

LINK4LIFE CELEBRATES ITS FIRST FULL YEAR OF TRADING
 The roof goes on the new Middleton Arena on target for end of year
 New SHOKK Youth Gym opens in Rochdale
 Do you feel good? takes to the road promoting healthy lifestyles
 New Link4Life Board Member appointed
 Staff reward scheme for 100% attendance launched

Link4Life celebrated its first full year of operation in April and the first year has been fast moving and seen some significant achievements.

We have tried to keep our many stakeholders aware of these in a variety of ways over the year - not least this regular Headline report which in future will be published monthly.

I'd like to thank all Link4Life Trustees and Staff for their tremendous contribution. I would also like to thank our colleagues at Rochdale Borough Council and all our many partners and funders who share our priorities and who have committed their time and resources in helping us to deliver them. I strongly believe that Link4Life has proven its ability to deliver improvements in sport, leisure and cultural services that will bring strong and lasting benefits for the people who live and work in the Borough of Rochdale. We will continue to be outward looking and innovative in the way we plan and deliver services in the future.



Craig McAteer, Managing Director



We're inviting feedback and input into future priorities through our First Birthday card - to get a copy email news@link4life.org or ring Chelsea on 01706 926262

Improving facilities



As the roof goes on the new Middleton Arena hopes are high that work is on schedule for a November opening as planned. Link4Life's Technical Project Manager, James Foley, is meeting regularly with Tesco, Architects BDP, Contractor Barrs and John Percival, lead officer for Rochdale Council during this intensive period where progress is monitored and final variations to the construction of the building are negotiated. The programming of the new Centre is being led through project work-streams from within Link4Life. Engagement with partners is actively being sought and any individuals, clubs and/or associations, whether existing users or not, are being invited to find out more about what the Arena can offer them or to show an expression of interest in using the new Centre. Email: middletonarena@link4life.org.

Want to see more?

<http://www.link4life.org/index.cfm?fuseaction=c.showPage&pageID=727>

Improving facilities



Middleton Leisure Centre has recently improved its venue hire facilities for business meetings. The former bar area has been redecorated and equipped with new, modern tables and chairs. The room can comfortably accommodate up to 28 people in various layouts and has all the necessary extras including projection equipment and provision of refreshments. For further details on prices or bookings contact the Centre on 0161 643 2894.

Work on the new SHOKK Youth Gym at Rochdale's Central Leisure Centre on Entwisle Road is now finished and was opened officially on 19 May. This new addition on the ground floor of the Centre is funded by the Heywood, Middleton & Rochdale Primary Care Trust and the new facilities will be a major player in increasing participation in physical activity by children and young people.

Working in partnership



Middleton Leisure are working with the Middleton Healthy Living Initiative to promote physical activity to local families. MHLI are funding a number of sessions at the centre including the youth gym, Contours gym, dance mats and aqua fun session. These will be promoted through free vouchers under the name of Middleton Family Fit.

Work is in progress to develop an Extranet project. This will support the work of the Multi-Agency Steering Group for Healthy Lifestyles led by Heywood, Middleton & Rochdale PCT, Pennine Acute Trust, Rochdale Borough Council and Link4Life. The aim is to provide a web-based information platform that can be shared by all partners involved in delivering the health agenda. It will also support social marketing programmes aimed at people and communities with high levels of health inequalities. Link4Life are leading on the project with a grant from the Neighbourhood Renewal Fund. The Impact Partnership have been commissioned to develop the site and the RMBC Webteam are advising on its design and will administer the site so that it may in the future be further developed to add additional users.

Improving the health and well being of the community



A joint promotion is being held in May between HMRPCT, Link4Life and RMBC. 'Shape up for Summer' is a week-long roadshow touring the borough under the local healthy lifestyles branding of 'Do you feel good?'. It will be an opportunity to promote in particular the exciting new weight management projects being delivered by Link4Life for the PCT. This includes the MEND Project aimed at children and the new free 3 month gym membership for adults. Free health testing will be offered together with advice on healthy eating and keeping active.

Increasing levels of participation

The Arts & Heritage Service are working with Middleton Library to provide heritage panels for Langley Library. Discussions are also being held with the Library Service about the opportunities to have dedicated space for Arts & Heritage displays within the new Heywood Library and Health Centre.

The Tourist Information Centre at Touchstones Rochdale will act as ticket agent for Mad About Productions for their stage shows at Gracie Fields Theatre.

Middleton Civic Centre has written to all Headteachers in the Borough to invite them to book for the 2008 Pantomime production at Middleton Civic Centre. Jack and the Beanstalk runs throughout December and the Civic have a special offer for schools with all teachers and support staff going free and a special ticket price for pupils. Booking is on 0161 643 2389.

Increasing levels of participation



Peter Unsworth presenting Jimmy Gill with the winners trophy.

Link4Life agreed to sponsor the inaugural Limetrees Masters (Crown Green Bowling Competition) during April 2008. Clubs who use Limetrees Bowling Club as their home ground, including Woodside Bowling Club, Ash Bowling Club, Limetrees Veterans Bowling Club, were invited to take part to bowl for this prestigious new trophy. The final was held on Saturday 26th April 2008. Peter Unsworth, Board Trustee member on behalf of Link4Life was invited to present the trophy to the winning bowler. Jimmy Gill from Woodside Bowling Club won the competition with runner up Walter Seville, Limetrees Veterans Bowling Club.

Details of all Half Term Holiday activities from 27th to 30th May are available now from centres and on the Link4Life website.

Disability Sports Officer, Graeme Hill, has co-ordinated three events for young disabled people in May. The first was a free Watersports Taster Day on 13th May with a chance to try canoeing, sailing and kayaking under the careful eye of specialist trained staff. The second is a Sunsport Multi-Activity Week for 14-19 year olds planned for the half term holiday week. Sunsport provides support for the full day and activities include walking, trampoline, canoeing, dancing etc and cost is £5 per day. Finally there is a free Climbing Taster Day planned for Wednesday 28th May at Climb Rochdale indoor climbing wall. More information from Graeme on 01706 926203.

Providing new and innovative cultural activities

A new Trustee has been appointed to the Link4Life Board. Taking up her position as a volunteer is Catherine Robinson of Spiral Dance.

The Rochdale Borough Visitor Guide for 2008-9 has recently been published. Working with the RMBC Tourism Officer, managers from Link4Life's Visitor Services have worked to update the information on where to stay and what to do. The latest information on local accommodation is also located on the Link4Life website and copies of the Guide are available from the TIC, Tel 01706 924928.

Quality and continuous improvement

A new computerised management and till system went live in April in Link4Life centres. The rollout is taking place on a phased basis. The new XN system offers major benefits to the organisation from improved customer information and reporting of performance. The complex project experienced some initial operational issues particularly in terms of the computer hardware running the system necessitating the replacement of some equipment. Difficulties were minimised thanks to the commitment of the Link4Life Project Team. Support has also been provided by the Impact Partnership.

Link4Life's Human Resources Manager, Emma Shaw, has developed a new staff incentive scheme designed to reduce absence from sickness. From April all staff with zero sickness during each quarter will be entered into a prize draw with shopping vouchers to be won.

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www.link4life.org