

About this newsletter

One of the clients I represented was Xercise4Less. As the sole copywriter on their freelance team, I created all of their newsletters, email marketing campaigns, PPC and blogs.

A major aspect of my role was measuring staff engagement on our internal intranet website and our in-house social media pages. I used Google Analytics, online staff surveys and the insights on the Xercise4Less intranet pages to demonstrate that the newsletter was successful in increasing staff engagement by 40%.

My success was partly due to the staff surveys, interviews with team leaders and research that I conducted before I created the newsletter.



X4L QUARTERLY
JUNE 2018

A message from Verity Lidgett - Learning Development Manager
Congratulations to our Fast Track 100 Graduates!

As we come to the end of our second Fast Track 100 Management Development programme we'd like to take a moment to congratulate the following colleagues who now join our Fast Track 100 alumni; Esther Myerscough, Sam Turpin, Hannah Watts, Joe Hall, Adam Busby, Tiffani McMillan, Daniel Kirby, Abbie Pustkowski, Craig Fenemore, Aidan Taylor, Rachel Stuart, Matthew Woods, Gemma Rowell, David Goodchild, Nick Peras, Ged Murphy, Paul Grayson, Daniel Brown, Louise Hutcheon, Michael McGregor, Andrew Truesdale, Derek Campbell, Chloe Huguen, Will Callison, James Flaherty, Jordan Powell, Claudia Monalache, Natasha Spurr, Amy Williams, Natalie Burgess, Lewis Skelly, Angelica Lote and Ashley Bonia.

These delegates have shown incredible commitment to their own personal and professional development and I am confident that each one has a very bright future ahead of them at Xercise4Less! Angelica Lote, a valued member of the Front Desk Team in Wakefield, has worked at X4L for 4 years. Having recently completed the Fast Track programme, she has big plans for her future within the business...

"I have thoroughly enjoyed the Fast Track 100 programme over the past 4 months which has helped me develop my skills in communication, coaching and other essential management skills. It has helped me to build relationships with other clubs and departments, which in turn has not only helped build my confidence but given me a better understanding of the company. I feel that everyone would benefit from completing Fast Track 100 due to the managerial and interpersonal skills gained which can be transferred to any role. I look forward to continuing my personal and professional development with Xercise4Less and to strive towards becoming a General Manager in the near future. Thank you for the opportunity and support I received throughout the Fast Track 100 programme".

Get ready for further information about the next Fast Track 100 programme over the coming weeks!



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Want to save money on childcare?

We can help! In June we were excited to launch a benefit many of you have been asking us for – childcare vouchers. Across the regions, plenty of colleagues have signed up for this fantastic benefit which can also be accessed through Perkbox. For further information regarding childcare vouchers please contact James Cooper in the People Team.



Could you be the winner of £50 with Perkbox?

In June we refreshed and updated our Perkbox offering and with that came the opportunity for YOU to win a **£50 Amazon voucher**. You should have all received emails to your personal accounts detailing what you need to do, if you haven't please check your junk emails or email hrequests@xercise4less.co.uk to make sure that you don't miss out.

Some great benefits you can get from using your Perkbox account include:

- ♥ Save up to 25% on fashion at ASOS, New Balance, Foot Locker, Sports Direct, Missguided, New Look and Nike
- ♥ Cut the price of your weekly shop by up to 6% at Sainsburys, M&S and Tesco
- ♥ Get a great range of discounts on legal and financial advice and cover
- ♥ In need of a holiday or planning UK bases activities? Don't forget to check your Perkbox first for a wide range of discounts from overseas travel to bowling and gigs and shows.

Employment Assistance Programme

You may remember that in the last newsletter we drew your attention to our Employee Assistance Programme as part of mental health awareness week, but did you know that it's not just mental health that the programme can help you with? All colleagues have access to the service for free which offers the below:

- ♥ Confidential work advice – got an issue that you're not sure how to deal with?
- ♥ Health and fitness advice – although we're sure you're all experts!

The Big Launch:

GDPR

In May we were out in force with the launch of the GDPR legislation (General Data Protection Regulations) which came into fruition on May 25th 2018. Management teams across the country attended our GDPR training sessions delivered by the team of GDPR Representatives across all regions, where we discussed the practicalities of the regulations and how they affect YOU in your roles.

We were also really impressed with the results of the audits which were completed across all clubs so well done to everyone for making sure we're compliant! GDPR is still very new so if you have any questions about anything relating to this please do not hesitate to reach out to the People team. Don't forget, all suspected breaches or issues should be immediately reported via our dedicated email address – reportgdpr@xercise4less.co.uk

Employee of the Month!

Congratulations to the following colleagues who have been crowned Employee of the Month in the North West throughout June and have each received a £20 gift voucher

Gina Clegg

Bolton

Adam Mack

Middleton

Zaynah Muse

Milton Keynes

Nayya Parvez

Newport

Louise Bennett

Burnley

Jamie Harrison

St Helens

Ross Alligan

Bristol

Ann Ebdon

Harlow

Luke Hands

Belle Vale

Robert Stubbs

Warrington

Seg Mason

Southend

Chloe O'Rourke

Hounslow

Ben Lever

Speke

Mike Chatzminas

Wigan

Leanne Thomas

Swansea



PT Success Story **Mike Chatzminas**

Mike Chatzminas, a Personal Trainer from our Wigan club and current Employee of the Month, has recently celebrated his one year anniversary with Xercise4Less. Congratulations Mike! Mike's General Manager, Danny Shepherd, says that "Mike is the epitome of 'customer service'. He consistently goes above and beyond to help and support our members and he puts his clients above all else. He gives 200% to everything that he does and he is extremely passionate about making a difference and changing lives".



Congratulations to **Josh Costello & Will Callison**

Josh and Will recently celebrated their 4 year anniversary at Xercise4Less; huge congratulations to you both! Earlier this year we celebrated their promotions to Senior Regional Business Managers and both are thriving in the role. When asked what his favourite thing about his job is, Josh says that "I absolutely love having an impact on more than one region". Will says 'that I get to help coach and develop others to become future leaders... I am a real life story that hard work really can pay off.'

Welcome to the team...

This month we welcomed some new faces into our Central Support team, please give a warm welcome to...

Nick Davies – Nick joined us as Head Office Administrator in May. In his role he'll be dealing with everything from booking travel arrangements and generally being the go to person for head office queries and support.

Stacy Hopson – Stacy joined us in June as Financial Accounting Manager having spent 7 years at Sagars Accountants and more recently Actavo where she was Senior Chartered Accountant.

Stacie Kilvington - Stacie is our new Operations Administrator and joined us in June – Stacie comes to us with a wealth of administrative experience and will be providing day-to-day support to the Operations team.

We also welcomed the following General Managers into our growing family:

- ♥ **Ben Corfield** - Dundee
- ♥ **Matthew Wheatcroft** – Shrewsbury
- ♥ **Rhianne Lilley** – Brierley Hill
- ♥ **Louise Mitchell** – Sheffield Hillsborough
- ♥ **Darren Eele** – Milton Keynes

Welcome to all of our new starters, we hope you enjoy your journey with us!

