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PERFORMANCE REVIEW AND ANNUAL REPORT









HALO'S

Sport won the hearts of the nation at the Olympics and Paralympics in 2012 and created a drive to promote sport and all the benefits it brings - not only health and fitness (which are crucial), but teamwork, self confidence, inclusion, tolerance, community spirit and so much more. Schools started looking at how they could do more to inspire their pupils, and drive attainment on and off the field. Businesses started looking at how they could get behind their local sporting clubs, and how they could help employees to be more active. Parents started seeing the potential sport had to promote their children's health and self belief.

Organisations like ours - which already notch up millions of visits each year (including, of course, regular ones from some of the country's finest Olympians and Paralympians) - started to look at how we could work harder to include all these groups more effectively, and how we could better reach others by breaking down the barriers between them and their local leisure centre or sports club. Part of the legacy of London 2012 was not only a renewed interest in sport, but also a realisation that too many people are not feeling the benefits.

At the start of this financial year we celebrated 10 years in Herefordshire and at the end of it a first very successful year in Wales where we manage the leisure services across Bridgend County Borough. It is an exciting time for Halo but if we are to be effective in the future we know that we can not rest on the laurels of 2012's success (Halo's or London's), but rather learn the lessons it's taught us about how much more there is to do to get more people, more active, more often.

Of course, against the backdrop of the very best kind of sporting year, the country (and our counties) were faced with the reality of funding cuts to public services, including our own, and the challenge of honouring their commitment to our community while balancing a reduced budget.

At Halo we are pleased and proud to have worked with the Council in Herefordshire and Bridgend County Borough to ensure that we can not only continue to provide an excellent level of service to communities we serve, but that we can build on our success - improve our facilities, deliver more support services, expand our range of sporting choices, reach more people, young and old, with important messages about health, fitness and general wellbeing. These are challenging times, but they are presenting opportunities to collaborate with new partners, to put health and wellbeing higher on the list of priorities in people's lives, at home, in schools and in the workplace.



MSSION

Our continued success and growth would not be possible without the hard work and dedication of everyone at Halo. I am very grateful to each member of staff, as well as members of the Board. We all know that organisations like ours have to keep looking in the mirror to make sure we are as sharp and efficient as we can be, to make sure the decisions we make are the right ones for the community groups we serve, and to ensure that any surplus we make is ploughed back into the work we do. We also have to keep looking outside of the window to make sure our narrative is authentic and engaging and reaches local residents in the most effective way.

In the days ahead, we are dedicated to giving you and your family more opportunities to work out and wind down, to tread mill or tread water, to make friends and get fit, and to promote your good health for the future.

If you haven't felt the benefit of Halo yet, read on and find out how you could. The opportunities are endless, and the difference we can make is ... well simply life changing.

Jon Argent

Jonathan & Jugan

Chief Executive
Halo Leisure



INVESTOR IN PEOPLE







visits to their gyms or bookings for group exercise classes

rounds of golf on the course at Hereford Leisure Centre

sports games on their outdoor pitches

indoor racket sport matches or bookings for other indoor activities

water based activities

swimming lessons delivered in their pools

Celebrating...

A DECADE OF BETTER HEALTH IN HEREFORDSHIRE AND OUR FIRST YEAR MAKING A DIFFERENCE IN BRIDGEND COUNTY BOROUGH

When Halo Leisure opened its doors in 2002 the country's attitude to health and fitness was very different. Very few people had thought of paying for a bottle of water, thousands lit up cigarettes in pubs and cafes across the region, and no one had ever heard of Zumba or Spinning.

But times change and in Herefordshire Halo has been there every step of the way introducing county folk to a healthier way of living, whatever their age, ability or background. So it was with some pride that we reached 2012 and celebrated the difference this social enterprise had made to the lives, health and happiness of local people.

THE NUMBERS SAY IT ALL. ACROSS THE DECADE WE SAW:

/ 15 MILLION visits to our centres

// 9,500 people sign up to be members

/// 1.1 MILLION swimming lessons, and so many young people with a life saving skill as a result

//// 44,000 gym inductions conducted by our experienced team of exercise professionals

//// 2.6 MILLION bookings for group exercise classes (and a doubling of the classes on offer)

///// More than 110,000 rounds of golf at our course in Hereford

////// Some 111,500 games of squash played on our indoor courts.



Meanwhile across the border into Wales, Halo Leisure celebrated its first year in Bridgend County Borough where it had totted up 238,000 gym workouts, 261,000 swims, 18,500 swimming lessons, 74,000 group exercises classes, 14,000 sports hall and racket sport bookings ... and a whole county discovering the joy of exercise and relaxation!



MEET TWINKLE, HALO'S HEALTHY STAR

Our staff - prepared to go that extra mile to spread the 'get moving' message.

OUR STAFF - the secret of our success

We are now an organisation of almost 300 (full time equivalent) posts working in 18 sites, across 2 countries (England and Wales) and 3 counties (Herefordshire, Bridgend and Shropshire). Here at Halo we believe by working as a team and valuing our staff we create the best kind of workplace culture which translates into the best kind of customer service.

Our annual staff survey once again underlined how our employees value the environment where they work. In a survey of Herefordshire staff for this financial year, 94% indicated they enjoyed their job, 91% that they'd recommend Halo as an employer to a friend, and 83% that they were proud to work for the organisation. This year we surveyed Bridgend County employees separately, and given that they had recently gone through a transfer of management from the local council to Halo, we were delighted that 84% indicated they enjoyed their job, and that 63% were proud to work for their new employer.

A DECADE AND STILL DEDICATED

Staff who have been with Halo from day 1 - April 2002





EXCELLENCE IN THE COMMUNITY AWARD

Roger Hayward, Halo's Training Co-Ordinator being awarded the Community Defibrillator Award at the Excellence in the Community Awards – Herefordshire and Worcestershire by Anthony Marsh, CEO West Midlands Ambulance Service. Roger received this accolade for his commitment and dedication to the Automated External Defibrillation (AED) scheme. Roger is responsible for training existing and new Halo staff in safety issues; ensuring all key frontline staff are competent in an emergency situation requiring an AED.

WHAT DAIO
MAKES DAIO
A SOCIAL ENTERPRISE?

Halo is proud to have Flagship Social Enterprise status and to be in company with the growing number of organisations (from The Big Issue to Divine Chocolate, Greenworks to Jamie Oliver's restaurant chain Fifteen) who use the power of business to bring about change - tackle social problems, improve communities and enhance people's life chances.







Social Enterprises like Halo plough all profits back into the work they do and the facilities they run. As a registered charity and 'not for profit' organisation, with no shareholders, we can keep costs low and offer outstanding value for money. This year we've invested in a range of improvements (including the multi-million pound refurbishment of our centres in Hereford and Bridgend) and a range of services (from free swim assessments for children in a bid to increase the numbers who can swim, to new healthy lifestyle programmes for people referred by their GP).

LONDON

A UNIQUE YEAR FOR BRITISH SPORT,

As the Olympic Torch made its way through Herefordshire, and then a few days later through Bridgend County, people across both counties were on an Olympic and Paralympic high, celebrating one of the most momentous years in British Sport. For Halo, whose facilities are used by many of the country's finest Olympians and Paralympians every week, London 2012 had been a long time coming and we had a whole wealth of ideas to help local people celebrate the occasion, get involved and ensure the legacy of the Games continued:

We hosted community days and local celebrations. For example at the Ogmore Valley Life Centre, which watched the flame pass its gates in May 2012, members and locals celebrated with a menu of fun and games (from tennis to Spinning, a dance display to gymnastics) which were free for everyone in the local community.

We organised free taster days, inspiring others to enjoy sport. Our Try 5 London 2012 programme ran for five weeks over the summer of 2012 and challenged adults and youngsters to try five new Olympic and Paralympic sports: in the pool, field or track, gwm, court or pitch

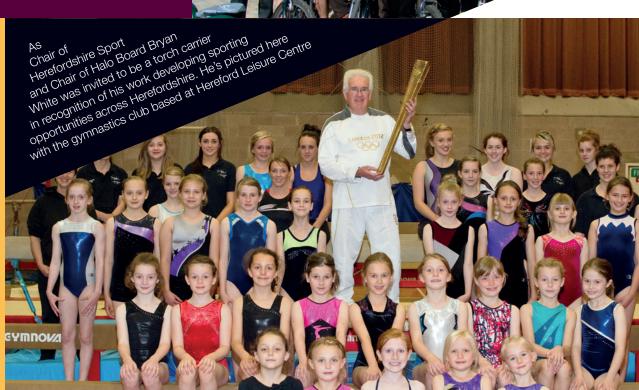


Locals were told to 'get on your bike' and if they didn't have one, a solution was at hand.

A bike hire facility opened at Hereford Leisure Pool in July. This initiative, run by 'Pedal A Bike Away' is administered by Halo and has been the culmination of discussions that commenced in 2010.



HALO'S BRYAN WHITE CARRIES THE TORCH FOR SPORT



2052

A SPECIAL CELEBRATION FOR HALO









SOME SPECIFIC ACHIEVEMENTS FOR THE YEAR ...

Every day the public are welcoms aught of check the public are welcoms and are taught of the course of the course halo's a course none of this could happen without course none of the consure Halo's a course none of the course to ensure Halo's a course to hick team who work out the technical team place to work out the technical team to leasant place thanks to behind the scenes to persuring safe and pleasant place thanks to safe and pleasant place thanks to wind down. Our huge thanks to safe and down. Our huge thanks or wind down their efforts in ensuring them for their efforts in ensuring when the first class facilities we deliver first class facilities.

Herefordshire.

The team were pleased to:

/ Complete the installation of music systems in the new gym and studios at Hereford Leisure Pool

// Upgrade the hammer cage at Hereford Leisure Centre to match current regulations for athletics

/// Fit six sets of new fire doors at Ledbury Leisure Centre

//// Install energy efficient lighting at the sports hall at Leominster Leisure Centre

//// Install a new energy efficient plant room at Bridge Street Sports Centre

///// Install new energy efficient heater at Hereford Leisure Pool spa

Oversee the repair of the tile work around the pool at Leominster Leisure Centre

/////// Service 45 individual gas fired appliances and replace over 400 air filters

Replace over 1000 light bulbs with more energy efficient models

////// Respond to 1500 defects reported on our asset management system, WAM.

One high priority gas leak was managed in less than 24 hours thanks to the repair efficiency programme

//////// Support staff dealing with operational issues (including access barriers, network wiring and internal fault repair, blocked toilets, updating of asset registers, liaison with external contractors and much more...)



and every programme, partnership and promotion was about encouraging participation and improving the community's health and wellbeing. As well as welcoming millions of visits this year from people who want to work out, play sport and relax in our accessible, affordable family-friendly venues; we have continued to reach out to those who find accessing sport and leisure more difficult, be it because of their age, health, disability or more practical barriers like transport, cost or access to childcare.



Supporting people with disabilities

We were delighted to work with Hereford Carers this year and to host the second summer of events specially designed for children living with disabilities. They added to the list of charities we support and work with throughout the year including Comic Relief, Meningitis Trust, Parkinson's UK and MIND. At Hereford Leisure Pool we offered supported physical activities for people with mental health issues. We were also thrilled to be successful in our bid to Comic Relief funding to buy foam steps for trampoline sessions for people with disabilities.

> In Leominster we are working with MENCAP to provide work placements for adults with learning disabilities and are also providing the coach for the weekly sports sessions at the Centre run by ECHO, a Leominster-based charity supporting adults with learning difficulties.

> > Meanwhile 38 of our frontline

staff received adult safeguarding

training as part of the Safe Places

It is the people who

Fundraising

We are always delighted to be involved in various fundraising initiatives and one that stood out during this year was when our Centre in Ogmore Valley in Bridgend County raised money for the Welsh Air Ambulance Service and won a trophy for the children who took part. Halo and some of the children who'd been involved with the fundraising were invited to Swansea airport to see how the service worked and to climb aboard the helicopter to meet the pilots and paramedics.

programme initiated by the Valuing People Partnership Board and Herefordshire Public Services Equality team. Halo facilities became a refuge and support point for people with learning disabilities who are experiencing harassment or bullying. Halo frontline staff will not only offer support on site, but make contact and liaise with parents or carers on behalf of the victim.

Supporting local children and young people

Parents and carers across both counties were able to benefit from our programme of school holiday activities and our professionally-led crèche facilities. We continued to develop activities for children and young people who demonstrate more than any other group the power of fitness to transform lives. Swimming and coaching sessions, youth gyms and exercise classes and school holiday activities bring together young people and promote confidence, self esteem, a healthier lifestyle and help tackle social isolation and anxieties.

In this financial year we renewed our partnership with Herefordshire Council offering discounted leisure passes for children in foster care

As well as working at the Centres, Halo staff work at three Children's Centres in Herefordshire delivering Wiggles and Giggles Sessions which have been aligned to the Early Years Foundation Stage outcomes - a programme that continued after a successful initial 12 week pilot. We also saw a Halo team working in partnership with Marches Housing to deliver sports activities during the October half term to children within the Barons Cross area of Leominster, a recognised area of deprivation.

We were also thrilled to be part of the annual School Games and saw activities taking place at our two Centres in Hereford.

This year we've continued to offer membership designed for under 17s and seen many more youngsters take that up so they can enjoy unlimited activities across the range. We've extended our range of activities - from gymnastics to trampolining, junior golf to swimming and have group exercise classes specially designed for 8 - 16 year-olds. We also deliver baby and toddler gym sessions, which as well as offering parents super sessions for their little ones, introduces the role of movement (via dance and baby gym) at the earliest ages and helps us start a dialogue with these families that continues in the future.

West Park School, take 'Best School' award at the Inter Schools Swimming Gala, Ynysawdre Pool



Developing new skills

We are always looking for opportunities to reach new people with new sporting ideas so were pleased to host a Racketball Activator course at Hereford Leisure Centre in partnership with England Squash and Racketball.



The course was funded by the County Sports Partnership and six Halo staff attended and two teachers from local schools. An action plan is being developed for each of the sites with courts (including a special Open Day) with a view to increasing participation in target groups, including older people and women and girls (aged 14-25).

Volunteers - many inspired by the Games Makers of 2012, or driven by a passion for sport or a desire to get experience for a future career - continue to come to Halo seeking out opportunities. This financial year we were able to support as many as 20 and we have created a new Volunteer programme for 2013-14 as a result of demand for these new experiences.

We have also been working with Parc Prison in Bridgend to link prisoners to Community Services. An initial pilot has been agreed that will offer work placements to prisoners who have obtained fitness qualifications and wish to pursue a fitness career upon release.

We do, of course, continue to support the Severn We do, of course, continue to support the Severn Medicine in their management of the dynamic multi-centre in their management of the dynamic multi-agency narthership and leisure centre which Enterprises agency partnership and leisure centre which agency partnership and leisure centre which the tage that the tage the supports people across who have again the tage the supports people across who have again the tage the supports people across who have again the tage the support in common the support to the supports people across Highley and surrounding the team there areas in Shropshire. We have seen the team that and areas in Shropshire. areas in shropshire. We have seen the team mer continue to reach more people, young and old, fitness continue to reach more people, young and old, Commune to reach more people, young and old, with important messages about health, fitness with important messages about health, the notion of the people of with important messages about nearth, fitness
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Care aroun. Sure Start Children's Centre, Highley Minors Child Care group, activity leaders, sports chub needed Users and volunteers to provide a much needed Care group, activity leaders, sports clubs, mends, users and volunteers to provide a much needed A copy of the annual report for this venue annual report for this venue annual report for this venue to .co.uk A copy of the annual report for this venue community hub.

severncentre

Halo continued to support Leominster Halo continued to support Leominster and Leoninued to support Leominster and Leoninued to support Leoninster and Leoninue bank pilot project.

Area Regeneration County are developing a time bank pilot project.

A similar initiative is taking place in a similar initiative is taking place. Bridgend County.

We were proud to end this financial year with a special initiative to promote swimming lessons in response to the national news that one in three children leave primary school not being able to swim, and that drowning is the second most common cause of death in children. Our free one-to-one swimming skills assessment for all children helped boost swimming lesson numbers. We also offered free swimming lesson crash courses during half terms to children not currently on a learn to swim programme. This was a huge success and resulted in more children across both counties taking a first step towards water safety and competence. We delivered over 1500 swimming lessons for adults and children each week.

In Wales an aquatic plan was developed with Bridgend County Borough Council, Sport Wales and Swim Wales. The plan will link to the Local Authority Partnership Agreement with the aim of drawing down additional funding to allow us to strengthen our already impressive programme of swimming activities.

to a national need

espond

Statistics

Statis

Committed to a county in better health

In this financial year we launched and delivered an outreach Community Weight Management programme at Moor Farm, Hereford. The 12-week programme was funded by the Bulmer Foundation and aimed to reach women who are not involved (or very rarely) with any physical activity.



We also welcomed literally hundreds of people referred by their GP while they are tackling health issues, or because their health checks flagged up a need for preventative steps.

Our LIFT (Lifestyle Improvement for Today) Exercise Referral Scheme in Herefordshire and the National Exercise Referral Scheme (NERS) in Bridgend County ensures people tackling health issues (from blood pressure to heart health) can benefit from one-to-one support at Halo as they increase activity or manage their weight as part of their health management or recovery programme. The programme in Herefordshire - run in partnership with Herefordshire Council and involving the NHS Primary Care Trust and Cardiac Rehabilitation Unit - is one of the longest running in the UK, and to celebrate our first year in Bridgend County we extended the NERS scheme to include discounted membership to those attending, and a special Buddy discount to their friend or carer if they didn't want to come alone.

In Herefordshire, alongside LIFT, the first year of our Healthy Lifestyle Programme (a preventative health programme supporting patients who are aged 40 - 74 and who have been referred after an NHS Health Check) recorded real success and we are now working with Public Health to try to increase referral numbers so we can roll out more health intervention and support programmes. At the moment we offer group and one-to-one physical activity sessions and we've seen 99% of clients fully or partially achieve their goals.

In Herefordshire for those who want to quit smoking we continued our QUIT and GET FIT programme which targets smokers who are working to kick the habit to improve their health. The 12-week programme combines weekly drop in sessions with nicotine replacement therapy and Carbon Monoxide level testing so clients can chart their progress. Participants who stick with the programme are rewarded with free and discounted membership of Halo.

Healthy workforce = healthy businesses

Last year over 120 million days were lost to sickness, and the impact of that - especially in the current economic environment - can be huge. While the number of days lost is decreasing (it was 178 million days ten years ago), it is feared that the reason for some of this decline is unproductive, poorly staff - concerned for their job - dragging themselves into work (presenteeism).

and enjoy sport with colleagues can promote team spirit and reduce stress.

11 We didn't hesitate in signing our company up as a corporate member of Halo. It doesn't cost us anything to do this and we have added the discounted membership as an extra staff benefit. Win-win all round, we are supporting our staff to lead healthier and more active lifestyles and they benefit from everything Halo has to offer but for a fraction of the cost. ""

Sequani Ltd, Ledbury

66 We received a really good response to the Halo membership offer and our employees are enjoying the benefits of getting fitter and healthier. " Wye Valley Brewery



Making its mark

Halo Business Enterprises was delighted to launch an enhancement to the already popular WAM programme. We developed this asset management programme for our own leisure centres and it was so successful we decided to launch it onto the UK market eight years ago to create an additional income stream for the work we do. It's now promoted as one of the easiest and most efficient asset management systems, offering the best value for money on the market and is being used over 200 leisure facilities around the UK.

Visit www.maxyourassets.com



Our Partnership Manager and Healthy Living Co-ordinator are also working and/or liaising with: THE NAME OF THE GAME... People's Services Provider Forum MATAC - Multi Agency Task and Action Committee Third Sector Interim Board IIII Volunteer Development group IIII Learning Disability Partnership Board IIIII Community Development Workers Forum HAN (Herefordshire Activity Network) IIIIII Volunteers Forum IIIIIII Midwifery Team



While Halo teams delivered the very best service for customers in 2012-2013, we were also looking at how best we could meet future needs across both counties in the future.

In Halo Bridgend County, two projects in particular are being developed in response to the growing concern across the UK about weight, an issue that is competing with smoking in the health risk stakes. Research shows us that the number of people who are significantly overweight in the UK has more than trebled in the last 25 years and a Government report recently claimed that obesity will cost the NHS £6.4bn per year by 2015. It's an issue linked with health problems like diabetes, heart disease, high blood pressure, arthritis, indigestion, gallstones and some cancers. Especially worrying are reports about the number of children this affected. Statistics suggest that three out of ten children are overweight in the UK, and that it not only threatens their health, but their learning, friendships and self esteem.

Halo, of course, already have a successful range of Healthy Lifestyle Programmes, but in the coming financial year we will explore a range of new initiatives to support people who want help losing excess weight or maintaining a healthy weight.

For the year 2013-2014 we have committed to two of them. First we'll be teaming up with the international organisation MEND and offering parents in Bridgend County whose children (aged 5 - 14) are of an unhealthy weight, the chance to access a free ten week programme that is designed to empower them to make the changes they need. Then, early next year, we'll be introducing a unique new type of Weight Management programme to help the thousands of adults who recognise that their weight is negatively impacting on their health. It will provide a meeting place for people to learn about their patterns of eating behaviour, to help create lasting change, and combine weight management plans with a programme of exercise.



Mend Mind Exercise Nutrition DO IT!

FINANCIAL FOCUS

Halo Leisure Services Limited Statement of Financial Activities for the year ended 31 March 2013, before FRS 17 adjustments relating to the charity's defined benefit pension scheme.

Summarised Income & Expenditure Account for the year ended 31 March 2013

		2012/13		2011/12
	£'000	£'000	£'000	£'000
INCOMING RESOURCES				
Management fee from Herefordshire Council	881		979	
Repairs and maintenance grant from Herefordshire Council	88		86	
Incoming resources from charitable activities	11,456		5,739	
Investment income				
Commercial trading operations	93		88	
Other income				
		12,518		6,892
RESOURCES EXPENDED Direct costs	666		433	
Staff costs	7,878		4,358	
Premises costs	2,308		1,028	
Advertising and promotions	179		62	
Office administration	564		221	
Finance and compliance	282		59	
Irrecoverable VAT	357		145	
Equipment - hire, repairs and maintenance	95		191	
Depreciation	135		327	
Other costs	210		45	
Governance costs	15		12	
		12,689		6,881
NET INCOME/(EXPENDITURE)		17		11

Summarised Balance Sheet at 31 March 2013

		2013		2012	
	£'000	£'000	£'000	£'000	
Fixed Assets		1,139		932	
Current Assets	2,233	1,100	1,081	002	
Creditors falling due within one year	(2,642)		(1,275)		
Net Current Liabilities		(409)		(194)	
Creditors falling due after more than one year		(45)		(33)	
Accruals and deferred income		(304)		(341)	
Net Assets		381		364	
Funds Brought Forward		364		353	
Net Income / (Expenditure)		17		11	
Funds Carried Forward		381		364	

The above is a summary of trading results prior to FRS17 adjustments relating to the charity's defined benefit pension scheme. An audited statement of financial activities is available upon request.

'tell!' Us Everything

We take your comments seriously. Please use one of the following methods to 'tell!' us exactly what you think of your experiences of Halo:



'tell!' us

Complete a 'tell!' card, which you'll find in your local Halo centre.



Text us

Text 'Halo tell' followed by your comment to 60300. Don't forget to tell us your name and which Halo Centre your comment relates to. Charged at your usual text rate.



Phone us

Use 'tell!' on the phone on 0845 1300 832. Calls are charged at Lo-Call rate.



Visit us

www.haloleisure.org.uk



Email us

tell@haloleisure.org.uk



Write to us

You'll find our addresses on our website www.haloleisure.org.uk

WANT TO CONTACT US?

Call 0300 012 1222 for Halo Herefordshire and 0300 012 1223 for Halo Bridgend County Borough

www.haloleisure.org.uk | info@haloleisure.org.uk

REGISTERED OFFICE: HALO SUPPORT CENTRE

Halo Leisure Services Ltd, Lion Yard, Broad Street, Leominster HR6 8BT 0300 012 1222 option 9 Registered Company number 4335715. England & Wales

Registered Company number 4335715. England & Wales Registered Charity Number: 1091543







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