

Tameside Sports Trust is a Charitable Company Limited by Guarantee which trades as Active Tameside.

our mission

Active Tameside is dedicated to providing the local community with outstanding leisure, pastime and holistic wellbeing activities which generate both social and economic benefits for our users.

We do this in a sustainable manner which is both inclusive and socially considered.

our vision

To inspire the people of Tameside into living healthier, happier and more active lives as part of their local community.

our values and ethos

We are a caring and supportive charity which reinvests 100% of any surplus back into our mission.

Our passionate team seeks to deliver fun, exciting and accessible ways to be active in order that everyone can start life, live life and age well.

our products

 ASHTON

 COPLEY

 TAMESIDE WELLNESS CENTRE - DENTON

 ETHEROW

 HYDE

 iTRAIN

 KEN WARD

 MEDLOCK

 OXFORD PARK

 ADVENTURE MEDLOCK

 ADVENTURE LONGDENDALE

 HYDE LEISURE POOL

 SOFT PLAY ZONE

 EDUCATION

 LIVE ACTIVE

 EVERYBODY CAN

 COMMUNITY

 TAMESIDE SPORT & PHYSICAL ACTIVITY NETWORK

**helping you
to live your
best life**



our team



Chris Rushton
CEO



Councillor Denise Ward
Chair

our partners



Build Back Better

1. Optimise the commercial and social return on recent key investments:

- The Tameside Wellness Centre – Denton inc roof space
- Hyde Leisure Pool Extension

2. Grow commercial revenues and associated margins

- Maintain focus on the three key revenue streams (plus one)
 - Health and Fitness
 - Swimming Lessons
 - Gymnastics
 - Ten Pin Bowling
- Develop a 'recovery dashboard' of commercial KPIs
- Review the retention or otherwise of COVID Secure protocols such as mandatory booking in line with customer feedback, value proposition and market conditions
- Upgrade ageing gym equipment co-terminus with contract expiry (March 2024)
- Progress digitalisation
 - Lead generation
 - Automated customer journey(s)
 - Front of House concierge/kiosk concept
 - Telephone system (queue management)
 - Equality of Access eg WelcoMe/Recite Me
 - Full iTrain integration
- Review Personal Training offer/locations
- Launch the Active Choice card
- Progress re-branding signage compliance across the estate

- Continue to bear down on both fixed and variable costs with an increased focus on utilities/carbon emissions (funded investment opportunities) within the context of environmental impact

3. Grow commissioned (non-commercial) revenues and associated outcomes

- Develop the Tier 2 Weight Management programme in collaboration with TMBC
- Review, refine and develop the Fuel 4 Fun holiday activity initiative
- Exploit both green and blue space opportunities eg Cycle Hubs and Led Walks
- Collaborate with TMBC Children's Services in the co-design of early years interventions
- Explore in collaboration with TMBC, opportunities for space repurposing within the context of the public consultation and growing demand for social care
- Establish 'contact centres' within the physical estate via co-design with commissioners/stakeholders
- Embed 'dual roles' such as the HAF Officer within the TMBC commissioning ecosystem
- Review the viability of Active Medlock as a 'hybrid' centre within the context of latent demand and potential COVID legacy protocols
- Provide comprehensive ongoing support for sports clubs and physical activity groups linked to local volunteer networks through the Active Tameside Sport and Physical Activity Network (ATSPAN)
- Through ATSPAN, review and produce club hire SLAs with a view to supporting best practice and mutual viability
- Launch the Elemental social prescribing platform

4. Become more 'people centric' – look after the people looking after the people

- Maintain the biannual WeThrive survey regime and improve associated training with particular regard to 'signposting'
- Reintroduce biannual staff roadshows predicated on WeThrive results and associated actions
- Grow the cohort of Mental Health First Aiders and associated communication
- Relaunch induction and appraisal protocols ensuring alignment with the Mission and Vision
- Ensure 100% uniform provision and compliance
- Carry out an independent review of salary banding in order to ensure competitiveness within the market
- Return to affordable inflationary awards as soon as is practicable, potentially retrospectively

5. Strategic Dialogue

- Insurance resilience clause multi-site claim (through the broker)
 - Prudential borrowing
 - TMBC core funding affordability envelope
- Spot funding for commissioned services to funding co-terminus with the core contract (TMBC Commissioners) as a minimum
- Explore potential collaboration/economies of scale within the GM Active network in relation to enhanced sustainability
- Possible contract extension beyond March 2024 (TMBC 'client')
 - Proprietary integrated service (unique within the leisure sector)
 - Prudential borrowing obligations