

JPG Business Mgmt System		AGM 2024	 JESMOND POOL & GYM
Doc. Ref.	JPG-HUMR-FOR-014		
Version	1		
Date	June 2024		

Jesmond Pool and Gym

Jesmond Community Leisure

2024 Annual Report, to be presented at the Annual Meeting at Jesmond Pool & Gym at 6.30pm on Sunday 22nd June 2025

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Jesmond Pool and Gym, managed by Jesmond Community Leisure is a company limited by guarantee, registered in England and Wales, No.2645699.

It is also a registered charity, No.1010563, with registered office at St. George's Terrace, Jesmond, Newcastle upon Tyne NE2 2DL.

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<https://www.facebook.com/JesmondCommunityLeisure/>

<http://twitter.com/JesmondPool1>

<https://www.instagram.com/jesmondpool1/>

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Chairs Report

I am pleased to present the Chair's Report for Jesmond Community Leisure for the year ending 2024. This year has been a testament to the resilience, dedication, and collaborative spirit that defines our organisation and the wider Jesmond community.

Community First – Our Guiding Principle

At the heart of everything we do remains our commitment to providing a welcoming, affordable, and accessible leisure facility for all. Despite ongoing economic challenges and rising operational costs, we have continued to offer some of the most competitive prices in the region. This is only possible thanks to our efficient management, strong volunteer support, and prudent financial oversight.

Financial Sustainability and Growth

Our financial performance in 2024 reflects cautious optimism. While utility costs and staffing remain significant pressures, we have successfully balanced the books through a mix of increased membership, carefully managed energy usage, and successful grant applications. We continue to explore opportunities for new income streams while ensuring our services remain community-centred.

Facility Improvements

Thanks to a combination of self-financing and support of grant-giving bodies, we have made several important improvements to the premises this year. These include:

- Refurbishment of changing facilities
- Investment in more energy-efficient lighting and heating systems
- Updates to gym equipment and pool maintenance systems
- With the installation of a solar array to commence in early 2025

These upgrades improve the experience for users and also help to reduce long-term operational costs.

Programmes and Outreach

In 2024, we expanded our community programmes to better serve all ages and abilities. This included:

- Increasing the availability of swim sessions for schools and underrepresented groups.
- New fitness and wellbeing classes aimed at older adults and those returning to exercise.
- Collaborations with local schools, charities, and health providers to promote physical activity and social inclusion.

Our volunteer programme has also grown significantly, with over 50 active volunteers contributing their time and skills—an inspiring reminder of the strength of community engagement.

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Looking Ahead

As we move into 2025, our focus will remain on sustainability, inclusion, and growth. Our strategic goals include:

- Further reducing our carbon footprint with the installation of a solar array as well as exploring other means.
- Strengthening partnerships with local organisations.
- Exploring funding for capital improvements to future-proof the facility.
- Improving the structural integrity of the building.
- Modernising the reception area.

We are also actively seeking new board members and volunteers to bring fresh perspectives and skills to our governance.

Thanks and Acknowledgements

None of this would be possible without our dedicated staff, volunteers, members, and supporters. To every individual who has contributed their time, energy, and goodwill—thank you. I would also like to thank my fellow trustees and the senior management team for their continued leadership and unwavering commitment.

Jesmond Community Leisure stands as a testament to what a community can achieve when it works together. Here's to another year of health, wellbeing, and shared success.

Keith Butcher
Chair of Trustees
Jesmond Community Leisure
June 2025

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Building Maintenance Group

During 2024 the group has continued to progress the provision of Solar Panels on our roof. The benefits are a reduction in energy costs as well as a huge reduction in our carbon footprint.

Looking back to my 2022 report we felt we were nearly at a stage where we could instruct a Solar installer. However Newcastle Council acting on our behalf succeeded in getting us a grant towards the cost of solar as well as a new pool cover. This Money came from the Swimming Pool Support Fund. It all seemed to good to be true!

Whilst I am writing this report for 2024 I can now confirm in 2025 all the solar panels installed are working well. We assumed the whole process of dealing with contractors, engineers and the Council would be relatively straightforward. Unfortunately, this was not the case. I would like to thank Phil for all the extra work he has had to carry out in order to jump through the many hoops required.

There are still discussions to be had with some of the parties involved but I would like to thank AR Power, the Solar installers and James roofing for their work as a subcontractor on the roof.

As many of you will have noticed we have upgraded our changing facilities. We now have far better cubicles for our customers to change in which has been very popular. The problem for us always is how to have best use of a finite space. I think we have managed this well. Craig continues to keep on top of keeping the building looking good.

Thank you to the Building Group that includes Martin, Phil, Craig, Dave Rushworth and myself. Thankyou also to Keith our Chairman who got involved in the Solar works.

Mike Miller (Chair of Group)

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Communications Group.

Many thanks to Kieron Smith for stepping in and taking over the role of graphic designer from Kieran Stables, assisting in particular with posters and social media design work. Providing him also with useful experience at the start of his career. Thank you to Chris Clarke for continuing to write and edit “Splash” and for his valuable contributions generally. Finally to Donna and Amy for making things happen from the Pool side. Liz Winn continues as chair.

At the end of the year we benefited from Scott Illingworth joining the team, bringing his expertise in marketing, social media, website design and copyright. Scott as a Trustee also provides useful representation on the Board from the Communications Team. He plans to review the website and other areas to see what improvements can be made.

After much research and testing different Apps Phil and the Trustees settled on the Ashbourne App as best fulfilling the Pool’s needs at reasonable cost. The App went live in April enabling customers to renew memberships and book classes on line and covering till functions. Customers who prefer are still able to book and renew in person.

The App can be used to promote classes, special offers and relevant challenges, Kieron assisted with this. It also provides more extensive data and feedback on Pool usage which is useful.

The new Social Media policy (taking account of new government guidelines), was finalised by Liz, with tweaking by Phil and the Trustees. Training slides summarising the main points were used to provide in person training to the Trustees and online training to all staff.

There have been regular social media posts throughout the year to engage customers and provide information. Kieron and Amy have helped Donna with this. There is more to be done and Scott has ideas for the future.

Posters, Splash and social media posts have been used to help promote classes particularly new ones in Ballroom Dancing, Vinyasa Yoga and Pilates.

Amy put together a calendar for the Communications Team to include regular items such as courses, holidays, festivals etc. to ensure we get information out to customers in good time.

Donna and Amy have amalgamated staff training records bringing together health and safety, social media, lifeguard training etc., for swim teachers and lifeguards. To include a monthly spreadsheet for lifeguard training as part of the ongoing RLSS qualification.

The Pool helped to promote and sell tickets for Les Hodgson’s summer concert as part of the Jesmond Community Festival, raising funds for St Oswald’s Hospice and the Pool. A big

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thank you to Les for his concerts over the years with “Music for the Pool” and hope he is feeling better soon.

Donna has now set up Course Pro to allow online bookings of courses and lessons making it easier for customers.

The Pool have continued to run Lifeguard Courses and Swim Teaching Courses throughout the year which have proved very popular and required little promotion. Training our young people (and some older ones) in these valuable skills and providing a good source of Teachers and Lifeguards to work alongside permanent staff.

Liz Winn Chair of the Communications Group June 2025

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Finance & Fundraising Report.

This report should be read in conjunction with the Financial Statements for the 12 months to 31 December 2024, which have been approved by the Trustees and will be filed at Companies House. The company qualifies for an audit exemption, but did not make use of it during this financial year. Robson Laidler have audited the accounts again this year. Income and Direct Costs

2024 marked a good year for the pool with turnover up 10% (once one-off grants were stripped out). In absolute terms growth was again highest in Memberships where income was 19% up on the prior year. Both Wet and Dry Activities were down year-on-year but this was offset by an increase in income from Swimming Lessons.

Comparison of Management Accounts					
	2023 Actual	2024 Actual	2025 Budget	2024 v 2023 Variance	
Commercial and other income	80,315	96,918	84,400	16,603	21%
Dry Activities and Coaching	48,737	46,526	45,300	-2,211	-5%
Memberships	231,105	276,062	276,900	44,956	19%
Swimming Lessons	430,567	454,942	388,000	24,375	6%
Wet Activities	142,352	130,077	133,300	-12,275	-9%
Courses NPLQ/STA	-	38,417	40,100	38,417	
Total income from operating activities	933,077	1,042,942	968,000	109,866	12%
Donations, Fundraising and grants	1,910	179,814	-	177,905	9316%
Total income	934,987	1,222,757	968,000	287,770	31%

There was a significant increase in Commercial and other income – 21% up on the prior year. This was primarily driven by higher bank interest received in the year. This was up £23K over the period, whilst other income was down £7K (from lower sales of stock and Jala/Subcontractor income).

During the year we received an offer for grant funding for new solar panels on the pool roof. While the cash was not received during the 2024 calendar year, the income is recognised in the accounts on the receipt of the offer letter.

[Note: Our accounts above are showing all swimming lesson sub-categories grouped together for ease of reporting as opposed to split sub-categories shown in previous years reports.]

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Operating Costs & Surplus.

	2023 Actual	2024 Actual	2025 Budget	2024 v 2023 Variance	
Turnover	934,987	1,222,757	968,000	287,770	31%
Cost of Sales	77,136	74,835	73,035	- 2,301	-3%
Gross Profit	857,851	1,147,922	894,965	290,071	34%
	92%	94%	92%		
Administrative Costs:					
Marketing	6,492	4,171	4,440	- 2,321	-36%
Other Expenses	5,056	13,370	16,720	8,314	164%
Premises	58,573	55,155	61,200	- 3,418	-6%
Professional Services	6,728	11,333	9,240	4,605	68%
Staff Costs	474,069	504,426	498,780	30,357	6%
Systems and Comms	13,774	20,401	20,640	6,628	48%
Utilities	61,768	90,140	103,800	28,372	46%
Total Administrative Costs	626,460	698,996	714,820	72,537	12%
Operating Surplus/(Deficit)	231,391	448,926	180,145	217,534	94%
Depreciation	92,105	117,981	149,700	25,876	28%
Net Surplus/(Deficit)	139,286	330,944	30,445	191,658	138%

The biggest increase in costs during the year was again in Staff Costs though this was lower overall than the previous year in percentage terms (6%). This was partly driven by national minimum wage considerations as well as changes to National Insurance contributions.

Utilities costs were up in the year by £28K overall partly due to the expiry of an energy deal the pool has been signed up to which finished in 2024. Utility cost increases consisted of a £17K rise in electricity, £7K rise in gas and a £4K rise in water.

Other Expenses were up by £8K. This was mostly due to an increase in Stripe fees (£6K) plus an increase in book-keeping expenditure.

Likewise, professional services costs also rose for the year - up by £4K. This increase was made up of circa £2K in legal fees plus a £2.5K higher audit charge.

Premises expenses decreased for the year. This was due to lower market charges for chemicals during the year.

After charging depreciation (a non-cash item) the Pool & Gym recorded a net surplus of £151,130 after adjusting for grant income accrued, an increase of £11,844 on 2023. It has been another busy year in both the gyms, the pool and in the activity room. This is in no small part due to the hard work and dedication of the staff and their commitment to the customers and the community.

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Balance Sheet.

Robson Laidler have included the grant income of £179K in the fixed assets note. This distorts the total additions for the year somewhat giving a figure of £349,833. With this stripped out capital investment in the Pool & Gym continued during 2024, with a total spend of £170,635. This was spent on improving areas including the changing rooms, new gym equipment and the refurbishment of the steam room.

Cash on hand at the end of 2024 was £1,008,281, up from £899,107 at the end of 2023.

Conclusion.

The Pool & Gym continues to operate successfully and has been able to continue to ensure staff wages stay ahead of inflation, whilst also continuing to keep customer pricing competitive. Utilities costs have continued to rise in 2024 but with an increase in both the number and efficiency of our solar roof panels scheduled to come on stream in 2025 I would expect to see an impact in this area, particularly over the summer months.

Martin Hunt (Finance Group Chair)

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Personnel Report

Trading reached record levels in 2024, with increased footfall resulting in staff being busier than ever. The work that began in 2022 and continued into 2023 - undertaken both internally and with the support of an external consultant - saw the fruits of that labour with the introduction of a new portal for Risk Management and Health & Safety procedures. All staff completed safeguarding training delivered internally by our STA-qualified safeguarding tutors. In addition, all trustees have now also undertaken safeguarding training.

We are fortunate to retain a stable and experienced group of permanent employees. The team is led by **Phil Drape**, Operations Manager, who has been with us for 24 years. He is supported by **Tim McGahey** (32 years), **Donna Rumney** (21 years), and **Craig Johnson** (10 years), all of whom continue in their roles as Duty Managers.

- Donna also leads our Communications Group and, along with **Rachel Hildrew**, has completed a baby swimming teacher course. These new services are now being offered to customers.
- Craig brings valuable pool management expertise and has now taken on additional responsibilities for **Internal Quality Assurance**.

Scott Armstrong and **Alex Smith** continue in their roles as Senior Leisure Attendants. They are supported by approximately **46 part-time swimming teachers**, **12 self-employed fitness instructors**, and **Michelle Blake**, our holistic therapist.

As in 2023, the April 2024 increase in the National Living Wage led to a pay review for some employees. This provided an opportunity to review pay scales across the organisation to ensure they remain reflective of job roles and responsibilities, and in line with industry standards.

Governance and Trustees

- **Mike Miller** served as Chairperson until he stepped down by rotation in July 2024 but remains Chair of the Finance and Buildings Sub-committees.
- **Annette Hames** continued as Company Secretary.
- **Deborah Easton** relinquished her role as finance director with the financial responsibilities now being undertaken by an independent consultant.
- **Keith Butcher** became Chairperson in July 2024 and remains Chair of the Personnel Sub-committee.
- **Martin Hunt** remains a trustee and sits on the Buildings Sub-committee.
- **Simon Leach** remains a trustee and sits on the Personnel Sub-committee.
- **James Welford** relinquished his role as trustee.
- **John Mills** and **Jane Shearer** have joined the board of trustees and contribute to Learning / Development; Risk Management / Health and Safety.
- **Belinda Whitworth** joined the board of trustees and sits on the Personnel Sub-committee.

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- **Scott Illingworth** joined the board of trustees and sits on the Communications Sub-committee.

We are also thankful for the continued voluntary secretarial support at trustee meetings provided by **Jessie Salmon**, a customer.

Staff Engagement and Development

The business has implemented of a **Leisure Management System** through **Ashbourne** which will support the online delivery of continuous professional development (CPD) training for staff.

Our internal STA-qualified swim tutors have delivered additional training modules to upskill **46 swimming teachers**, enhancing the quality of service offered to customers.

A group of **three Mental Health First Aiders**, led by **Rachel Hildrew**, has been established to further support staff wellbeing.

All permanent team members - including 8 trustees, 8 full-time staff, and several part-time workers aged over 18 have up-to-date **DBS checks** in place.

Keith Butcher
Chair of Personnel Sub-committee
June 2025

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Operations Manager's Report

I am delighted to present Jesmond Pool and Gym's 2024 Annual Report and to reflect on what has been our most successful and dynamic year to date.

From the very beginning, operations ran seamlessly — laying the foundation for a year marked by exceptional progress, despite the challenges of rising living costs and energy prices. A key milestone was the successful grant from Sport England to allow us to fit solar panels and a new pool cover.

We continued to enhance our gym facilities with the addition of new resistance equipment, full redecoration, upgraded mirrors, and modern LED lighting. These improvements have significantly elevated the experience for members and reaffirm our commitment to offering accessible, high-quality fitness options for all.

Membership surged by 23% in 2024—welcoming over 1,600 new members. This remarkable growth is a testament to the dedication and excellence of our entire team.

Our swim school also thrived, overcoming national instructor shortages to serve more students than ever — highlighting our commitment to essential aquatic education and water safety across the community.

With over 110,000 recorded visits, 2024 was our busiest year yet. This outstanding engagement underscores Jesmond Pool and Gym's central role in supporting the health and wellbeing of our local community. Our reach extended through inclusive programs and impactful partnerships, including Swim Social, table tennis for dementia sufferers and a brand new social prescribing volunteer scheme. Youth participation remained strong with Junior Gym and Dance classes, reinforcing our status as a hub for positive change in Jesmond and beyond.

We continued to invest in training, certifying over 135 lifeguards—30 of whom volunteered and many of whom found employment with us. We also trained 45 new swimming teachers (with over 10 joining our staff) and upskilled 40 instructors to deliver even higher-quality lessons.

Our team now includes over 65 dedicated individuals. With 70% identifying as female, we are proud to be a leader in promoting gender equality in our sector.

Financially, 2024 was our strongest year to date, with record income driven by operational improvements, loyal membership growth, and the long-term savings from sustainability investments. The resilience and insights gained in previous years continue to guide us toward a brighter future.

I extend my heartfelt thanks to our members, board, and above all, our staff. Your support

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and commitment have made this year’s success possible.

As we celebrate the achievements of 2025, we look ahead with energy and purpose. Jesmond Pool and Gym remains committed to being the destination of choice—delivering sustainable, world-class experiences that enrich the lives of our community.

Phil Drape
Operations Manager

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Staff & Volunteers

Phil	Drape	Operations Manager
Tim	Mcgahey	Duty Manager
Donna	Rumney	Duty Manager
Craig	Johnson	Duty Manager
Alex	Smith	Senior Leisure Attendant
Scott	Armstrong	Senior Leisure Attendant
Matthew	Mcgahey	Senior Leisure Attendant
Joan	North	Swimming Teacher
Chris	Tibbs	Swimming Teacher
Leanne	Short	Swimming Teacher
Amy	Armstrong	Swimming Teacher
Kirsten	Laverty	Swimming Teacher/Lifeguard
Elizabeth	Winn	Swimming Teacher/Lifeguard
Erin	Kelly	Swimming Teacher/Lifeguard
Emily	Hurst	Swimming Teacher/Lifeguard
Abbey	Woods	Swimming Teacher/Lifeguard
Matthew	Eke	Swimming Teacher/Lifeguard
Jack	Brent	Swimming Teacher/Lifeguard
Jane	Shearer	Swimming Teacher
Mia	Belton	Swimming Teacher/Lifeguard
Suki	Griffiths	Swimming Teacher/Lifeguard
Katy	Sykes	Swimming Teacher
Ellen	Humphreys	Swimming Teacher/Lifeguard
Grace	Bird	Swimming Teacher
Alexa	Ball	Swimming Teacher
Evie	Gee	Swimming Teacher
Evie	Matson	Swimming Teacher/Lifeguard
Anna	Brent	Swimming Teacher
Joshua	Winn	Swimming Teacher
Rafael	Bagott	Swimming Teacher
James	Mitchell	Swimming Teacher/Lifeguard
Jake	Moir	Swimming Teacher/Lifeguard
Stephen	Brownlow	Swimming Teacher
Rachael	Hildrew	Senior Leisure Attendant
Eva	Munden	Swimming Teacher
Emma	Gardiner	Swimming Teacher

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Charlotte	Porteous	Swimming Teacher
Felipe	Boada Unger	Swimming Teacher
Katie	Burns	Swimming Teacher
Oliver	Melville	PT
Thomas	Burch	Swimming Teacher
Daniel	Metcalf	Swimming Teacher
Emily	Jackson	Swimming Teacher
Holly	Sykes	Swimming Teacher
Megan	Darwood	Swimming Teacher
Hannah	Watson	Swimming Teacher
Keir	Reade	Swimming Teacher
Tom	Keenan	Swimming Teacher
Kieron	Smith	Swimming Teacher
Will	Owen	Swimming Teacher
Amelia	Drape	Swimming Teacher
Harry	Wade	Swimming Teacher
Lauren	Bailey	Swimming Teacher
Emily	Comerford	Swimming Teacher
Hannah Petra	Quigley	Swimming Teacher
Sofia	Riley	Swimming Teacher
Aimee	Mcclarence	Swimming Teacher
Mima	Ilingworth	Lifeguard
Sam	Palmer	Volunteer
Anthony	Burden	Volunteer
Melena	Smith	Volunteer
Jasmine	Bell	Volunteer
Liam	Whitelaw	Volunteer
Leven	Parker	Volunteer
Mia	Johnston	Volunteer
Ellie	Golding	Volunteer
Daisy	Clement	Volunteer
Ellen	Humphrey	Volunteer
Tash	Smith	Volunteer
Allison	Waxberg	Volunteer
Az	Aigbirhio	Volunteer
Billy	Young	Volunteer
Eleni	Groves	Volunteer
Emmanuel	Horsman-Elphick	Volunteer
Isabella	Robinson	Volunteer

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Liam	Atwell	Volunteer
Oscar	Brown	Volunteer
James	Swift	Volunteer
Winter	McTimmins	Volunteer
Peter	Charlton	Volunteer
Sam	Doyle	Volunteer
Matt	Hambling	Volunteer
Liz	Winn	Volunteer

Trustees & Members

Keith	Butcher	Chair
Deborah	Easton	Finance Director (resigned August 2024)
Annette	Hames	Company Secretary (resigned March 2025)
Martin	Hunt	Trustee & Chair of Finance
Scott	Illingworth	Trustee
Simon	Leach	Trustee & Company Secretary (March 2025...)
Mike	Miller	Trustee & Chair of Personnel
John	Mills	Trustee
Jane	Shearer	Trustee
James	Welford	Trustee (resigned July 2024)
Belinda	Whitworth	Trustee (appointed January 2025)
Liz	Winn	Member & Communication lead
Peter	Hall	Member
Jill	Winter	Member
Dave	Rushworth	Member
Jessie	Salmon	Member & minute-taker
Liz	McAlpine	Member
Chris	Clarke	Member