



**Fit for Life Youth (FFLY)**  
**'From Post-It Notes to Robots!'**

Fit for Life Youth (FFLY) is a Social Value Enterprise and Community Interest Company (CIC) based in London. They provide a bespoke gym, fitness classes and wellbeing services, as well as Youth Mentoring programmes for young people in the local area. Every time someone enters FFLY HQ to access their services, revenue from this provides critical funding back into the community to support their outreach activities and initiatives as a CIC. We have been working with FFLY over the past six months to improve the efficiencies of their back-office processes. FFLY are based in Kensington and Chelsea borough, in the shadow of Grenfell. They believe that health, fitness, and sports are the gateways to self-empowerment and personal development. They are working within the community to support young people, instill personal discipline, drive wellbeing, and, ultimately, keep them out of trouble with either gangs or local authorities.

Our UK Public Sector Automation Team recently visited FFLY HQ to learn more about what they do and any current challenges we could help them with. The team revealed that, recently, they have had to manually track visitor footfall to monitor the use of their classes and facilities. This allows them to report back to funders such as local councils, larger charities, and donors about how much impact the enterprise is having. In response to this challenge, the team designed a bot to eliminate the manual effort required to count those entering and utilising the services within the gym. Founder and Team Manager, Chris, was so exhilarated by our solution and how it has simplified and enhanced their everyday processes, he told the team - 'you have taken us from Post-It Notes to Robots!'.



**Challenge:**

As a small organisation, FFLY, have a finite number of resources to carry out a range of tasks to help the enterprise run smoothly. Recently, their office manager, Ariane, has had to manually count (sometimes by hand) attendees entering the gym, including which classes and facilities they were accessing. This occupied most of her working week, taking her away from other important administrative duties needed to manage the HQ. Time spent doing this manually by the FFLY team, with the added pressure of, potentially, inaccurate input,



was impacting upon their capacity to demonstrate how impactful their services are. This, in turn, reduced their ability to showcase their value, in order to seek more funding, and has recently proved a significant challenge for the team.

**Solution:** The UK Public Sector Automation Team engaged with FFLY at their HQ throughout a number of workshop sessions, where they listened, supported, and mapped out their current business processes. The issue of manually monitoring and reporting on gym and class attendance was identified as a great challenge. These reports are critical and determine their ability to sustain the revenue needed to flow back into the enterprise. To overcome this, the UKPS Automation team built a bespoke bot, which is designed to communicate directly with the in-house billing system, drawing down and analysing data into a comprehensive, accurate, readily accessible report. This monitors visitor footfall in and out of FFLY HQ, but on a minutiae level – detailing the most visited classes and services on an accessible dashboard with a go-to-reporting system. This is an effective way of recording the data required to support tracking of visitor footfall – thereby, improving management of fiscal monthly reporting, which, ultimately, allows the team to demonstrate the efficacy of their services and why funders should invest and help develop this brilliant enterprise.

"We are delighted with the automation Fujitsu have made for us. Things like this make a huge impact to an organisation of our size, we are truly grateful. The automation will help us track the attendance of participants; this is vital when we are reporting back to funders about community projects that we run. This will also give us a clearer insight on how many people use our services within the community which will enable us to reach out to more funders for support."

**Outcome:**

The bot designed and implemented by our UK Public Sector Automation Team provides an efficient automated output to track and report on footfall traffic into the HQ in a matter of minutes, bringing huge added value to our customer. For FFLY, this results in a

massive 90% saving in time, freeing the team up to focus on management of the HQ, applying for funding to sustain their long-term development and delivering their brilliant services, which help so many young people in their local area. It also means they can actively represent the true impact the enterprise has in terms of providing social value; not only through the use of the gym and associated services, but in their ability to deliver transformational programmes and vital services to help develop, support, and enrich their community. This is a great example of how Team UK are supporting Social Value Enterprises and delivering on our purpose to make the world more sustainable by building trust in society through innovation.

**Customer:**

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