

FastTrack Fit Camp Limited

ORGANISATION SIZE / Sole Trader (1/2 employees)

Heidi Strickland-Clark

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BRIEF SYNOPSIS OF YOUR CSR APPLICATION

FastTrack Fit Camp is an outdoor group fitness business, trading as a Social Enterprise, focusing on providing an effective health and fitness service to adults across Berkshire whilst supporting local environmental projects.

Our current and ongoing participation towards our CSR goals include, but are not limited to:

- Delivering outdoor fitness sessions in parks and school playgrounds.
- Running a community fitness challenge for the last 100 days of the year.
- Supporting local charities with fund raising events.
- Sponsoring community events.
- Sponsoring a women's netball team.
- Volunteering time to run fitness sessions with local charities.
- Supporting two international B1G1 projects.
- Saving 0.5% of turnover each month for individual member sponsorship efforts.
- Organising group challenge events.
- Starting a sports shoe / trainer collection programme to keep trainers out of landfill.
- Encouraging rewilding with British seed BeeBombs.
- Planting a tree for each new member joining.
- Weekly Food Waste blog.
- Community litter picking events.
- Diabetes type II improvement project.
- Leading by example and maintaining own health in order to keep my business operational.
- Annual New Year event to inspire and support the community in their health and well-being goals.

The work that FastTrack Fit Camp does outside of the remit of outdoor group fitness is varied but remains within the boundaries of protecting our outdoor spaces for the benefit of our members. We believe that when our members are happy and healthy they will be able to do their best work with the projects they feel passionate about.

OVERALL SUMMARY

1.0 CSR Environment - Energy:

Our business is primarily an outdoor business. Our overall impact comes from transport costs to Fit Camp locations with office energy resources from a home office. Where appropriate walking or cycling to Fit Camp locations is adopted with some

locations encouraging walking buses.

We have consciously chosen to not use the flood lighting at one of our locations. The lights are too bright and there are too many for our requirements. This is a saving of about £300 a year. We would only use the lights for 5 months of the year.

1.2 CSR Environment - Natural resources:

We don't have company premises so this isn't relevant. We ask our clients to bring their own water with them to sessions.

We do however contribute \$5 through B1G1

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for everyone who purchases a Metabolic Balance nutritional programme with us. This money is used to help support a project in Malawi to provide clean water.

1.3 CSR Environment - Travel:

FastTrack Fit Camp is a home based business. Transport to and from Fit Camp venues is generally by car, but sometimes by bicycle or on foot.

Some Fit Camp locations are within residential communities whereby they've started a walking bus to get to and from camps.

FastTrack Fit Camp clients are conscious of making practical travel arrangements and there are a group of participants who can, at best, car share five of them to one venue.

There are other friends and gym buddies who car share together too.

Enabling an easier way to come to Fit Camp and be accountable to someone else is a fairly easy switch for FastTrack Fit Camp. By suggesting a car share option to those clients who live close by to each other will give them both reason to come to a session, reduce the emissions from two vehicles and have a gym buddy to be accountable to.

Likewise FastTrack Fit Camp can set up and encourage more walking buses and cycle chums to get to Fit Camp in a more environmentally aware and health conscious way.

1.5 CSR Environment - Waste:

I looked at where Fit Camp and it's clients have been impacting the environment. We are quite environmentally friendly in many areas, but we do use a lot of training / sports shoes and so I've implemented a trainer recycling programme within Wokingham. We're working with United Shoe Company to collect and re-purpose or recycle used training shoes to keep them out of landfill.

We've been collecting children's shoes too but passing them to local children's and homeless charities within the area before giving to a client and Wokingham resident who has a charity in Kenya where she can take them to support the projects there.

Since June 2019 we have collected four bin

bag sized bags of trainers totalling around 50kg of footwear. This is approximately 100 pairs of shoes.

I am expanding the scheme through contact with a Wokingham Councillor who is looking at the climate crisis. He is looking to find a permanent Trainer Container for me within the borough.

I am organising a twice yearly collection of sports shoes from the Bracknell Forest Running Club.

A networking contact has already approached the Lawn Tennis Association to take this idea further within her tennis network.

We recycle paper, use once printed A4 paper in the printer for draft prints and recycle plastics and ink cartridges where possible.

2. CSR Workplace

FastTrack Fit Camp has one director employee and one silent director.

All other staff are freelance and have been met with to discuss the four areas of impact within our Social Enterprise offering. They contribute to these areas within their allotted hours in the business each week.

Staff are freelancers and paid for the hours they do, but they are all given the week off between Christmas and New Year to take time out and replenish with their families.

All the freelance staff take care to look after their health and fitness with personal challenges. These in turn inspire our clients to do the same. In 2018 we walked the Three Peaks Challenge and in 2019 we walked the Jurassic Coastal Challenge (100km). Heidi does these to support her own health and wellness to be able to run her business robustly.

3. CSR Community

In April this year I decided to transfer FastTrack Fit Camp from a conventional limited company to start trading as a Social Enterprise. I decided on this course of action because I believe that my influence and money could be better directed as a business owner than as an individual.

I am concentrating on four key areas.

Trees (planting) – each new member to Fit Camp from 1 April 2019 and anyone who signs up for a year's membership in full, will have a tree planted in their name.

Flowers (rewilding) – we are suppliers of the British company BeeBombs. These are native British wild flower seeds that will attract bees and butterflies back to our area.

Trainers (waste) – by recycling and repurposing training and sports shoes we can keep these items out of landfill.

Food Waste (blog) – a weekly blog to educate how to use food odds and ends rather than throwing it away. Food waste is the third largest supplier of carbon emissions. Reducing it will improve the environment and our pocket.

Community litter picking – using the #FitterLitterPickers we're running a monthly litter picking event at one of the Fit Camp locations we run from. We started this in July 2019 so far have over 20kg of rubbish in two litter picking sessions.

The Social Enterprise project has been picked up by a Wokingham councillor who is supportive of and keen to work with us and our initiatives.

I have donated my time to two Berkshire based charities to supply exercise sessions for their clients. Sport In Mind and Younger People with Dementia have benefited from Fit Camp sessions and Nordic Walking classes.

In September we'll be working with Mum's Zone in Wokingham, a community based group to support new mums manage mental health after having a baby.

FastTrack Fit Camp sponsors the community run programme by Barnes Fitness called Dinton Summer Series by supplying bananas for each race.

FastTrack Fit Camp sponsor a ladies netball team called the FastTrackers. They play for the Reading League and wanted help with funding so they could get some regular, professional coaching.

Every year I host a free community event called 100 Day Fitness Challenge. It starts on 23 September and runs to 31 December (last 100 days of the year). Participants are

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encouraged to do something active every day, almost like an anti-resolution! This way you end the year feeling great, not sluggish. In 2018 300 people joined the Facebook community from around the world.

Since 2014 FastTrack Fit Camp has organised, hosted and run a Healthiest Year Yet event in January. It's a key event in our timetable to inspire and support Wokingham residents to take responsibility for their health for the year ahead. We regularly have 70-80 people attend this 3 hour event.

4. CSR Philanthropic

FastTrack Fit Camp has been supporting local charities since it's inception in 2009.

However since 2016 there has been a more concerted effort to engage both clients and the local community with charity fundraising that is important to them.

In 2016 and 201, each month, one of our weekly Sunday Wake Up! Sessions was dedicated to fund raising for a pre-selected charity.

Donations are voluntary and all monies go to the charity each time.

We use social media to publicise our events and credit the charities in the marketing. If there is a strong colour theme within their logo clients are encouraged to wear that colour to the session. The photos look fabulous!

In 2016 we raised £3396.83.

In 2017 we raised £2961.86.

In 2018 we chose to do a group challenge instead and a group of us walked the Three Peaks Challenge for the Wokingham based charity, Younger People with Dementia. We raised £5000 for them.

Individual members were supported for their events to the sum of £192.50. We can do this by saving 0.5% of monthly turnover to a charity fund that is used as and when appropriate events arise.

FastTrack Fit Camp have signed up to the B1G1 programme.

In 2017 I published my first book 'Why Weight?' - FastTrack Fit Camp donate \$1 for

each book sold to buy a pair of glasses for a project in Indonesia.

In May 2017 I qualified as a Metabolic Balance coach and for every client that goes through the programme FastTrack Fit Camp donate \$5 to a clean water project in Malawi.

We promote our activity on social media, LinkedIn, Google My Business, our website, printed material and networking communities.

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