 after the acute phase, and in particular, managing individuals out of Long-Covid. Our staff are undergoing specialist training to support people on a 1-2-1 basis. The aim is to potentially link with the hospital Covid-19 clinics to offer a physical activity programme for patients.
Wellbeing Walks	Mytime active will be taking on the coordination of the well-established Walking for Health programme run by the Ramblers association volunteers. We will potentially expand the programme with targeted walks / groups.
Weight Management	Branded as Healthy Habits, this is a 12-week course that has been accredited by Active IQ and is based on eat well guidelines. This programme goes a step further to deliver an associated education in behavioural change, the importance of activity and intensity in addition to the nutritional content. Every session will be completed with a physical activity designed for the specific group of participants.

Targeted Programmes – Primetime for older adults

What we know regarding the impact of Covid-19

“As geriatricians predicted would occur, being closeted away at home for long periods has left significant numbers of older people with reduced mobility and experiencing deconditioning, muscle weakness, and joint pain”. (Age UK Impact of Covid-19)

What we knew Pre-Covid-19

We know older adults are less active than the general adult population and we know Bromley has an increasingly ageing population and the prevalence of dementia in the Bromley population is steadily increasing (JSNA Bromley). Therefore more so than ever we must continue to target older adults to take part in physical activity.

What we offer	Statistics & Feedback																	
<p>Primetime A weekly programme of activities developed for older / deconditioned adults.</p> <p>Additional seated exercise classes have been added to programme post Covid-19 for those who are deconditioned or lacking confidence.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #d9e1f2;">Primetime</th> <th style="background-color: #d9e1f2;">Pre-Covid-19</th> <th style="background-color: #d9e1f2;">April – June 21</th> </tr> </thead> <tbody> <tr> <td>No of sessions per week</td> <td style="text-align: center;">103</td> <td style="text-align: center;">77</td> </tr> <tr> <td>No of attendances</td> <td style="text-align: center;">13,250</td> <td style="text-align: center;">7,653</td> </tr> <tr> <td>No of members</td> <td style="text-align: center;">3,339</td> <td style="text-align: center;">2,206</td> </tr> <tr> <td>No of Primetime buddies</td> <td style="text-align: center;">28</td> <td style="text-align: center;">21</td> </tr> </tbody> </table>			Primetime	Pre-Covid-19	April – June 21	No of sessions per week	103	77	No of attendances	13,250	7,653	No of members	3,339	2,206	No of Primetime buddies	28	21
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<p>To ensure the programme is relevant and promoted we link with a range of stakeholders including: Bromley Well, Falls Service, Social Prescribers and the Dementia Hub.</p>																		
<p>Primetime Buddies Our volunteer team who encourage and support their peers to be active.</p>	<p><i>“I love being a buddy, I like helping people and get a lot of satisfaction. I have made a lot of friends. It is a two way street. It gives me something to look forward to each day and I feel needed again” (Buddy)</i></p> <p><i>“All members have been so pleased to be back, it’s a great feeling for us all, thank you” (Buddy)</i></p>																	
Primetime Customer Feedback:																		
<p><i>“Thank you for your help and encouragement at this difficult time especially those living alone. You not only help keep our bodies and mind in shape but give a structure to our days as without you the days would simply run into each other” (Beryl)</i></p> <p><i>“I don’t think we would have made it without Primetime. All you do or have done is important to us and our moral. Thank you so much. Without Primetime we would not exist” (Danie)</i></p> <p><i>“Thank you so much for the classes. It has been an incredible gift being able to take part. It’s helping with my mental as well as my physical health” (Jenny)</i></p>																		

Targeted Programmes – Adults with Learning Disabilities

What we know

“People with learning disabilities have poorer health than the general population” Bromley Health & Well Being Strategy 2019-23

What we offer	Update
Activities for adults with learning disabilities	<p>We continue to link with adults with a learning disability through the Round the World Challenge, working in partnership with Community Links Bromley and Bromley Mencap.</p> <p>Every hour of activity translates into miles and travel round the UK, Europe and the World. We have delivered group exercise session via Zoom sessions, bowling, keep fit, Tai Chi, tennis and dance, with more sessions planned.</p> <p>We will use stakeholder and participant feedback from the Round the World Challenge to review and develop a future programme. We have worked with Bromley Mencap to secure a small grant (circa £5k) from London Sport to support the development and delivery of this revised weekly programme.</p>

Children & Young People (C&YP)

What we know

“Regular physical activity helps a child develop in a range of ways. Not only does it help their physical health, but it also helps improve their brain function and emotional wellbeing”. (aboutkidshealth)

“Opportunities for young children to benefit from funded early education appear to be reducing for 3 & 4 year olds” (JSNA Bromley C&YP)

“Obesity in children is a significant concern in terms of their health and well-being” (JSNA Bromley C&YP)

We must therefore continue to offer a range of programmes that encourage children and young people to be physically active.

What we offer	Statistics & Feedback								
<p>Swimming Lessons</p> <p>Offered at 6 pools The Spa, West Wickham, Walnuts, Pavilion, Biggin Hill & Darrick Wood.</p>	<table border="1"> <thead> <tr> <th>Swimming Lessons - weekly participants</th> <th>April 21</th> <th>May 21</th> <th>June 21</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td>6,124</td> <td>6,675</td> <td>6,896</td> </tr> </tbody> </table> <p><i>“I am so proud of Ariana today. The pandemic has made her so socially anxious and not swimming for a year has really rocked her confidence but today she put her head in the water and even tried kicking and spoke to some of the kids in the class. Thank you, it means the world”. (Ariana’s mum, West Wickham)</i></p>	Swimming Lessons - weekly participants	April 21	May 21	June 21	Total	6,124	6,675	6,896
Swimming Lessons - weekly participants	April 21	May 21	June 21						
Total	6,124	6,675	6,896						
<p>Soft Play</p> <p>3 soft play facilities at the</p>	<p>291 = average daily attendance across soft play (247 pre-Covid-19-19).</p>								

Walnuts, The Spa and The Pavilion	Soft Play provides a much needed physical activity and energy release for children age 0-10 years, as well as a time for parents to get together to socialise. <i>"Such great customer service...Amy was great with all the kids...super impressed with the management of the place". (Grace, mum of 2)</i>								
Childcare Manage 5 breakfast and after school clubs at: Alexandra, St Nicholas, Kent house, Darrick Wood and Unicorn School	<table border="1"> <thead> <tr> <th></th> <th>No. of Daily Places Available per day</th> <th>No. of children registered to attend</th> <th>Average Weekly attendances</th> </tr> </thead> <tbody> <tr> <td>Childcare</td> <td>230</td> <td>231</td> <td>690</td> </tr> </tbody> </table> <i>"I am very happy with the service provided. I feel confident that my children are in safe hands...and that they are well cared for with fun activities and given responsibility to help with cleaning and washing up, et cetera which I know they enjoy and it's good for them to learn. (Catherine, Parent)</i> <i>"The girls have loved it, so thank you for making them so welcome and keeping them entertained while we work. It is so much appreciated" (Joanne, parent)</i>		No. of Daily Places Available per day	No. of children registered to attend	Average Weekly attendances	Childcare	230	231	690
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Childcare	230	231	690						
London Youth Games (LYG)	There is a reduced programme of sporting competitions taking place as part of LYG 2021 due to Covid-19. Team Bromley will however be entering 9 teams across 7 different sports, including, BMX & road cycling, football, kayaking, hockey, netball and para-athletics.								
ArtsTrain Creative music project targeting young people	Arts Council England continue to support the ArtsTrain programme and have committed funding to support the rebuild and refresh of the ArtsTrain programme during 2021/22. We will be working with a range of schools and community organisations to develop programmes for young people who are not engaged in formal music-making and face challenging circumstances.								
Feedback:									
<i>"Having run some swimming lessons and been involved in some of the activities it has been quite heart breaking to see the trepidation of children returning to activities but amazing to see their progress. We have children who previously were gregarious and confident that now have separation anxiety and a fear of germs and other children, children who could swim pre pandemic and have regressed in their swimming journey but we are getting there and every session we have little wins. It's wonderful seeing parents reactions in the pools or picking up from childcare clubs where their children have had a good day and the biggest compliment we can get is 'oh they will sleep well tonight!" Mytime Active Children & Families Manager</i>									

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