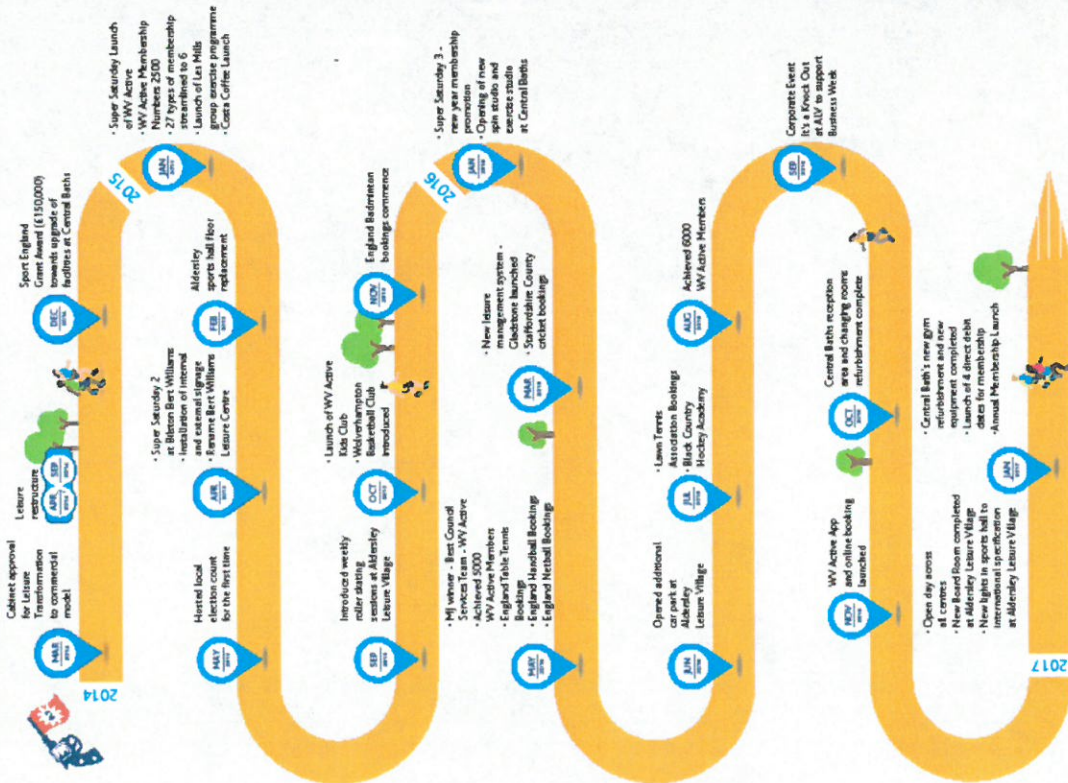


WV Active

WV Active
Scrutiny Board
14 March 2017



WV Active

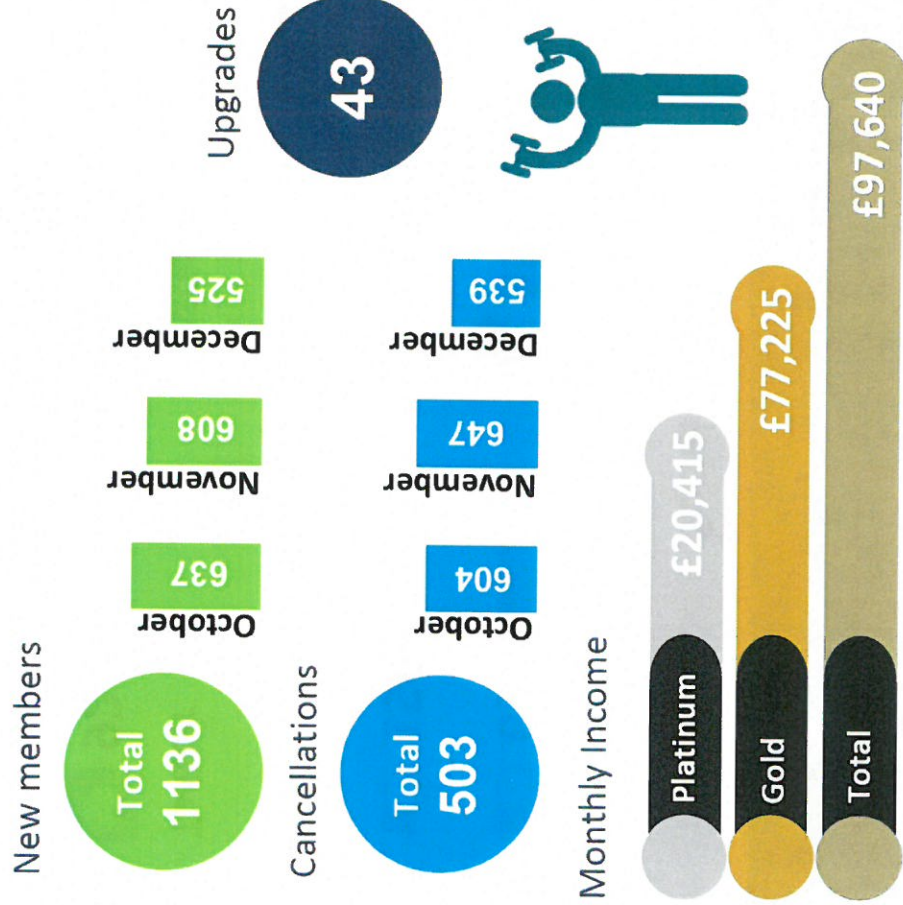
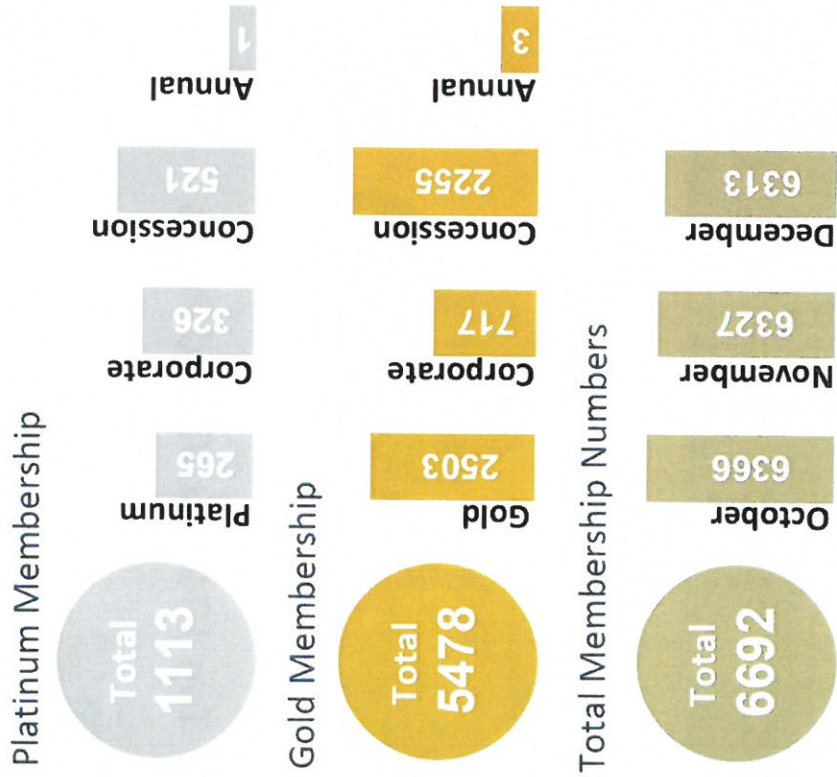
- January 2015 WV Active launched with 2500 members
- March 2016 New leisure management system
- May 2016 MJ Award Winner – Best Council Services Team
- August 2016 Achieved 6000 members
- November 2016 Online booking and mobile app went live
- January 2017 Launched annual membership, choice of 4 direct debits & Bhangra Blaze

WV Active Our Transformation Journey

WV Active

January 2017

Monthly Membership Breakdown



WV Active Our Transformation Journey

WV Active

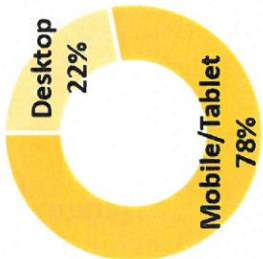
January 2017

Website Usage

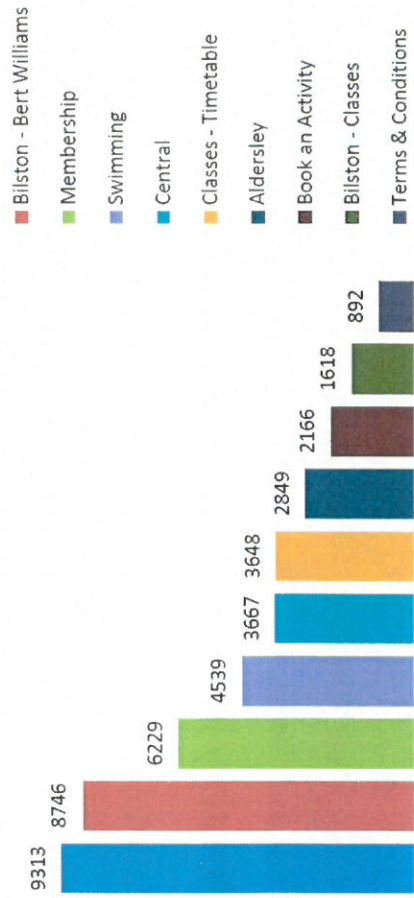
Usage by Unique Visitors



Traffic Source

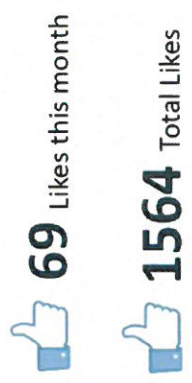


Top 10 Most Visited Pages



Social Media

Facebook



Mobile Pro App



66 Posts this month

Launched 16th November

Twitter

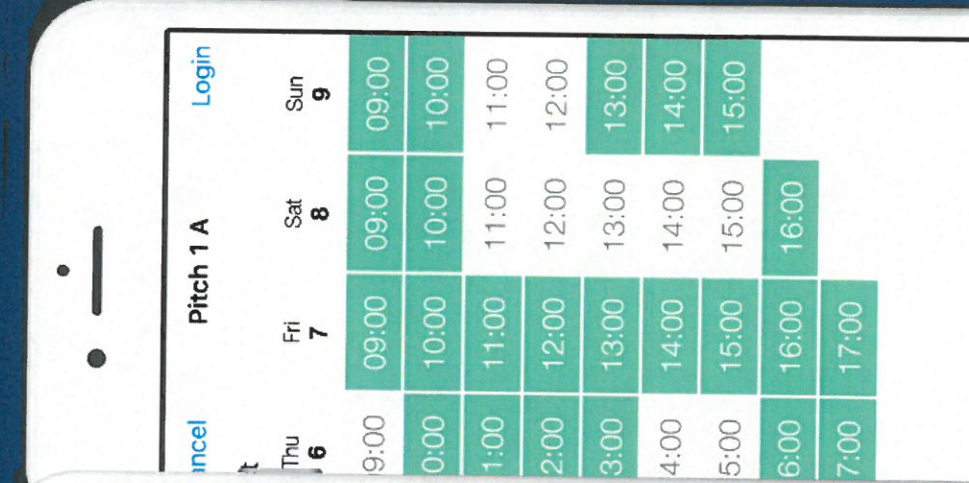
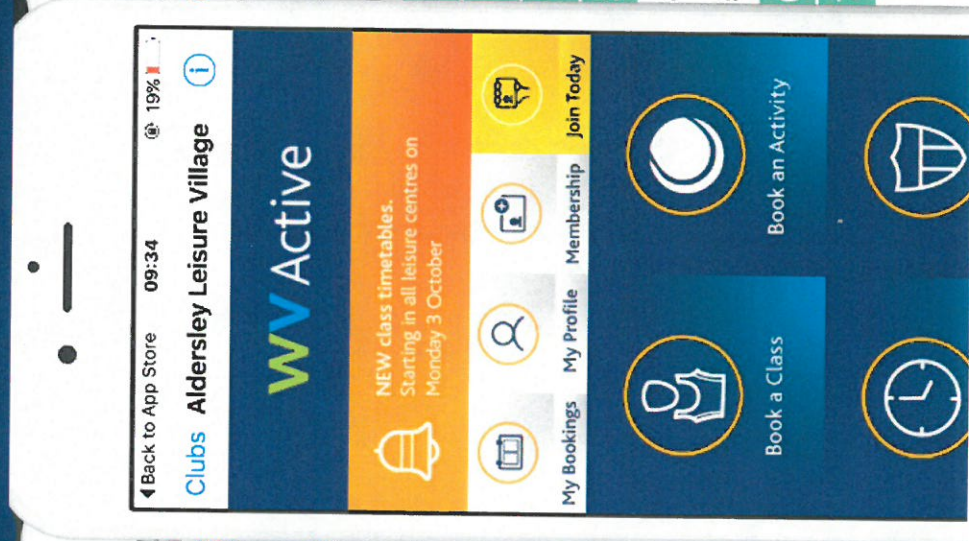


Instagram



WV Active Our Transformation Journey

WV Active



WV Active Our Transformation Journey

WV Active



Corporate Landlord

Feasibility Study
Central Baths reception and changing rooms



Parking Services

Reviewing parking options across the 3 sites
Bilston Urban Village



Customer Services Banking and Finance Communications

Gladstone and system optimisation
Digital transformation



Legal Services

Reviewing hire agreements
Advising on terms and conditions for memberships



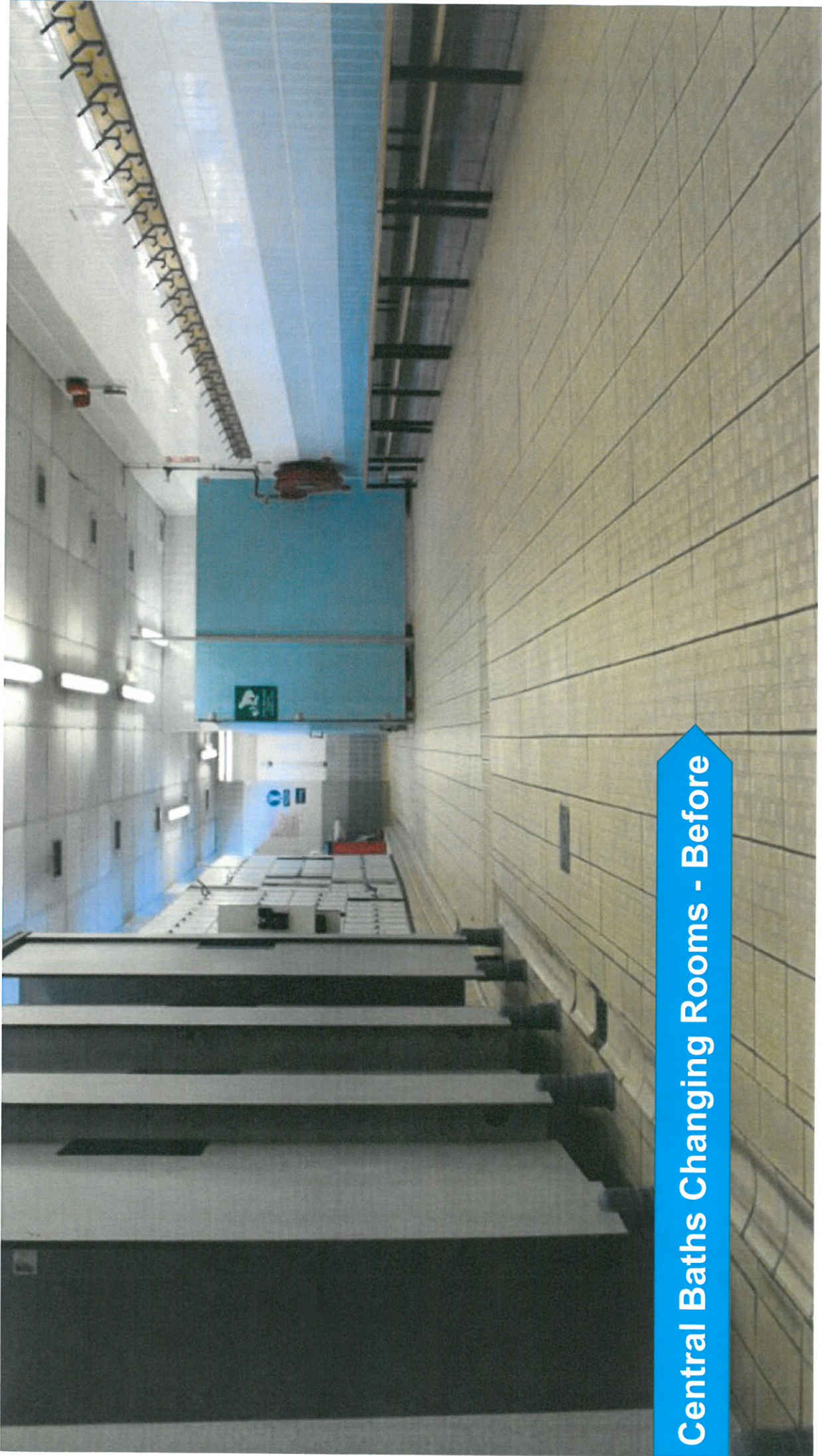
Catering and Cleaning Services

Aligning services under one umbrella
Review current catering offer



Public Health

Working with Public Health to support campaigns
Beat the Street 2



Central Baths Changing Rooms - Before

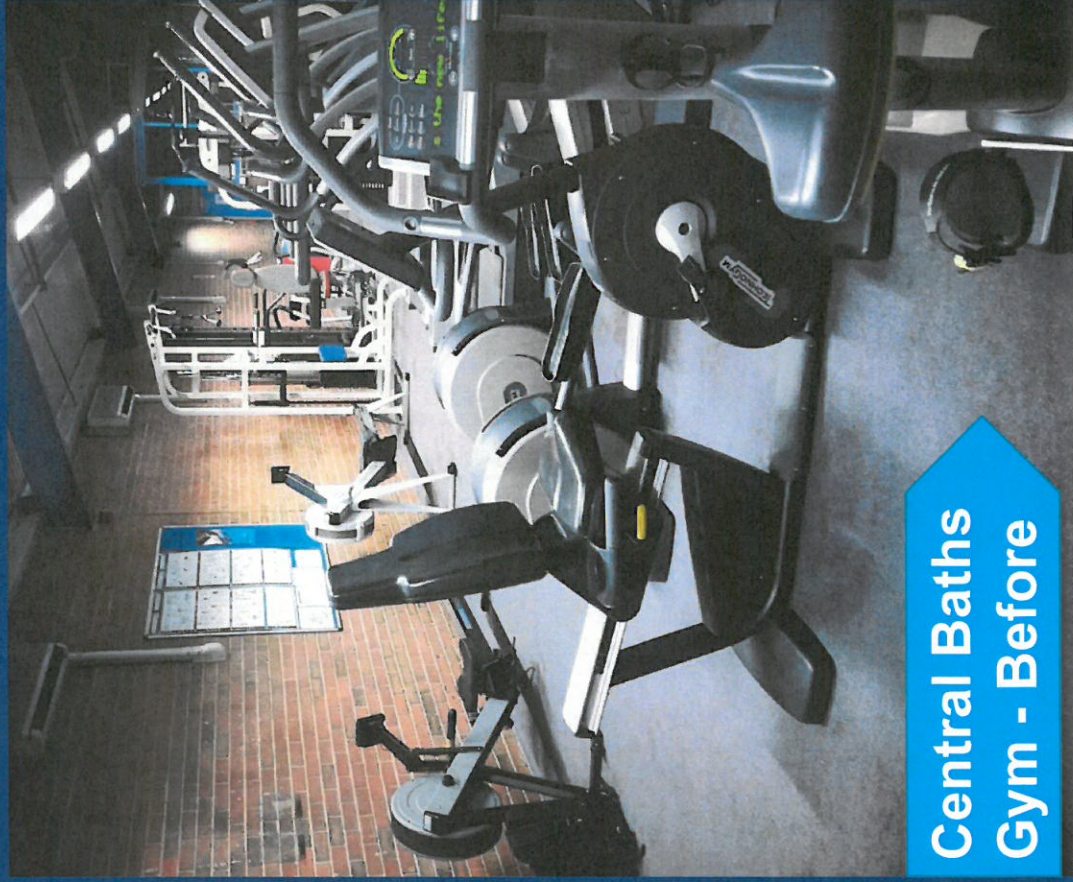


Central Baths Changing Rooms - After



Central Baths reception also transformed

WV Active Our Transformation Journey



Central Baths
Gym - Before



Central Baths
Gym - After

WV Active Our Transformation Journey Continues

WV Active



Catering

Continue review of catering offer



Facilities

Review gym layout & equipment
Implement energy efficiency measures



Marketing

Offers/promotions
Quarterly Super Saturdays
Increase Corporate memberships



Public Health

Continue working closely with Public Health



Parking

Review options for parking charges



Digital Transformation

Self service kiosks
Digital signage
Additional door scanners

WV Active Our Transformation Journey

WV Active

Questions?