

Company Profile

<i>Company name, address</i>	Jesmond Swimming Project St Georges Terrace, Jesmond, Newcastle upon Tyne, NE2 2DL.
<i>Contact Person (name, e-mail, tel.)</i>	Glenn Armstrong, jesmondpool@btconnect.com 0191 2812482
<i>City/Country</i>	Newcastle upon Tyne United Kingdom
<i>Activity</i>	Community swimming and leisure centre.
<i>Description of core business</i>	The provision of swimming and leisure related activities to the local and wider community.
<i>Year of foundation</i>	1991
<i>No employees 2006</i>	50 including part time staff, coaches and volunteers.
<i>Annual turnover 2006 (in EUR)</i>	773,000 Euros
<i>Website</i>	www.jesmondpool.co.uk

Good practice description

<i>Issue(s)</i>	<i>See the table below</i>
<i>Description</i>	<p>From our first day of trading in 1992, we have been extraordinarily successful in our operations. We met and exceeded our targets, and have been used by Sport England, as an example of best practise for other SME's in the sector. From 1996 we have been Investors in People company. In 2001 we succeeded in securing Sports Lottery funding and upgraded the building to provide better, and more varied facilities. The building is now an extremely busy community leisure facility, attracting over 150,000 visits each year. Due to our success, we now provide a consultancy service to other organisations seeking to operate leisure facilities in the way we do. In 2005 we produced our first Social Account, where we demonstrated the benefits of what we do to our stakeholders. We were one of the first organisations in the country to do this, and it has had a significant effect on how we do things. Strategic planning has always been important to us, and has helped focus business and customer needs.</p>

<p><i>Why did we take action and business benefit</i></p>	<p>The actions we took were to ensure business success, and to comply with one of our objectives, which was to be an exemplary project. We also believe that as a community based business, we should always seek as much involvement as possible from our users. This ensures we are representative, and remain customer driven. The building upgrade was essential to ensure the business was on a stronger footing, by offering a wider range of services, and to also bring the building up to date with modern expectations of a public leisure centre which catered for everyone, and had full access for people with disabilities.</p>
<p><i>Benefit for society/stakeholders</i></p>	<p>The community of Jesmond now has an accessible, affordable leisure centre, that offers a range of activities to cover all tastes and age ranges. There are activities for babies through to people into their eighties, and the building meets all new regulations regarding access and provision for people with disabilities. Our stakeholders are varied and diverse, but we have managed to accommodate all within our provision. The continued support from our community emphasises the benefits the centre brings, and it is an extremely valuable community asset.</p>
<p><i>Awards, standards</i></p>	<p>Investors in People since 1996, Northern Electric Energy Conservation award in 1993, Social Enterprise Awards finalists in 2005, North East Business Awards finalists in CSR in 2007.</p>
<p><i>Communication with public</i></p>	<p>We communicate our CSR activities mainly through our Social Accounts. These were first published in 2004, and are available through our website. Copies of the social account were also available in the building for users to read. Part of the social account involved a user questionnaire, a staff questionnaire, and aspects of comments by users throughout the year. The social account addressed all the parts of CSR and gave readers a picture of what the company had been doing to enhance our CSR responsibilities.</p>

Plans for the future

Our next audited Social Accounts will be available in May 2007, and are strongly linked to our business aims and objectives. This years account will describe how we have progressed since 2004, and highlight the measures we have taken to improve on our CSR responsibilities. This has involved significant expenditure in reducing our carbon footprint, and 2007 will see even greater expenditure in continuing this initiative by the use of solar panels. Funding has been secured in 2007, to conduct a survey in Jesmond to identify barriers to participation in leisure/sporting activities from those people currently not participating in any form of regular exercise. This survey will be used to address the issues this section of the community may have, and may lead to further investigations and developments. This survey and other initiatives will help demonstrate our value to the community.



Auxiliary table: ISSUES, COVERED BY CASES OF GOOD PRACTICE

<p><i>Marketplace issues</i></p>	<p><i>Responsible supply chain management</i>- not an area addressed by the company at this stage.</p> <p><i>Quality</i> - We use our own quality system in ensuring activities are conducted as and when agreed.</p> <p><i>Innovation</i> - We have been innovators since 1992, by being unique in public leisure provision in operating successfully without public subsidy. We led in the use of volunteers to help in day to day operations. In a time when public leisure provision has come under scrutiny for its cost effectiveness, we have managed to generate surpluses year upon year. We were the first swimming pool in the North East to use ultra violet as a form of water disinfection. We were the first public leisure organisation to publish social accounts. We are the first public leisure organisation to enter and be recognised in the North East Business Awards.</p> <p><i>Consumer satisfaction</i> - We seek feedback continuously from our users through our website and on site comments book, and encourage users to attend our monthly board meetings.</p>
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<p><i>Workplace issues</i></p>	<p><i>Workplace diversity</i> - Selection for recruitment and development opportunities is open to any person involved in the company, whether paid or not, and will be on merit regardless of sex, age, marital status, nationality or sexual orientation. The building is now fully disability compliant, and all vacancies are advertised internally first. The company follows the best practise requirements of Investors in People, of which we are recognised, in ensuring training and development opportunities are considered fairly, and reflect business aims</p> <p><i>Equal opportunities</i> - The company has an Equal Opportunities policy that covers all employees and Trustees.</p> <p><i>Work/life balance</i> - The company has operated in a manner that recognises individual staff requirements since its inception in 1992. Allowing adjustment of duties, hours worked, pay and rewards and time off work is common practise for Jesmond Swimming Project.</p> <p><i>Health and safety</i> - The company follows national best practise health and safety requirements, and due to its nature, has health and safety training as part of weekly regular training activities. One member of staff has been specifically trained to deliver our health and safety training programme, and we are subject to regular external verifications and inspections. We are also an accredited training centre for life guarding and emergency aid tuition.</p> <p><i>Job satisfaction</i> - Perhaps the greatest indicator of job satisfaction amongst people at Jesmond Pool is our low staff turnover rate. Over 80% of full time staff have over 10 years service and several are reaching 15 years this year. Staff sickness is at remarkably low levels, 2006/7 has been our worst year ever for sickness with a total of 22 days amongst all staff members. There have been several years when there has been no sickness absence. This is down to a great team spirit and a content workforce.</p> <p><i>Job creation/job prevention</i> - The company now employs over 60 people of full time, part time, casual, volunteers and seasonal workers. As the company has grown, so have the jobs created.</p> <p><i>Participatory organization model</i> - Jesmond Pool has an organisational chart.</p>
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<p><i>Community issues</i></p>	<p><i>Social integration</i> - Jesmond Pool offers training for local youngsters, of whom many now work for the project. We take schoolchildren on work experience placements from all over Newcastle. Groups of Trustees visit local organisations to describe our activities, and we attend all local community group meetings. Members of the public are invited to attend all board meetings so they can see, and be part of the management of the business.</p> <p><i>Healthcare</i> -There is no specific facility for staff apart from time off when required with pay.</p> <p><i>Education</i> - As well as training our own staff to a high level, we also train other staff from the region, and are recognised as a Centre of Excellence for occupational training in the leisure industry. We also provide training and certification for adults and schoolchildren in emergency procedures for heart attacks and other life threatening incidents.</p> <p><i>Quality of life</i></p> <p><i>Economic regeneration and development/employment-</i> Jesmond Pool employs over 60 people, and is also unique in offering training and work opportunities to students and new lifeguards.</p> <p><i>Cases on security</i></p> <p><i>Cases on civil society development</i></p> <p><i>Cases on children</i> - Thousands of children have learnt to swim at Jesmond Pool as part of our swimming development scheme, and we provide countless other sporting and recreational opportunities for children at the pool. We also seek to address shortfalls in local provision by providing instruction in activities denied children in many other leisure centres.</p> <p><i>Cases on local infrastructure</i> -</p>
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<p><i>Environmental issues</i></p>	<p><i>Cleaner production</i> - Jesmond Pool does not produce anything, but has been recognised as being an innovator in applying new 'green' technologies in pool water disinfection by the use of Ultra Violet light, and energy saving equipment.</p> <p><i>Environmentally sound product or service</i> - The previous paragraph mentions some of these, from which the company has received great acclaim. Despite a huge increase in business turnover and provision, the building now uses less gas, electricity and water, than it did 15 years ago. This is through a prolonged strategy to become as environmentally aware, and practising as possible.</p> <p><i>Environmental technology</i> - Use of Ultra Violet, Heat saving pumps, pumps inverters, water reclamation, solar panels and control systems.</p> <p><i>Environmental investments</i> - As part of our 2007 Social Accounts, we will determine and aim to reduce even further, our carbon footprint and environmental impact.</p>
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