

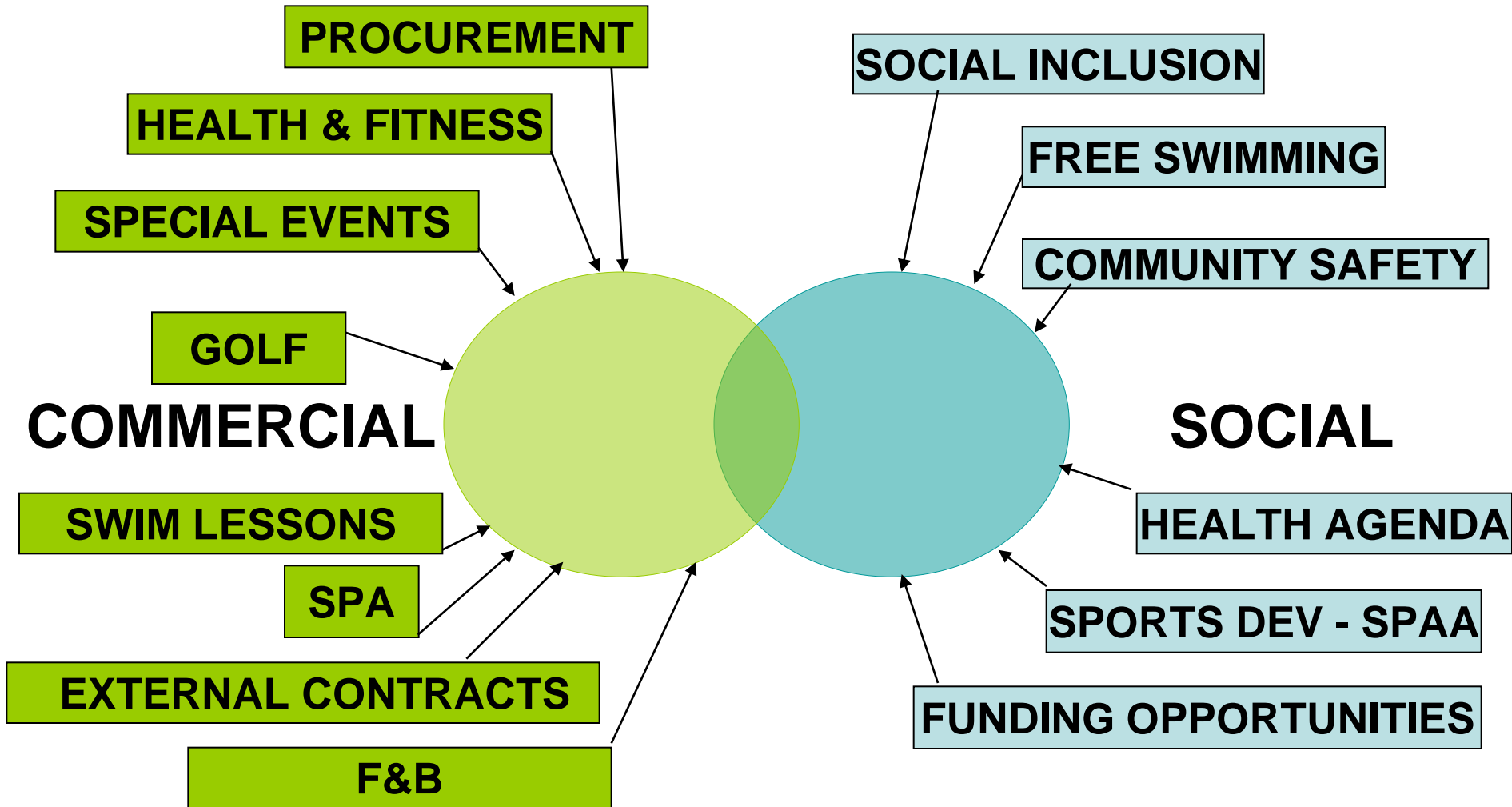
W I G A N
LEISURE & CULTURE
T R U S T

Michael Lyons

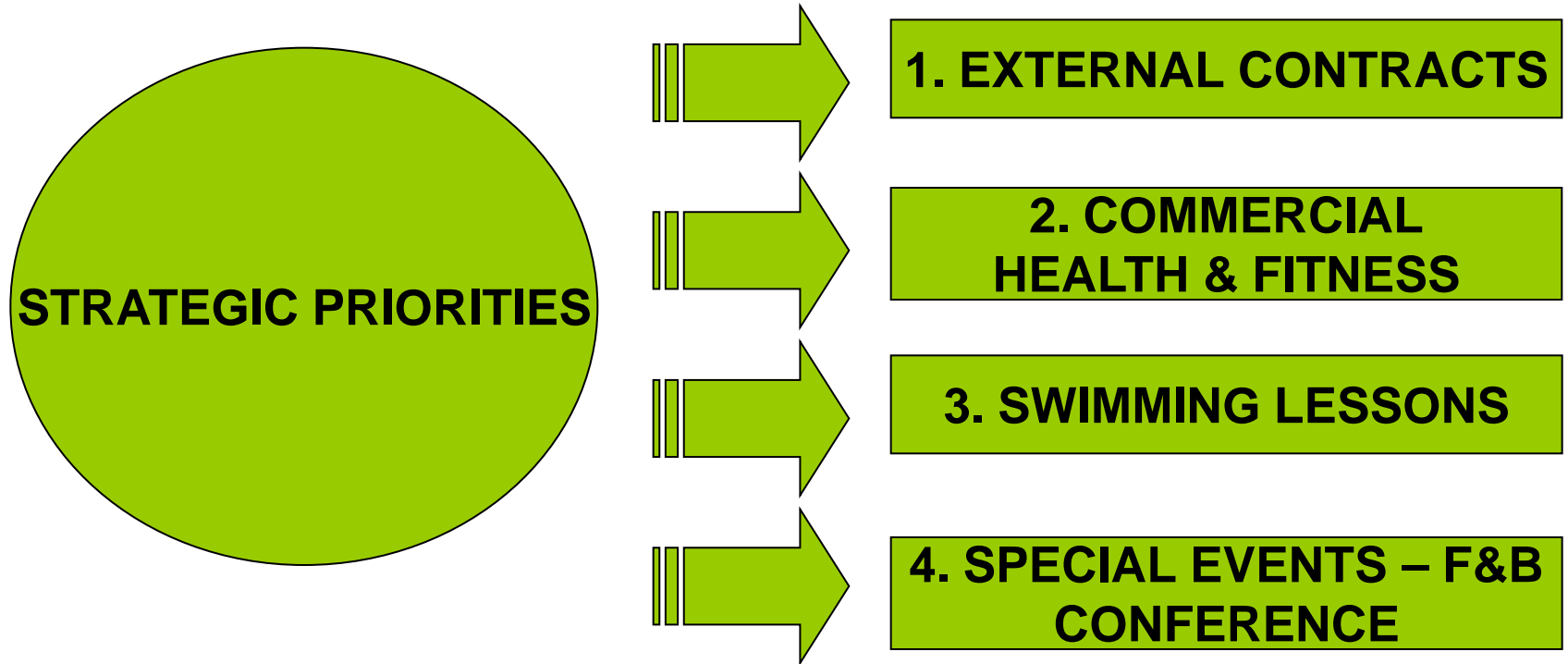
**Commercial Manager – Wigan
Leisure & Culture Trust**

**DEVELOPING A MORE COMMERCIAL
APPROACH TO LEISURE**

STRIKING A BALANCE



STRATEGIC FOCUS



**TODAY'S PRESENTATION - FOCUS ON COMMERCIAL
HEALTH & FITNESS**

THE CATALYST FOR CHANGE

2006/07 PLANS ANNOUNCED FOR

LEIGH SPORTS VILLAGE £83m (OPENED 2008)

NEW JOINT SERVICE CENTRE £64m (UNDER CONSTRUCTION)

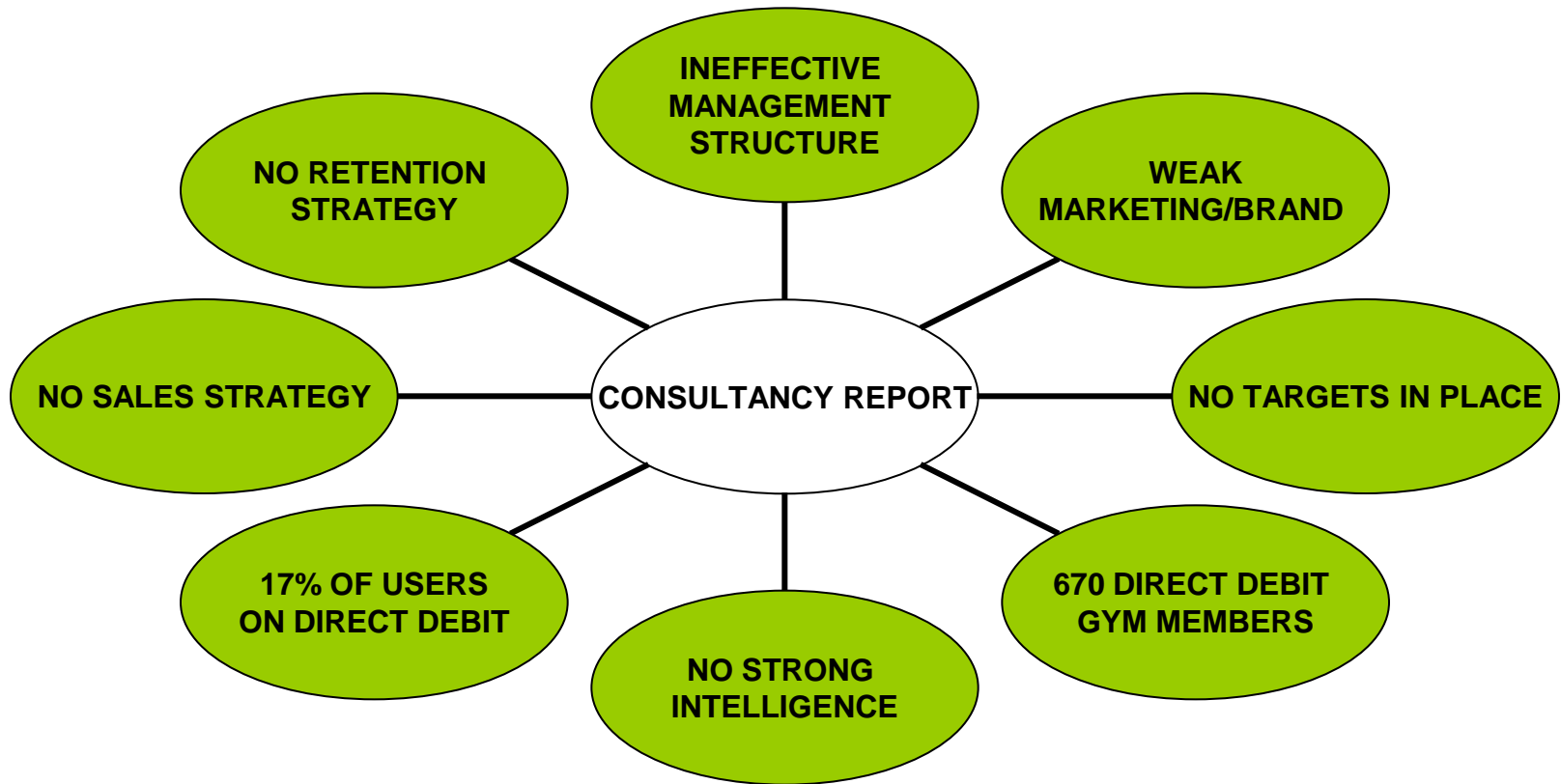


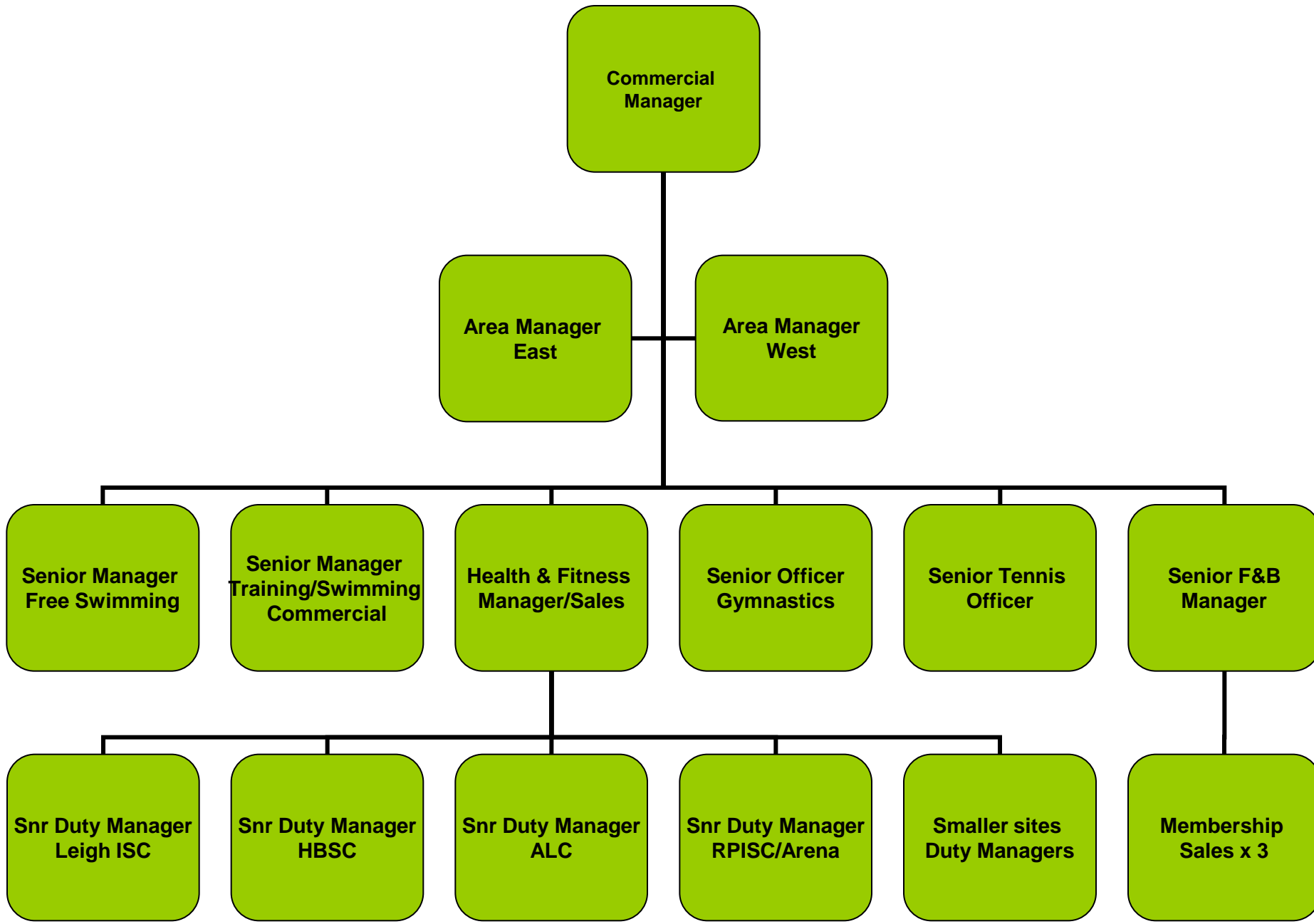
WLCT - PREFERRED OPERATOR?



**NEEDED TO REDUCE CURRENT STAFFING COSTS
AND IMPROVE HEALTH & FITNESS PERFORMANCE**

HIGHLIGHTING THE GAPS

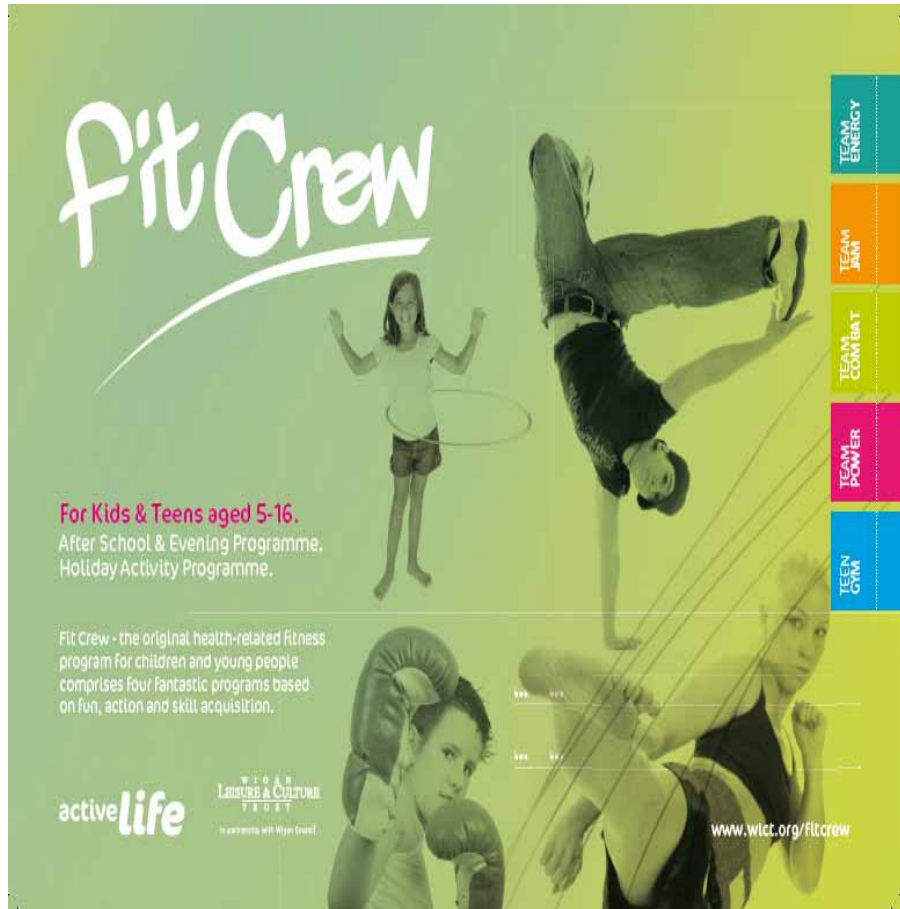




THE PROCESSES

- **Re-brand Profile**
Memberships/Corporate
- **Develop a Sales Strategy/Targets**
- **Implement Sales Training**
- **Membership Retention Training**
- **Introduce Mystery Visit Programme**
- **Develop a Commercial Marketing Strategy**
- **Increase Marketing resource/Invest**

RE-BRANDING



Fit Crew

For Kids & Teens aged 5-16.
After School & Evening Programme.
Holiday Activity Programme.

Fit Crew - the original health-related fitness program for children and young people comprises four fantastic programs based on fun, action and skill acquisition.

active life
WIGAN LEISURE & CULTURE TRUST
in partnership with Wigan Council

TEAM ENERGY
TEAM JAM
TEAM COMBAT
TEAM POWER
TEEN GYM

www.wlct.org/fitcrew



 5-16 yrs Fit Crew Membership	 Off Peak Membership	 Profiles Membership
 Profiles & Motiv8 Membership	 Joint Membership	 Family Membership

Profiles Health & Fitness Memberships

6 membership packages for a healthier lifestyle
sign up today
www.wlct.org/profiles

active life
WIGAN LEISURE & CULTURE TRUST
in partnership with Wigan Council

fia

- 4 COMMERCIAL CAMPAIGNS PER YEAR
- 3-4 LEAD GENERATION CAMPAIGNS
- CLEAR CALL TO ACTION !!
- MORE EFFECTIVE RESEARCH – TARGETED MARKETING

COMMISSION STRUCTURE

- TARGETS FED BACK THROUGH SALES STRATEGY SHEET DAILY
- REPORT SENT TO COMMERCIAL MANAGER

Up to 100% Target

General Memberships - £5.00

Joint Membership - £7.50

Family - £7.50

Above Target

General Memberships - £7.50

Joint Membership - £10

Family - £10

CHALLENGING OUTDATED DELIVERY METHODS

**•TRADITIONAL
ROLES/RESPONSIBILITIES**

**•EMBEDDED PROCESSES
& PROCEDURES**

• BEHAVIOUR/VALUES



**DEVELOP BUSINESS
FOCUSED ROLES**

E.G

RECEPTIONISTS

- MANAGE SALES ENQUIRIES**
- SELL BEST DEAL FOR
CUSTOMER**
- TOUR FACILITIES**
- FOLLOW UP CALLS**
- AWARE OF CAMPAIGNS &
DRIVE THEM**

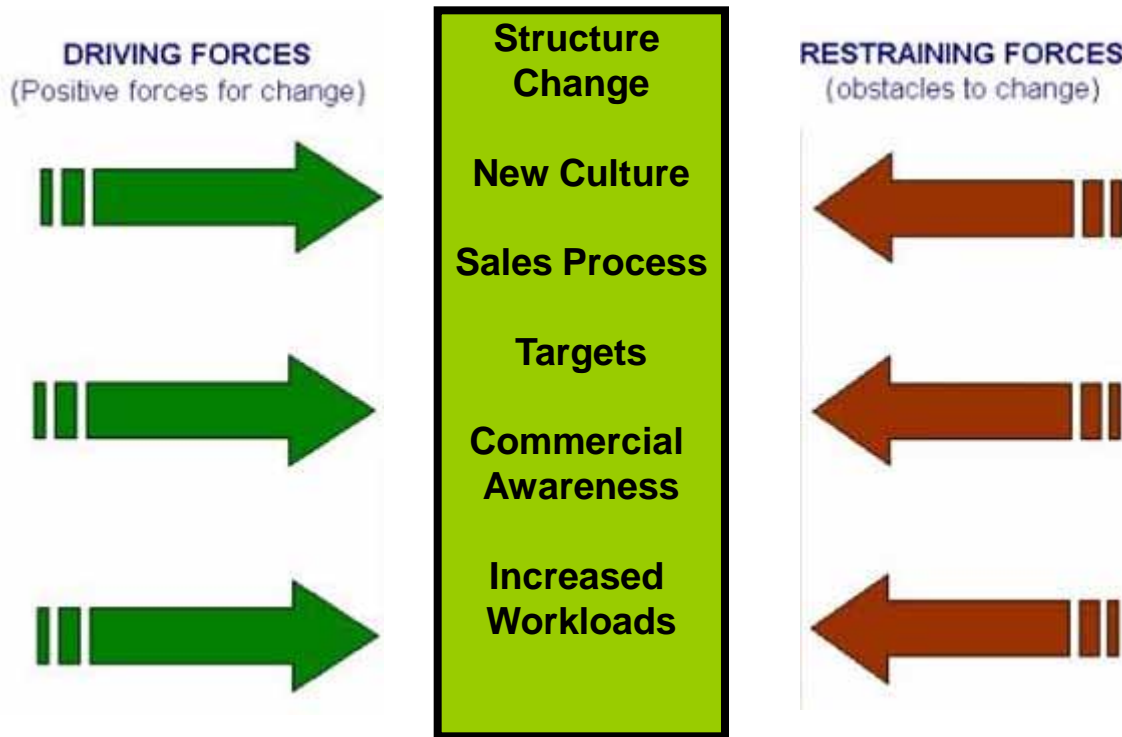
DUTY MANAGERS

- AWARE OF INCOME/SALES
TARGETS**
- TOUR FACILITIES**
- PART OF BUSINESS
PLANNING PROCESS**

BUT WE'VE ALWAYS DONE IT THIS WAY !



MANAGING THE CHANGE PROCESS



RESULTS

- **CULTURE SLOWLY CHANGING**
- **2,500+ MEMBERS ON DIRECT DEBIT – 73% Growth**
- **RETENTION 97%**
- **64% OF CUSTOMER BASE NOW ON DIRECT DEBIT**
- **MANAGERS MORE FOCUSED ON BUSINESS GOALS/OUTCOMES**
- **CUSTOMERS NOW ABLE TO JOIN ONLINE (FAST DD)**
- **INTRODUCED PROFILES JOURNEY (5 POINT INDUCTION)**
- **INTRODUCED COMMISSION**
- **DEVELOPED MORE STRATEGIC MARKETING/BRANDING**
- **STRONG SALES STRATEGY IN PLACE**