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Meeting	COMMUNITY SCRUTINY COMMITTEE
Time/Day/Date	6.30 pm on Thursday, 11 December 2025
Location	Stenson House, London Road, Coalville, LE67 3FN
Officer to contact	Democratic Services (01530 454512)

AGENDA

Item		Pages
1. APOLOGIES FOR ABSENCE		
2. DECLARATION OF INTERESTS		
	Under the Code of Conduct members are reminded that in declaring interests you should make clear the nature of that interest and whether it is a disclosable pecuniary interest, registerable interest or other interest.	
3. PUBLIC QUESTION AND ANSWER SESSION		
	To receive questions from members of the public under rule no.10 of the Council Procedure Rules. The procedure rule provides that members of the public may ask any question on any matter in relation to which the Council has powers or duties which affect the District, provided that three clear days' notice in writing has been given to the Head of Legal and Support Services.	
4. MINUTES		
	To approve and sign the minutes of the meeting held on 11 September 2025.	3 - 6
5. OUTSTANDING ACTIONS UPDATE		
	To consider any outstanding items from previous meetings.	7 - 10
6. CABINET RESPONSE TO SCRUTINY RECOMMENDATIONS		
	To report on Cabinet's response to recommendations made by the Community Scrutiny Committee – Nothing to report	-
7. COMMUNITY GRANTS ANNUAL REPORT		
	Report of the Head of Community Services	11 - 40

8. LEISURE CENTRES ANNUAL REVIEW

Report of the Head of Community Services

41 - 162

9. ITEMS FOR INCLUSION IN THE FUTURE WORK PROGRAMME

To consider any items to be included in the work programme. The plan of forthcoming Cabinet decisions and the current work programme are attached for information.

163 - 190

Circulation:

Councillor T Eynon (Chair)
Councillor A Barker (Deputy Chair)
Councillor M Ball
Councillor D Bigby
Councillor M French
Councillor K Horn
Councillor S Lambeth
Councillor P Lees
Councillor E Parle
Councillor L Windram

MINUTES of a meeting of the COMMUNITY SCRUTINY COMMITTEE held in the Forest Room, Stenson House, London Road, Coalville, LE67 3FN on THURSDAY, 11 SEPTEMBER 2025

Present: Councillor T Eynon (Chair)

Councillors A Barker, M French, J Geary (Substitute for Councillor D Bigby), S Lambeth, P Lees, E Parle and L Windram

In Attendance: Councillors J Legrys and P Moulton

Portfolio Holders: Councillors A C Woodman

Officers: Mr J Arnold, Ms Z Davies, Ms K Hiller, Mr D Scruton, Mr B Walford, Mrs R Wallace and Mr P Wheatley

9. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors M Ball and K Horn.

10. DECLARATION OF INTERESTS

Councillor T Eynon declared a registerable interest in item 7, Coalville Regeneration Framework, as the Chair of Snibston Heritage Trust and a member of the Coalville Heritage Society.

11. PUBLIC QUESTION AND ANSWER SESSION

None

12. MINUTES

Consideration was given to the minutes of the meeting held on 26 June 2025.

It was moved by Councillor A Barker, seconded by Councillor M French and

RESOLVED THAT:

The minutes of the meeting held on 26 June 2025 be approved as an accurate record of proceedings.

13. HOUSING ALLOCATIONS POLICY POST-IMPLEMENTATION REVIEW

Councillor A Woodman, Portfolio Holder, presented the report and referred to the additional papers circulated at the meeting.

During discussion several questions of clarity were asked by Members and responses provided by officers.

In relation to the registration process, concerns were raised in the ease of use of the system as it was felt it was too complicated for some. Officers reassured Members of the ongoing support for applicants that struggled with the digital process and confirmed that 25 percent of applicants were assisted directly.

Further concerns were raised regarding the delays in housing repairs affecting housing allocations. The Portfolio Holder explained that a dedicated voids team was being

assembled with the intention of reducing the current number of 90 void properties to 20 by the end of the year.

A discussion was had on the application banding, demand for properties and waiting list times. Officers acknowledged that they may not always be able to assist the low band applicants that have particular location needs, however encouragement was given for alternative options such as mutual exchange. Support was provided to help improve their offer. In relation to a question regarding addressing the issue, the Portfolio Holder confirmed that the current focus was on void properties, but work was ongoing in increasing the housing supply.

Officers were thanked for the informative report.

The Committee were thanked for their comments.

14. MARLBOROUGH SQUARE PROJECT REVIEW

Councillor Woodman, Portfolio Holder, presented the report,

During discussion several questions of clarity were asked by Members and responses provided by officers. The following concerns were raised:

- The pedestrianised north side of the square was not being adhered to as cars used the road continuously. Members asked if this could be enforced. Officers acknowledged the issue and following several surveys conducted in the area, conversations were ongoing with Leicestershire County Council Highways to address the matter. Options included bollards which could be raised during pedestrian hours.
- To accommodate events in the square a costly and timely road closure from Leicestershire County Council was required which could be deterring event providers from using the space. Officers acknowledged the matter and confirmed that they were working on a programme of events which would make road closures more beneficial, as well as a guide to help with the application process.
- Without the roundabout on Belvoir Road, cars often travelled down the highway above the speed limit, which was dangerous, especially when the square was being used as an event space.
- Several issues were now apparent with the surface material and street furniture. Firstly, the contrast colour of the kerbs was not distinct enough and was a regular trip hazard. A request was made for an assessment to be carried out for visually impaired pedestrians. Secondly, during the winter months the surface water was not running off the square and becoming icy, which was a slip hazard. Finally, disappointment was shared on the choice of surface material, as other areas in the County with the same material was notoriously difficult to keep clean. Therefore, maintenance of the square was essential. Members felt there were lessons to be learnt and should be taken on board with the development of retail on Marlborough Square and Belvoir Road.

A discussion ensued on the matter of the surface material and contrast colour of the kerbs, during which officers confirmed that all specifications were signed off by Leicestershire County Council Highways prior to installation, plus a road safety audit undertaken. It was also acknowledged that Leicestershire County Council did record slips, trips and falls, so Councillors were encouraged to report incidents so they could be passed on.

Comments were made on the lessons learned as highlighted in the report and the approach regarding assessing budgets was discussed. Members requested to see the full commercial breakdown of the final costs when available. Officers agreed.

Members thanked officers for the report and acknowledged the quality of responses given by officers to questions regarding a difficult project.

At the conclusion of discussions, the Committee considered the comments made and agreed on the recommendations to Cabinet as set out below.

RECOMMENDED TO CABINET:

- 1) Negotiation be undertaken with Leicestershire County Council Highways regarding setting up a blanket road closure to remove the cost barrier to potential event providers.
- 2) The surface colours of the square be assessed in relation to the safety of visually impaired users, the committee suggested Vista for the assessment.
- 3) That checks are made with Leicestershire County Council Highways on the pedestrian and highway safety, in particular the number of slips, trips and falls reported in the square and any speeding traffic concerns.

RESOLVED THAT:

The Committee receive the final accounts from the project once the contractor account had been settled including a commercial breakdown and final outturn figures.

15. COALVILLE REGENERATION FRAMEWORK - 2025 UPDATE

Cllr A Woodman, Portfolio Holder, presented the report.

During discussions several questions of clarity were asked by Members and responses provided by officers.

In response to a discussion on the ongoing projects and funding streams, an explanation was given on how capital projects were funded. It was agreed that in future project reports, officers would provide a tabulated financial summary and timelines for all projects.

Members discussed the use of the New Market and enquired about the data available to review. Officers confirmed that there was some data, however an external organisation was currently compiling a more detailed data set which would be available in the coming months. It was suggested that this be something for the committee to review. Members went on to consider the current practice with the use and storage of trailers and stalls, and the issues this could cause with possible event providers. The Strategic Director of Place suggested that this discussion continue with the Scrutiny Work Programming Group so that an item could be scoped, if appropriate, and placed on the work programme for a future meeting.

Members spoke positively about the events held at both Snibston and Coalville, including the positive impact to the town of the mother and child statue. In relation to the Hermitage Recreation Ground, Members raised concerns regarding the use of electric scooters speeding around the lake which was spoiling the area for people walking. It was acknowledged that the police were aware that it was an ongoing problem. A discussion was had on the options available to prevent this from occurring and it was suggested that it be a possible topic for the Scrutiny Work Programming Group to consider.

RESOLVED THAT:

The topics in relation to the New Market and use of electric scooters at Hermitage Recreation Ground be considered by the Scrutiny Work Programming Group to scope for possible future committee items.

16. ITEMS FOR INCLUSION IN THE FUTURE WORK PROGRAMME

Consideration was given to the future work programme.

Members were encouraged to submit scoping forms for future scrutiny topics.

The meeting commenced at 6.30 pm

The Chairman closed the meeting at 8.29 pm

Community Scrutiny Committee

Outstanding Actions

Key: **GREEN** – completed
AMBER – working towards completion
RED – to be completed

Item	Action	Comments	Responsible Officer/ Portfolio Holder	Target dates/ rationale for delays	Last Updated	Action Status
Meeting held on 11 September 2025						
6	Marlborough Square Project Review To provide the committee with the final accounts from the project once the contractor account has been settled including a commercial breakdown and final outturn figures.	Final project close-down figures will be provided once defects have been remedied by the contractor, final account agreed and sums paid. This is anticipated to be during the 26/27 financial year.	Paul Wheatley/ James Arnold	26/27 to be confirmed (see comments)	01/12/25	Amber
6	Marlborough Square Project Review Report the following recommendations to Cabinet: 1 – Negotiations be undertaken with LCC Highways re setting up a blanket road closure to remove the cost barrier to potential event providers.	This matter requires further discussion with LCC Highways to determine what is possible within their policies prior to development of local guidance notes for event organisers.	Paul Wheatley/ James Arnold	26/27	01/12/25	Amber

Item	Action	Comments	Responsible Officer/ Portfolio Holder	Target dates/ rationale for delays	Last Updated	Action Status
	2 – assessments be carried out on the colours of the surface areas in relation to the safety of visually impaired users. The Committee suggested 'Vista' to undertake the assessment.	A further road safety audit has been completed and the scheme has been inspected by LCC Highways who have confirmed the surface has been completed in accordance with standing Highways policies and design guides.	Paul Wheatley/ James Arnold	Closed	01/12/25	Green
	3 – Checks be made with LCC Highways on pedestrian and highway safety for the square. In particular the number of slips, trips and falls reported and any traffic or speeding concerns.					Amber
7	Coalville Regeneration Framework – 2025 Update During discussions re the finances of the capital projects, as it would form of the finance papers moving forward, it was agreed that the financial information be tabulated and include timelines.	Regeneration project capital funding will be included in the Council's Capital monitoring papers. Both Portfolio holders and Shadow Portfolio holders are already provided with regular project progress information. For 26/27 a programme of live projects will be provided as an information paper to members.	Paul Wheatley	26/27	01/12/25	Amber

Item	Action	Comments	Responsible Officer/ Portfolio Holder	Target dates/ rationale for delays	Last Updated	Action Status
7	<p>Coalville Regeneration Framework – 2025 Update</p> <p>To consider the following issues at the next Scrutiny Work Programming Group for possible future items:</p> <p>1 – Receiving the data on the footfall in the town once the measurable data is available from the external provider.</p> <p>2 – Storage location solutions for event equipment such as stalls/gazebos.</p> <p>3 – Issues with electric scooters and cycles travelling at an excessive speed around Hermitage Lake</p>	<p>Sufficient data not yet recorded. Data will be provided once available.</p> <p>The Council is developing a new storage facility at Forest Road that can accommodate stalls and gazebos.</p>	<p>James Arnold/Rachel Wallace</p> <p>James Arnold/Rachel Wallace/ Paul Sanders</p>	<p>26/27 once data is available</p>	01/12/25	Amber

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NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

COMMUNITY SCRUTINY COMMITTEE – THURSDAY, 11
DECEMBER 2025

Title of Report	COMMUNITY GRANTS ANNUAL REPORT	
Presented by	Councillor M Wyatt Community and Climate Change Portfolio Holder	
Background Papers	None	Public Report: Yes
Financial Implications	<p>The total general community grant budget for 2024/25 was £21,000.</p> <p>The total grant agreement budgets (Citizen Advice and Age UK Befriending) for 2024/25 was £86,660.</p> <p>Additional grant supported: Total Community Mental Health Grant for 2024/25 was £10,000.</p> <p>NWL Community Lottery Scheme is financially self-sustaining with the Council's initial and on-going costs being met by income from the Scheme.</p>	
	Signed off by the Section 151 Officer: Yes	
Legal Implications	<p>The grants constitute subsidies and are subject to the requirements of the Subsidy Control Act 2022. Therefore, the Council have considered the grants and assessed them in accordance with the subsidy control regime.</p> <p>The NWL Community Lottery is subject to checks and a Data Protection Impact Assessment which was completed prior to the project commencing.</p>	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	<p>One part time member of staff is allocated to review the grant applications, gather further evidence (if required) and monitor the projects.</p> <p>Citizens Advice rent a space at Stenson House. They paid £12,480 (inc VAT) in 2024/25 to the Council under a lease arrangement.</p> <p>One full time member of staff allocated to implement the NWL Community Lottery project with the support of a project team including Communications, Finance, Legal and the Project Sponsor (Head of Community Services)</p>	

	Signed off by the Head of Paid Service: Yes
Purpose of Report	<p>To provide an update on the Community Grant for the financial period from April 2024 to March 2025, highlighting any changes and additional updates.</p> <p>To provide an update on the first year of the NWL Community Lottery the allocation of funding and the impact and the future service.</p>
Recommendations	THAT THE COMMUNITY SCRUTINY COMMITTEE PROVIDES FEEDBACK ON THE 2024/25 COMMUNITY GRANTS PROGRAMME, AND ON THE NORTH WEST LEICESTERSHIRE COMMUNITY LOTTERY TO INFORM CABINET'S CONSIDERATION OF THE SCHEMES AS PART OF THE COUNCIL'S BUDGET PROCESS FOR 2026/27.

1.0 BACKGROUND

- 1.1 This report provides a comprehensive overview of the Council's Community Grant Programme, detailing the specific grants available, the allocation of funds throughout the year, and the measurable outcomes achieved from April 2024 to March 2025. It outlines how the Small Grant, Zero Carbon Grant, and Green Shoots initiatives were managed within the set budget of £21,000 and will illustrate the ways in which these grants have supported numerous local groups and projects across the district.
- 1.2 In addition, the report will present an update on the North West Leicestershire (NWL) Community Lottery, including a summary of its first year of operation, financial spend and revenue generated, the impact on the community, and planned developments for the future.
- 1.3 The intention is to highlight key successes, areas for improvement, and the ongoing contribution of both the grant programme and the lottery scheme towards the Council's priorities of supporting communities and advancing clean, green, and zero carbon initiatives.
- 1.4 The Committee is asked to provide feedback on both programmes to inform Cabinet's consideration of the schemes as part of the Council's budget process for 2026/27.

2.0 COMMUNITY GRANTS

- 2.1 The Council established a grant programme to provide support to the communities of North West Leicestershire. The Community Focus team administers these grants, including two key streams delivered in 2024/25. These were:
 - General Grants – Small Grant (up to £500), Zero Carbon Grant (up to £1,000), and the Green Shoots programme.
 - Grant Agreements – Leicestershire and Rutland Age UK Befriending and Citizens Advice Leicestershire.

Additionally, the team supported the Health and Wellbeing team (through a Community Mental Health Grant).

- 2.2 For the 2024/25 financial year, the grant budget was set at £21,000, covering the Small Grant, Zero Carbon Grant, and Green Shoots Scheme. The Small Grant has been particularly popular, likely supported by the transition to an online application process. To enhance outreach, officers assessed how voluntary and community groups learned about the grant scheme by surveying them with the question, 'Where did you hear about the scheme?'

Key Findings:

- Out of 32 applications the most common response was via Word of Mouth which was cited fourteen times, making it the most frequent way people discovered the scheme.
- Second most common source: the internet was mentioned eight times, highlighting its significance.
- Other sources:
 - Other (e.g., newsletters, leaflets, past applicants, external websites, or contacts such as VAL) appeared seven times.
 - Events were referenced three times, showing a smaller but notable contribution.

- 2.3 Engagement and Promotion Strategies:

Given that Word of Mouth is the primary way groups hear about the scheme, this has strengthened officer engagement efforts by increasing face-to-face meetings, phone calls, and follow-up support to assist with grant applications.

- 2.4 The internet/social media remains a key channel through GovDelivery messaging, Facebook, and Instagram. While events and other sources have a smaller impact, they remain valuable, and officers will continue to promote grant opportunities at community events attended by the Community Focus team. Additionally, Community Focus Officers will in the future actively promote the scheme while engaging with community groups and parish councils.

- 2.5 Another key component of the Community Focus grant funding is the Grant Agreements, which supported Leicestershire and Rutland Age UK Befriending and Citizens Advice in North West Leicestershire.

- Leicestershire and Rutland Age UK Befriending Service received a grant of £14,660, funding a part-time coordinator responsible for reviewing service referrals, matching clients with befrienders, and supporting volunteer befrienders.
- Citizens Advice Leicestershire was allocated a grant of £72,000, allowing them to operate from Stenson House and provide essential services to residents of North West Leicestershire. Their service includes face-to-face appointments, a well-utilised drop-in service at the Council's Customer Service Centre in Coalville on Fridays, and remote support via email and phone. This funding

ensures that local residents can access critical assistance, including benefits guidance, debt advice, housing support, and legal services.

3.0 SMALL GRANT, ZERO CARBON GRANT AND GREEN SHOOTS

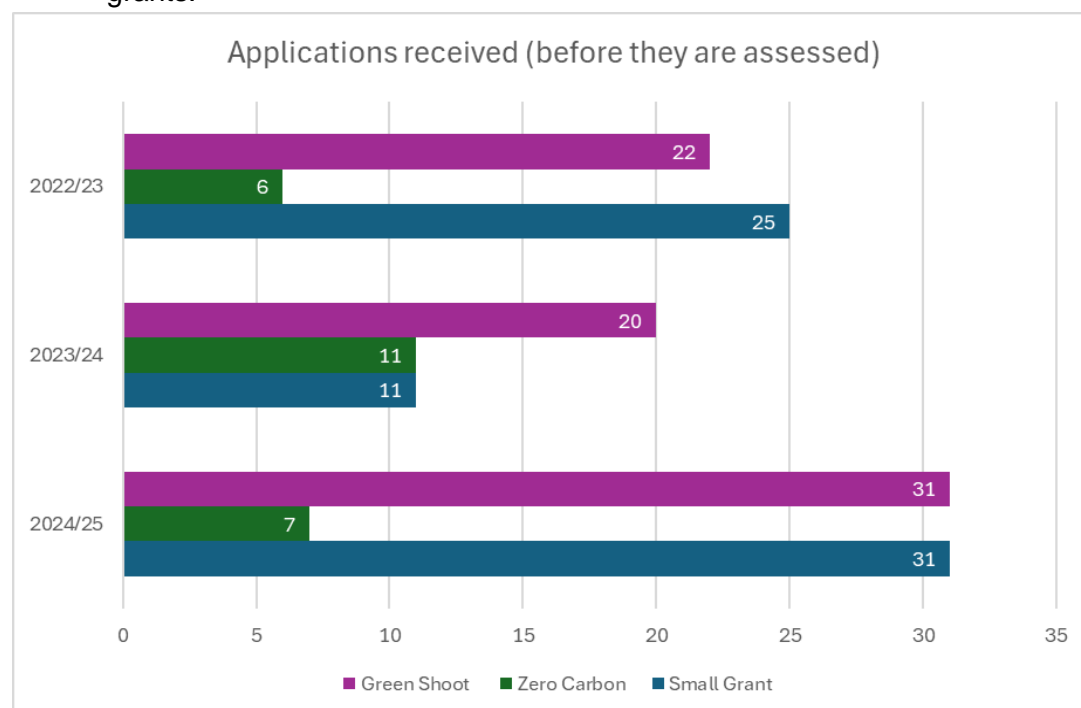
3.1 The Small Grant and Zero Carbon Grant are annual grants. The Green Shoots Scheme was also delivered in 2024/25.

3.2 These grants are popular given the voluntary and community sector are experiencing increasing pressures, such as:

- A shortage of volunteers required to maintain free services and to serve as hubs for promotion, education, and inspiration for both local residents and visitors
- Limited sources of funding, some funds having restrictive conditions
- Professional services increasingly relying on the voluntary and community sector to assist in addressing challenges related to youth provision, mental health, and overall community engagement and cohesion.

The significant role played by both small and large voluntary and charitable organisations within the community cannot be overstated. This was particularly evident during the COVID-19 pandemic, when reliance on goodwill and support became paramount, a need that has persisted beyond the pandemic. Consequently, access to our Community Grant remains widely appreciated throughout the district.

3.3 The table below displays the number of applications received for each of the Council's general grant schemes over the past three years. Please note that these figures represent applications before assessment and do not indicate the number of approved grants.



- 3.4 Following the assessment process, the Small Grant had 25 approved applications, Zero Carbon Grant had six approved applications and Green Shoot Scheme had 24 approved applications.
- 3.5 The table below summarises the total grant fund awarded from the Community Grant budget in the 2024/25 financial year. It is important to note that the total value of supported projects considerably exceeds the Council's direct contributions, demonstrating that while our support is critical, it often forms part of larger initiatives. Additionally, through the Green Shoots Scheme, the Council recoups half of the bulb costs (£2,166), which reduces the net Grant Fund Awarded to £19,115 rather than £21,281.

2024/25	Grant Fund Awarded	Total Value of the Projects	Income
Small Grant	£11,678	£61,178	£0.00
Zero Carbon	£5,271	£12,446	£0.00
Green Shoots	£4,332	£5,069	£2,166
TOTAL	£21,281	£78,693	£2,166

- 3.6 Further information along with statements, photographs, and videos that outline the effects of this funding on local groups can be found in Appendix A pages 3-8.

4.0 COMMUNITY MENTAL HEALTH GRANT

- 4.1 Community Focus helped the Health and Wellbeing Team administer an additional grant in 2024/25. A total of £10,000 from Public Health England was allocated to support mental health initiatives and address inequalities caused by COVID-19, including projects targeting loneliness and isolation.
- 4.2 Below the table shows the number applications received, approved, rejected and the total value of the project. As with the Council's Community Grant programme, the project value exceeds the funding awarded.

Total Applications	Approved	Unsuccessful	Pending	Withdrawn	Total Funds Awarded	Total Value of the Projects
17	11	6	0	0	£10,000	£31,692

- 4.3 The unsuccessful applications were due to not meeting the criteria for the project. The monitoring of the project was carried out by Community Focus and Health and Wellbeing, a link to the projects is available in Appendix A.

5.0 GRANT AGREEMENTS – CITIZENS ADVICE LEICESTERSHIRE AND AGE UK LEICESTERSHIRE & RUTLAND

5.1 CITIZENS ADVICE LEICESTERSHIRE

Citizens Advice Leicestershire (CAL) was awarded a grant of £72,000 for the period from April 2024 to March 2025. This funding was designated to enhance CAL's services across Leicestershire, with a particular emphasis on North West Leicestershire. The key services provided by CAL under this grant include; debt advice and financial management, assistance with benefit applications, access to charitable funding, support for debt relief orders and breathing space initiatives, benefit checks and claims, energy advice, budgeting guidance, Macmillan advice, Pension Wise, family advice, support to help reduce the risk of homelessness, and advice on landlord and tenant issues, with a special focus on private landlords.

5.2 The grant enabled CAL to offer advisory services in-person at Stenson House, strictly by appointment. In addition, CAL ran a well-attended drop-in service at the Customer Services Centre in Coalville every Friday. As part of the grant agreement, CAL was required to submit relevant data and statistics, along with two case studies.

5.3 Each quarter, CAL engaged with approximately 600 residents in North West Leicestershire. While some individuals may access services more than once, the majority of contacts are new clients. The total debt written off and income gains achieved through these interventions highlight the significant impact of the financial support provided. Most client interactions occur via phone and email, yet the continued availability of face-to-face appointments remains a valuable option for residents.

5.4 Throughout 2024/25, CAL worked to provide increasingly detailed information. Starting in quarter three, CAL began sharing ward-level data indicating where service users reside. This data serves as a reference point and provides evidence to support potential future projects focused on financial literacy, debt management, and budgeting.

5.5 LEICESTERSHIRE AND RUTLAND AGE UK BEFRIENDING SERVICE

During 2024/25, the Leicestershire and Rutland Age UK Befriending Service received funding amounting to £14,660. This allocation was directed towards supporting the Befriending Coordinator, whose responsibilities encompassed reviewing client referrals, recruiting and providing ongoing support to befriending volunteers, and ensuring suitable matches between clients and volunteer befrienders.

5.6 Over the course of the year, the service assisted between 25 and 36 residents. While there was a modest decrease in the number of volunteers, those who continued their involvement maintained strong engagement with clients. The impact and activities of the befriending service are highlighted in a video included in Appendix A, which features an interview with a volunteer befriender.

6.0 NORTH WEST LEICESTERSHIRE (NWL) COMMUNITY LOTTERY

- 6.1 The North West Leicestershire (NWL) Community Lottery has now been operating officially for a full year, from August 2024 to August 2025. Approval for the scheme was granted in February 2024, after which a period of project work took place leading up to the launch on 24 August 2024. Key highlights of this preparatory phase are detailed in Appendix B.
- 6.2 In addition to the Council's own good cause, a further 58 good causes have registered to participate in the NWL Community Lottery. These organisations represent a broad cross-section of the district, encompassing a variety of community and charitable groups. There are groups outside of the district, but they must confirm where and how they are supporting NWL residents and the funds are to be ring-fenced for those engagements only. Further information on each participating organisation can be found in Appendix B, page 3. The 58 actively promoting themselves have demonstrated considerable success in raising funds for their respective causes, collectively generating over £17,500 to support a range of projects, activities, and running costs. Notably, the top five organisations each raise approximately £100 per month. Appendix B, page 4, provides a table outlining monthly ticket sales and the corresponding funds raised collectively.
- 6.3 The Council's good cause, known as the NWL Community Lottery Central Fund, was initially forecasted to raise £36,735 over five years. However, within the first year alone, the scheme has achieved an impressive total of £30,960. In accordance with project approval requirements, initial project costs were recouped from the funds raised. Project costs have been minimised, as set out in Appendix B, page 5 and ongoing communication is now conducted through social media and electronic newsletters. This approach has contributed to a net total of £22,094 raised—substantially exceeding the original projection of just over £10,000 after on-costs.
- 6.4 The funds generated by both the good causes and the Council's good cause are attributable to the generosity of residents and supporters across the district. Currently, the NWL Community Lottery has approximately 600 participants ('supporters') who purchase tickets on a weekly basis. The chance to win prizes of up to £25,000 acts as a significant incentive, with additional bundle prizes provided by Gatherwell Ltd, the company managing the lottery. The value of community engagement should also be recognised. The Communications Team has played an instrumental role in promoting the lottery. Notably, whenever there have been social media posts or GovDelivery newsletters, there has been a corresponding increase in ticket sales.
- 6.5 Throughout the year, promotion of the lottery has been undertaken via a range of channels, including social media, electronic newsletters, emails, and face-to-face engagement at community events. Surveys and short workshops have provided opportunities to connect with good causes, determine any further support needs, and facilitate the sharing of best practice. Gatherwell Ltd has supported good causes with regular sessions, newsletters, and marketing materials. Feedback from community groups has been positive, with those actively promoting the lottery reporting satisfaction with the financial contributions received, which support a wide array of

activities. Furthermore, public support remains strong, and participation in the NWL Community Lottery has not diminished contributions to other fundraising activities by these groups at community events that has been seen. However, it must be noted that this is based on groups engaged with at events so not all good causes have been consulted.

- 6.6 Of the £22,094 raised through the NWL Community Lottery Central Fund, £20,000 has been allocated to a grant scheme aimed at supporting community groups and charities across North West Leicestershire in delivering new or enhanced projects and activities. Each successful applicant may receive up to £750. The remaining £2,094 has been ring-fenced and will contribute to next year's fundraising pot. Applicants must meet specified criteria, and the grant scheme is monitored in the same manner as the council's Small/Zero Carbon grants. Thematic criteria and funding amounts for the scheme may be reviewed and updated next year.

Policies and other considerations, as appropriate	
Council Priorities:	<ul style="list-style-type: none"> - Communities and housing - Clean, green and Zero Carbon - A well run Council
Policy Considerations:	n/a
Safeguarding:	<p>Grants: Applicants must provide copies of their safeguarding policies if the project directly involves children or young people or if deemed necessary.</p> <p>NWL Community Lottery: Good Cause must provide copies of their safeguarding policies if the group directly involves children or vulnerable individuals or if deemed necessary.</p>
Equalities/Diversity:	<p>Grant: applications are consistently evaluated against the grant criteria and undergo an approval process to ensure fair consideration for all. An Equalities Impact Assessment was conducted recently to make sure that the criteria and process is fair, transparent and does not negatively impact a protected characteristic.</p> <p>Following the assessment, it was clear that the criteria is robust and suitable and does not negatively affect any protected group.</p> <p>An addition from this review is, on receipt of Small Grant applications, it is noted if the application aligns with any protected characteristics.</p> <p>NWL Community Lottery: The community lottery is open to any community group that can provide the necessary information to prove the legitimacy of the group.</p> <p>Supporters can support by submitting details online or by phone.</p>
Customer Impact:	<p>Grant: Successful grants awarded directly enhance the community of North West Leicestershire and its residents.</p> <p>NWL Community Lottery: residents (supporters) sign up for a direct debit of £1 a week with the chance to win extra tickets or monetary prize. Residents/supporters can leave at time by emailing or calling.</p> <p>If there are any changes to term and conditions set out, all residents/supporters are notified.</p>
Economic and Social Impact:	<p>Grant: Successful grants awarded directly provide an economic and social impact by providing employment opportunities to organisations and businesses within the district who are contracted to provide goods and services. The Council</p>

	encourages organisations to work within the local community.
Environment, Climate Change and zero carbon:	<p>Grant: schemes actively support and promote the Council's Zero Carbon Roadmap and Action Plan</p> <p>NWL Community Lottery: any purchases for the lottery are considered from make to landfill/recycling.</p>
Consultation/Community Engagement:	<p>Grant: Ward members are notified on the outcome of the applications in their ward. Grants are promoted to all the voluntary and community organisations in North West Leicestershire and promoted via social media.</p> <p>NWL Community Lottery: ward members are notified on the receipt and outcome of the applications.</p> <p>The NWL Community Lottery is promoted via social media, electronic newsletters and at community events.</p>
Risks:	<p>Grant: Reputational risk is managed by ensuring positive community applications are supported. Support is provided to applicants to ensure applications are not refused where possible.</p> <p>NWL Community Lottery: Reputational risk is managed by ensuring safeguarding processes are in place at various levels. This is done by NWLDC and Gatherwell Ltd.</p>
Officer Contact	<p>Paul Sanders Head of Community Services Paul.sanders@nwleicestershire.gov.uk</p>

NWL Community Grants

From April 2024 until March 2025

BACKGROUND

The Council's grant programme provides significant benefits to residents of North West Leicestershire. The Community Focus team administers various grants, including two key streams delivered over the past year:

- General Grants – Small Grant (up to £500), Zero Carbon Grant (up to £1,000), and the Green Shoots programme.
- Grant Agreements – Leicestershire and Rutland Age UK Befriending and Citizens Advice Leicestershire.

Additionally, last year, the team supported the Health and Wellbeing team (through a Community Mental Health Grant).

Another key component of the Community Focus grant funding is the Grant Agreements, which support Leicestershire and Rutland Age UK Befriending and Citizens Advice in North West Leicestershire.

- Leicestershire and Rutland Age UK Befriending Service received a grant of £14,660, funding a part-time coordinator responsible for reviewing service referrals, matching clients with befrienders, and supporting volunteer befrienders.
- Citizens Advice Leicestershire was allocated a budget of £72,000, allowing them to operate from Stenson House and provide essential services to residents of North West Leicestershire. Their service includes face-to-face appointments, a well-utilised drop-in service at the Council's Customer Service Centre in Coalville on Fridays, and remote support via email and phone. This funding ensures that local residents can access critical assistance, including benefits guidance, debt advice, housing support, and legal services.

This document summarises the grant expenditures including the additional grants Community Focus has supported with a detailed breakdown of each grant.

Throughout the document, there are outcomes and photos showing how the grants have been used. Additionally, each section concludes with videos showcasing the impact of the grants on the voluntary, community, and social enterprises sector, highlighting the difference they make.

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL GRANTS

Small Grant Scheme

The Small Grant Scheme plays a crucial role in supporting community projects and programmes. To qualify for funding, applicants must be not-for-profit voluntary organisations, community groups, or registered charities. Although the grant amounts are modest, they have a significant impact on the supported projects.

Quote from Steven at Community Safety Education CIC. This project is wonderful to support especially now with debt and financial budgeting being so important and recognising the challenges many face with their interaction with Citizen Advice Leicestershire as adults.

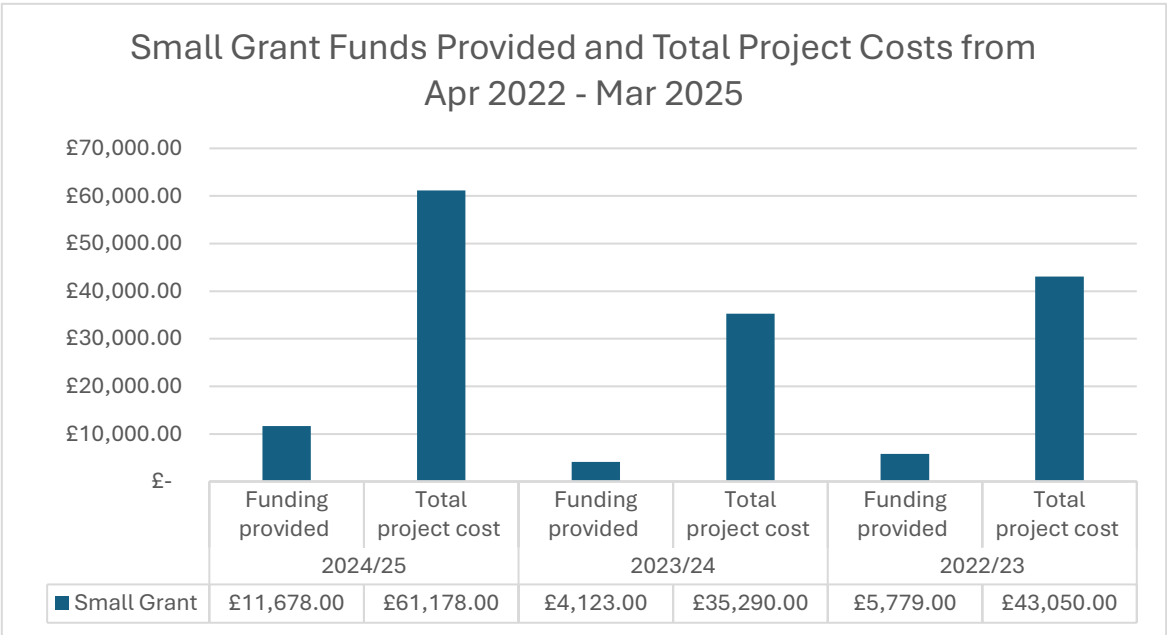
“We are immensely grateful for the generous grant of £400 from Northwest Leicestershire District Council, which has enabled teaching staff at Newbridge School (LE67) to introduce the Money Wise financial literacy programme to approximately two classes of students aged 13-14, with the potential to expand across the whole year group.

Thanks to this funding, teachers have now begun delivering the Money Wise programme, equipping young people with essential knowledge, skills, and confidence to manage their money effectively. Designed to be engaging and easy to use, the programme helps teachers integrate financial education into the curriculum in a way that is accessible and relevant to students.

Although the programme is still in its early stages, students are beginning to explore key financial concepts, including:

- 1. Different sources of money, how to keep it safe, and the importance of managing it well.*
- 2. The role that money plays in everyday life.*
- 3. Managing risks and emotions linked to financial decisions.*
- 4. Making informed choices about spending and saving.*
- 5. Recognising financial risks, such as loan sharks and payday loans.*
- 6. Understanding how financial decisions can impact themselves and others.”*

The table below outlines the total grants provided by the Council over the past three years, alongside the overall project values. The 2024/25 period has been particularly remarkable, with the total project value reaching four times the amount of grants awarded.



Notably, the number of Small Grant applications increased in 2024/25. This rise may be due to the reduction of Leicestershire County Council's grant fund, prompting groups in North West Leicestershire to seek alternative funding sources. Additionally, the proactive approach of the supporting officer has played a crucial role. Increased hands-on assistance, more face-to-face engagement, and participation in community events have helped groups successfully complete their grant applications. Another contributing factor is that more groups are seeking guidance before applying.

Pictures below: Measham Events CIC received a Small Grant for a road closure and hiring of the open space to run a successful community event



To ensure that the Small Grant Scheme remains accessible and inclusive, an Equalities Impact Assessment was conducted. The review confirmed that the grant criteria is fit for purpose.

The only identified challenge related to religious organisations, as the grant does not fund projects for religious activities. However, religious organisations may apply if they can demonstrate that the funding will benefit the wider community rather than support religious practices.

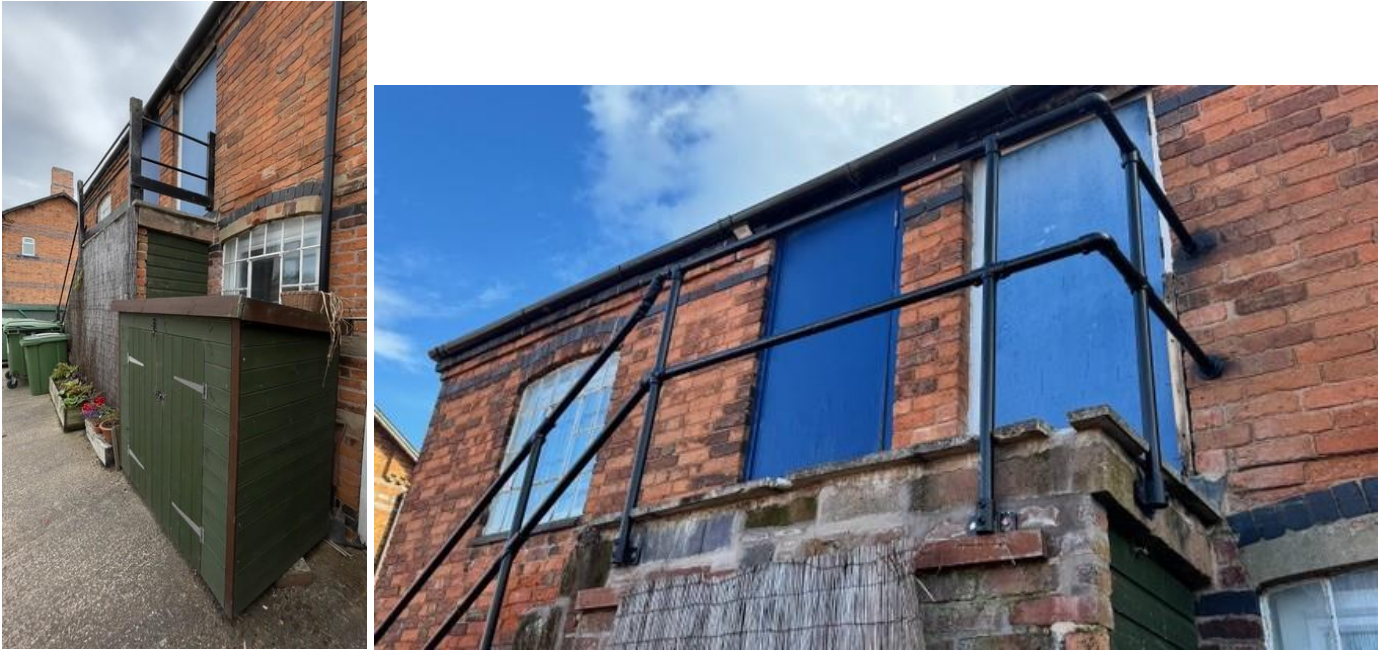
Additionally, feedback was sought from neighbouring authorities through the Equalities Officer to confirm that the Councils grant criteria aligns with other Councils' policies. Three authorities responded, verifying that the Council criteria are fair and non-discriminatory.

Picture below: Leicestershire Junior Darts Academy received a Small Grant towards dart boards as their junior teams have expanded!



Previously, applicants were required to provide match funding (either in cash or in kind). However, this requirement led to challenges and confusion among applicants. To address this issue, the match funding requirement was removed from March 2025. However, for projects exceeding £500, applicants must provide evidence of funding sources to confirm their project can proceed.

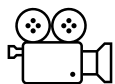
Pictures below: Kegworth Heritage Centre, received £500 toward repairs to an escape staircase which meant they were able to open the second floor of the heritage centre and put more displays on and utilise an unused space.



The impact of the Small Grant Scheme is evident in the projects it has supported. Below are some key outcomes:

- New sports teams established for young people, encouraging new skill development and community engagement.
- Strengthening community bonds by celebrating diversity and fostering inclusivity.
- Enhancing community facilities, such as increasing storage capacity and expanding activities in village halls.
- Raising awareness of local services and support networks.
- Creating safe spaces and providing activities for individuals with mental or physical disabilities.

A link to the details of 2024/25 applications and awards is provided ([here](#)).



Now hear from a few groups how the grant has made a difference!

[Ashby Baggers](#) received £500 to put towards new cornhole boards so they are offer more children and adults the opportunity to get involved.

[Concordia Choir](#) received £500 to bring an orchestra to put on big concert in the local area.

[Peter Le Marchant Trust](#) received £500 from the Small Grant and £1000 from the Community Mental Health Grant to allow groups from North West Leicestershire with physical and mental disability to access their service for free.

Zero Carbon Grant

The Zero Carbon Grant supports environmentally focused community projects across North West Leicestershire. This grant is available to constituted organisations, parish and town councils.

In April 2024, the maximum grant amount increased from £500 to £1,000 to encourage more applications. However, applicants must provide matching cash funding, meaning projects must have a total budget of at least £2,000 to receive the full £1,000 grant.

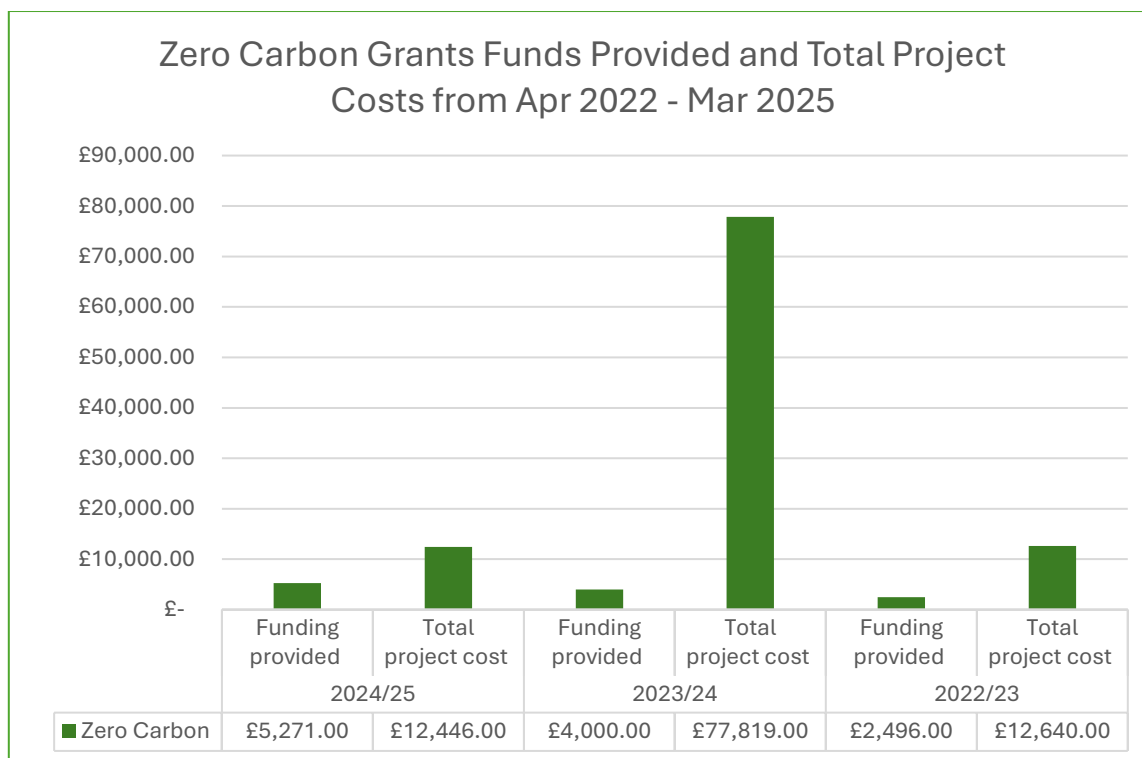
Pictures below: Desford Brass Band Club received £1000 from the Zero Carbon Grant to replace all lighting with LED. The LED lighting has reduced their electricity bill by 45%.



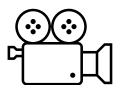
Despite the funding increase, the Zero Carbon Grant has seen a decline in applications in 2024/25 compared to the previous year. Promotion efforts remained consistent, but interest levels dropped.

To boost applications in 2025/26, the Community Focus Team will align grant promotion with key environmental events, including:

- Earth Day
- World Bee Day
- World Environment Day
- National Allotment Week
- National Tree Week



As shown from the table above, the total project cost of approved applications in 2024/25 is significantly lower than in 2023/24, this is partly due to two applications that exceeded £10,000, and another surpassed £50,000, contributing to the higher overall value that year. Applications are similar from year to year - particularly with LED lighting upgrades being a common theme.



A link to the details of 2024/25 applications and awards is available ([here](#)).

Now hear from a groups how the grant has made a difference!

[Blackfordby Village Hall](#) received £1000 to put towards loft insulation this followed on from a previous grant from the Zero Carbon for LEDs in 2023/24.

Green Shoot Scheme

The Green Shoots Scheme supports the Council's green agenda by increasing biodiversity while enhancing community areas. The scheme provides bulbs and plants for public spaces. Bulb selections Include:

- Spring
- Long-season
- Daffodils, Tulips, Crocuses, Narcissi and Snowdrops

The Green Shoots Scheme had a significant number of applications this year (31). Of these, 24 were approved, while seven were either withdrawn or deemed unsuccessful due to not being submitted by a community group or parish/town council, or because the bulbs were not intended for community benefit.

In 2024/25, a total of 65,000 bulbs were distributed throughout the district at a cost of just over £5,000 with community groups contributing 50% of the cost.

Below are some photos from the communities who had the bulbs in 2023 (photos of the distributed bulbs in 2024 has yet to be submitted).

Donisthorpe



Heather



Blackfordby



NORTH WEST LEICESTERSHIRE GRANT AGREEMENT 2024/25

Citizen Advice Leicestershire

Citizens Advice Leicestershire was awarded £72,000 to support its services in North West Leicestershire. Key services include:

- [Debt advice and financial management](#) – including assisting with applications for benefits, charitable funding, debt relief orders, breathing space, etc.
- [Benefit checks and claims](#)
- [Energy advice](#)
- [Budgeting advice](#)
- [Macmillan advice](#)
- [Pension wise](#)
- [Family advice](#)
- Support to reduce the risk of homelessness
- Support with Landlord and Tenant issues – particular focus on private landlords

The grant enables face-to-face advice at Stenson House and a popular drop-in service at the Customer Services Centre in Coalville on Fridays.

Citizens Advice Leicestershire has confirmed that:

- Phone consultations remain in high demand.
- The number of clients served is stable, as complex cases require longer consultations.

In addition, a video was made with Citizen Advice Leicestershire explaining how NWLDC grant funds support the service within the district.

Click the Citizen Advice Leicestershire logo to hear how the grants have made an impact on services in North West Leicestershire.



Leicestershire and Rutland Age UK Befriending

In 2024/25, Leicestershire and Rutland Age UK Befriending Service received £14,660 in funding. This funding supported a Befriending Coordinator role that is responsible for:

- Reviewing service referrals;
- Matching clients with volunteer befrienders; and
- Providing ongoing support for volunteers.

The service supports residents of North West Leicestershire who experience loneliness and social isolation. Many clients have family members who live far away or are unable to visit frequently or are housebound or bedridden.

Engagements are primarily face-to-face, conducted by volunteer befrienders and the Befriending Coordinator. Clients are also referred to specialist services based on their needs, including bereavement services, mental health support, food banks, First Contact Plus (social support and signposting service) and daycare services.

Face-to-face befriending services will continue, with the additional telephone support. Leicestershire and Rutland Age UK is exploring opportunities to expand social group engagements to foster long-term community connections, and the organisation is actively seeking alternative funding sources.

Click the Leicestershire and Rutland Age UK logo to hear how the grants have made an impact on services in North West Leicestershire.



NORTH WEST LEICESTERSHIRE ADDITIONAL GRANTS 2024/25

Community Mental Health Grant

The Community Mental Health Grant was established using £10,000 from Public Health England to support mental health initiatives and reduce health inequalities that arose as a result of the COVID-19 pandemic, including projects that tackled loneliness and isolation.

Parish and town councils, constituted voluntary and community groups and not-for-profit organisations were eligible to apply for this funding. Grants of up to £1,000 were available for new or existing projects or for purchasing equipment that would help an organisation deliver activities or services supporting the aims of this funding. There was no match funding requirement for this grant.

The Health and Wellbeing team was responsible for approving or rejecting applications, while the Community Focus team supported the coordination, delivery and application reviews. There were 17 applications received, of which 11 were approved and six were unsuccessful (due to not meeting the criteria). The entire £10,000 budget was allocated.

A link to the 2024/25 applications and awards is available ([here](#)). Project monitoring is still ongoing.

Help us to promote our grants

COMMUNITY GROUPS GRANTS



**Are you a community organisation, voluntary group
or charity in North West Leicestershire?**

SMALL GRANTS UP TO £500

Suitable for:

- New projects
- New events
- Equipment
- Venue improvements and more.

**Think about what could improve
your service!**



ZERO CARBON GRANTS UP TO £1,000*

Suitable for environmental
improvement projects such as:

- Energy efficiency
- Community planting
- Litter picking
- Recycling
- Cycling / walking projects and more.

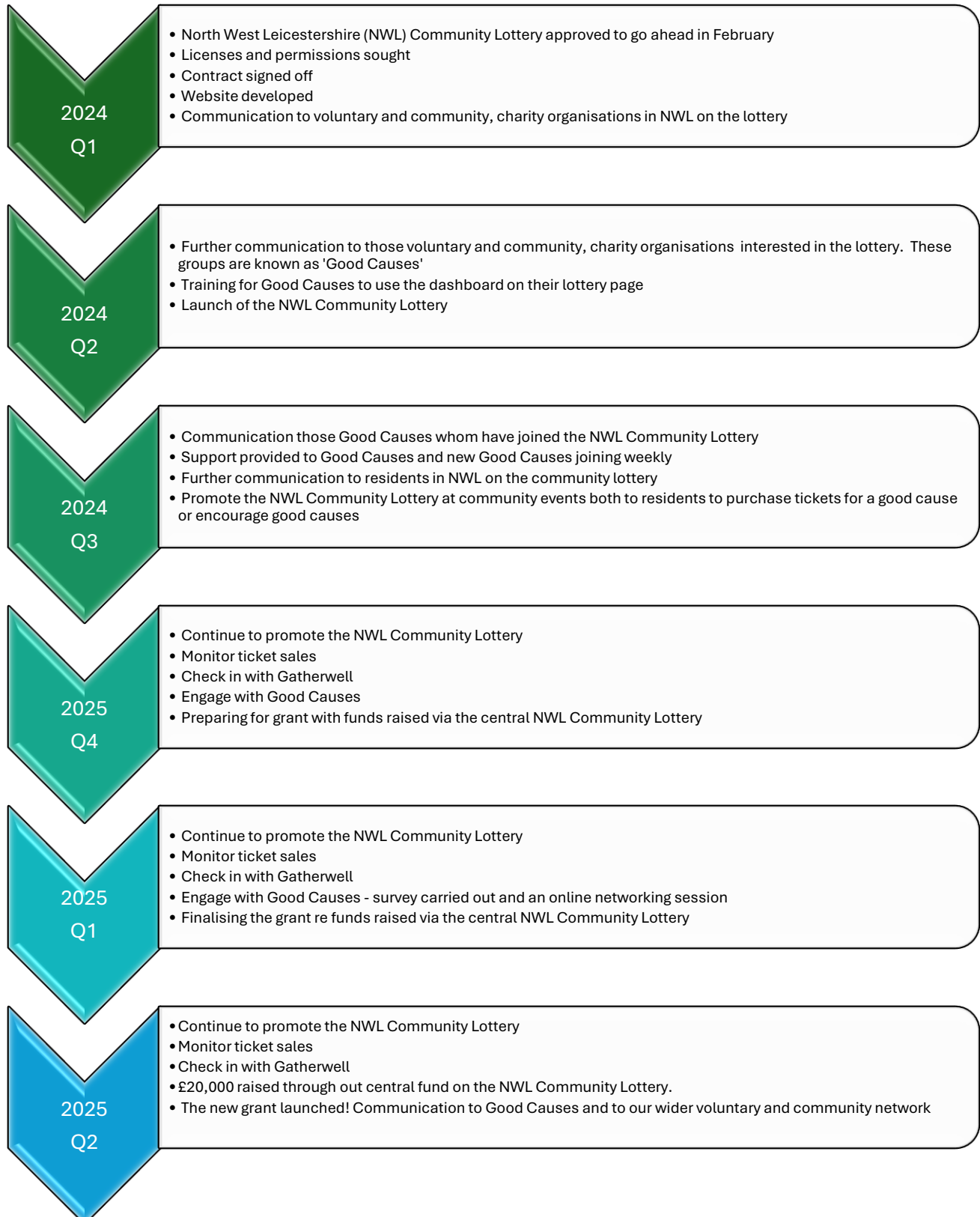
Think Green!

*requires match funding



NWL Community Lottery

From March 2024 to August 2025



Good Causes

There are 59 Good Causes on the NWL Community Lottery including North West Leicestershire Community Lottery Central Fund.

1 st Hugglescote Scouts	Donisthorpe Community CIC	Marlborough Rovers Juniors
1 st Kegworth Rainbows	Ellistown Football Club	Football Club
4 th Ashby Scout Group	Enrych	Marlene Reid Centre
4 th Coalville Scouts	EPIC Psychology & Wellbeing	Measham Community Library
Appleby Magna with Measham Scouts	Falcon Support Services	Measham Events CIC
Ashby Bowls Club	Feed The Need	Moiria Village Hall
Ashby Hastings Scouts	Freeva	New Lount Bowls Club
Ashby Museum	Friends of Hill Top School	NWL Society of Model Engineers
Blackfordby Old School Room	Friends of ODA Memorial Garden	One Kegworth
Blackfordby Village Hall	Girlguiding Castle Donington	Parkinson's UK Activity Group Leicester West
Bright Hope	Hereditary Brain Aneurism Support	Pride in Coalville
Broom Leys Allotments	Hermitage Harrier Running Club	Revive Support Hub
Cancer Active Recovery Support	Ibstock Bowls Club	Running For It
Canine Partners	Kegworth Bowls Club	Scotlands Bowls Club
Carpenter's Arms Trust	Kegworth Community Library	Sir John Moore Foundation
Castle Donington Museum	Kegworth Heritage Centre	St Charles RC Pre-School
Choices Allotment Club	Kegworth Plan Group	Thringstone Miners Social Centre
Coalville CAN	Kegworth Players Youth Ars	Together Against Cancer
Coalville Drama Group	Leicester COOP Band	Without Walls
Coalville Male Voice Choir	Living Without Abuse	
Coalville Public Radio		

The good causes have demonstrated exceptional effectiveness in generating funds for their respective charities and community groups, collectively raising over £17,500 to support a wide range of projects, activities, and ongoing operational costs (this excludes the contributions to the Council's central fund). The table below details the monthly ticket sales for each good cause, along with the corresponding funds raised each month.

Please note that figures for August 2024 are lower, as only two weeks of ticket sales were recorded due to the launch of the NWL Community Lottery during that month. It is important to highlight that the funds raised are not distributed equally among the good causes; rather, allocations are based on the level of promotion and engagement each good cause achieves with its supporters.

YEAR 1 August 2024 – August 2025

NWL Community Lottery			
Year	Month	Good Cause Payments	
		Tickets sold	Funds raised (40p)
2024	Jan		
	Feb		
	Mar		
	Apr	Project being developed	
	May		
	Jun		
	Jul		
	Aug	1255	£502.00
	Sep	3779	£1,511.60
	Oct	3170	£1,268.00
	Nov	3210	£1,284.00
	Dec	4239	£1,695.60
2025	Jan	3465	£1,386.00
	Feb	3431	£1,372.40
	Mar	4198	£1,679.20
	Apr	3896	£1,588.40
	May	3213	£1,285.20
	Jun	4337	£1,734.80
	Jul	2985	£1,194.00
	Aug	3463	£1,385.20
	Total	33856	£17,886.40

The five leading organisations in terms of ticket sales and fundraising are the 4th Coalville Scout Group, Bright Hope, Coalville CAN, Kegworth Community Library, and Ashby de la Zouch Bowls Club.

Supporters

The NWL Community Lottery currently has approximately 600 participants ‘supporters’ who play on a weekly basis. Details regarding the available prizes and their respective odds for each week's winners are outlined below.

Number of matches	Prize	Matching patterns	Odds
6	£25,000	✓✓✓✓✓✓	1,000,000:1
5	£2,000	✓✓✓✓✓x x✓✓✓✓✓	55,556:1
4	£250	✓✓✓✓xx xx✓✓✓✓	5,556:1
3	£25	✓✓✓xxx xxx✓✓✓	556:1
2	3 extra tickets	✓✓xxxx xxxx✓✓	56:1

Between August 2024 and August 2025, the NWL Community Lottery has produced weekly winners, with the most common prize being three extra tickets. In addition, several local residents who support the 59 participating good causes have received cash prizes of £25 and £250. The details are presented in the table below. Notably, 10 supporters who won £25 chose to donate their winnings back to their respective good causes.

Total	3 extra tickets	£ 25.00	£ 250.00	£ 2,000.00	£ 25,000.00
	1529	139	12	0	0

First year of costs

When the project was approved in February 2024, it was agreed that any initial expenses would be covered by funds raised through the North West Leicestershire Community Lottery Central Fund. Efforts have been made to keep costs to a minimum, with expenditure focused on essential areas such as licence fees, partnership with Gatherwell, communications, and prizes for the launch event.

It is important to highlight that, since the necessary licences were arranged and paid for ahead of the launch in August 2024, these costs have been included in the first year's budget. In future years, ongoing expenses are expected to be limited to the annual licence fees and some communications, which we aim to manage predominantly online to control costs. The table below show cases the cost for the NWL Community Lottery for the first year.

The costs for the NWL Community Lottery March 2024 until August 2025		
Description	Cost	
Licence fee for application fee for Gambling Commission Licence first year	£	535
Licence fee and application fee The Lotteries Council Licence first year	£	218
Payment for Gatherwell Ltd	£	5,000
Prizes for the winners for the first year	£	1,009
Communication: leaflets, posters, banner, artwork, pens and pencils	£	1,308
Gambling Commission Licence fees for year two	£	412
The Lotteries Council membership fee for year two	£	385
TOTAL	£	8,866

The NWL Community Lottery Central Fund

Over the course of the year, the NWL Community Lottery Central Fund successfully raised just over £30,960. The table below details the number of tickets sold and the total funds generated, including VAT, for each month throughout the year.

Month	Total tickets	Total funds inc VAT
Aug	3,911	£1,142
Sept	10,995	£3,189
Oct	8,118	£2,323
Nov	7,836	£2,230
Dec	10,169	£2,889
Jan	8,151	£2,310
Feb	8,029	£2,274
Mar	9,902	£2,807
Apr	9,188	£2,604
May	7,389	£2,088
Jun	10,189	£2,887
Jul	6,785	£1,914
Aug	8,129	£2,303
TOTAL	108,791	£30,960

After deducting the project costs for the first year from the total amount raised (£30,960), the remaining funds stand at £22,094. These funds have been ring-fenced and allocated to the creation of a community grant, ensuring they will be used to benefit the local community.

NWL Community Lottery Grant

The funds raised through the NWL Community Lottery Central Fund have enabled the Council to reinvest directly into the local community. As a result, an allocation of £20,000 will be made available in September 2025 for community groups and charities based in North West Leicestershire.

To ensure the grants are distributed effectively and in line with community needs, applicants must adhere to specific criteria. For the current year, the grant focuses on three key themes:

- Building community spirit and encouraging local engagement
- Running youth activities or projects
- Supporting disability groups and promoting inclusivity



The NWL Community Lottery Central Fund will continue its fundraising efforts, with the intention of offering another grant opportunity from September 2026. It should be noted that the themes may be revised for future grants, reflecting evolving community priorities.

This lottery grant operates alongside the Council's existing funding programmes, including the Small Grant and Zero Carbon Grant, thereby complementing and expanding the support available to local groups and initiatives.

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NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

COMMUNITY SCRUTINY COMMITTEE – THURSDAY, 11
DECEMBER 2025

Title of Report	LEISURE CENTRES ANNUAL REVIEW	
Presented by	Councillor M Wyatt, Cabinet Portfolio Holder for Community Services	
Background Papers	Leisure Centres 2022/23 Annual Review report to Community Scrutiny – September 2023 Leisure Centre 2023/24 Annual Review to Community Scrutiny – September 2024	Public Report: Yes, apart from Appendices D and E which are confidential
Financial Implications	The financial implications are set out in Section 3 of the report and Appendices D and E	
	Signed off by the Section 151 Officer: Yes	
Legal Implications	None	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	None	
	Signed off by the Head of Paid Service: Yes	
Purpose of Report	To update members on the performance of the leisure partnership with Everyone Active for the period May 2024 to April 2025 (year 6 of the partnership).	
Recommendations	THAT COMMUNITY SCRUTINY COMMITTEE NOTES THE PERFORMANCE OF THE LEISURE PARTNERSHIP WITH EVERYONE ACTIVE FOR THE PERIOD MAY 2024 TO APRIL 2025 (YEAR 6 OF THE PARTNERSHIP), AND PROVIDES COMMENTS FOR OFFICERS TO CONSIDER IN MANAGING THE CONTRACT.	

1. BACKGROUND

- 1.1 The leisure partnership commenced on 1 May 2019 when Everyone Active (EA) was appointed as the Council's partner to manage the leisure centres in Whitwick and Ashby, currently Whitwick and Coalville Leisure Centre (WCLC) and Ashby Leisure Centre and Lido (ALCL).

- 1.2 As part of the performance management of the leisure centres, an annual report is presented to Community Scrutiny Committee outlining performance for the previous year, alongside the impacts and outcomes some of the services delivered have had on improving the health and wellbeing of residents.
- 1.3 Members will receive a presentation from Everyone Active officers. Attached at **Appendix A** is a copy of Everyone Active's Annual Services Report which gives more details on service provision during the period 1 May 2024 until 30 April 2025 in addition to the report detail below and the associated appendices.

2. OUTCOMES

- 2.1 At its meeting on x September 2023, the Community Scrutiny Committee requested that postcode and socio-economic data be used to demonstrate the effectiveness of schemes such as Club Activ8, Leisure Link and Community Outreach, and this be reported on in future reports.
- 2.2 It was reported to Community Scrutiny members that monitoring of this information commenced in April 2024 for the reporting year 2024/25 and that further detail would be reported to Community Scrutiny as part of the 2024/25 Leisure Centres Annual Review Report. It was also reported that Club Activ8 and Exercise Referral Schemes would be used as pilot projects for the monitoring and reporting of this data.
- 2.3 The table below shows the direction of travel for general usage across the ten most deprived wards in North West Leicestershire (NWL) in 2024/25 as compared to 2023/24.

Areas of Deprivation	Increase/ Decrease
Greenhill Centre	0.2% + on last year
Greenhill North	0.3% + on last year
Ashby Holywell Centre	0.4% + on last year
Norris Hill, Ashby Woulds & Albert Village	0.2% - on last year
Thringstone East	0.3% + on last year
Ibstock Centre	0.0% on last year
Measham Centre	0.1% - on last year
Coalville Centre	0.3% + on last year
Coalville Community Hospital	0.0% on last year
Greenhill East	0.0% on last year
Total	1.2% + on last year

- 2.4 The table below highlights the increase in usage for the Club Activ8 Scheme by pupils attending schools located in the four most deprived wards in NWL.

School	Ward	2023/24 Club Activ8 Scheme Pupil Usage	2024/25 Club Activ8 Scheme Pupil Usage	Year on Year Increase %
Broomleys Primary	Greenhill Centre	1134	1163	+2.50%
Warren Hills Primary	Greenhill North	39	89	+56.2%
Castle Rock	Greenhill North	6080	6232	+2.40%
Measham Primary	Measham Centre	243	292	+16.80%
St Charles Primary	Measham Centre	96	105	+7.50%
Moira	Norris Hill, Ashby Woulds & Albert Village	214	228	+6.10%

- 2.5 The table below highlights the increase in usage for the Exercise Referral Scheme by residents living in the four most deprived wards in NWL.

Area Within North West Leicestershire	Multiple Index of Deprivation % Score	Exercise Referral 2024/25	Exercise Referrals 2023/24
Greenhill Centre	50.01	2	1
Greenhill North East (Agar Nook)	44.84	2	1
Measham Centre	28.83	0.0	0
Norris Hill, Ashby Woulds	27.24	0.0	0

- 2.6 Following assessment of the above data, both the Club Activ8 and Exercise Referral Schemes have been reviewed and restructured to ensure they are far more targeted to those residents who face financial barriers accessing leisure centre activities.
- 2.7 The contract initiated the appointment of an Active Communities Manager which is integral to ensuring delivery of outcomes. Although employed by EA, a large proportion of their time is spent working as part of the NWL Health and Wellbeing team to ensure there is a joined up and synergised approach to delivering outcomes and supporting delivery of the NWL Health and Wellbeing Strategy, the NWL Community Health and Wellbeing Plan, and targeted groups within the Sport and Physical Activity Commissioning Plan. This work is underpinned by delivery of the EA Community Wellbeing Action Plan, and the 2024/25 version of this can be found at **14.2 in Appendix A**. The Action Plan and Annual Services Report include a number of outcomes, some of which are captured below.

Improving Health and Wellbeing and Reducing Health Inequalities

- 2.8 Examples of this during 2024/25 include:
- A social value return of £716,635 for NWL residents on improved physical and mental health. This is calculated based on the health care cost savings for eight identified health outcomes (depression, dementia, back pain, hip fractures, type 2 diabetes, colon cancer, breast cancer, and CHD/stroke) based on the

reduced risk and prevented cases combined with the reduced GP visits and psychotherapy usage for physically active people

- A social value return of £2,121,761 for NWL residents on improved subjective wellbeing. This refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of people taking part
- Working in partnership with Knowledge is Power, sixty 11 to 16 year old children from the Greenhill and Agar Nook wards undertook physical activity at Whitwick & Coalville Leisure Centre, whilst also receiving insight and information into the benefits of improved diet and healthy eating
- Working in partnership with the NWL School Sports Partnership, delivery of a health and wellbeing aligned orienteering event at the Hermitage Ecopark that saw 400 children in attendance
- In partnership with Ivanhoe School, the delivery of an outcome measured a six-week health and wellbeing project with a group of 12 sedentary pupils. Attendance amongst the group was 100% across the six weeks, with nine of the twelve evidencing positive impacts
- The appointment of a Menopause Champion
- In partnership with the Council, the delivery of Menopause Wellbeing sessions at both leisure centres
- In partnership with Vita Health the training of four members of the EA team in Prevent relating specifically to suicide and self-harm prevention
- In partnership with Vita Health, delivery of a Mental Health Services event which saw 45 centre user interactions
- 19 EA staff attended a twelve week Workplace Health initiative, of which 10 had improved health and wellbeing indicators on its conclusion
- The delivery of two Children's Health and Wellbeing Roadshows to which 340 children from eight different schools attended
- The delivery of an Adult Health and Wellbeing Roadshow that saw 74 stallholders, an increase of 32 from 2023/24, promote wellbeing services to 360 attendees, 110 more than in 2023/24
- Seven previously inactive NWL residents are now achieving 150 minutes of moderate physical activity per week following attendance on a twelve-week Exercise Referral or Cardiac Rehabilitation Course
- 12 previously inactive NWL residents are now achieving two sessions of resistance training per week following attendance on a twelve-week Exercise Referral or Cardiac Rehabilitation Course
- 33% of those who completed the twelve-week Exercise Referral and Cardiac Rehabilitation Courses stated that they had made fewer visits to their health care practitioner

2.9 The interventions and initiatives being delivered by the partnership extend beyond health outcomes:

Providing Local Economic Benefit

2.10 Examples of this include:

- The appointment of 17 new members of leisure centre staff who live within the district
- 39 EA staff have been trained in professional qualifications
- 79 weekly sessions delivered in partnership with local clubs and organisations
- The delivery of national events that draw audiences from wider afield than North West Leicestershire. It is anticipated the events programme delivered between May 2024 and April 2025 brought £1,161,073 of economic benefit to

North West Leicestershire through participants using local taxi firms, hotels, pubs, and eateries, an increase of £327,552 on the previous years' amount of £833,521

Attendee Type	Number of Attendees	Local Spend Value Per Head (£)	Value (£)
Non-Local Resident	17,912	42-92	768,783
Local Resident	19,893	19-72	392,290
Total	37,805	N/A	1,161,073

- As highlighted in the table below, a total value of £379,729 in ongoing discounted or free usage arrangements with local community partners, a 20% uplift on the previous year's £315,717;

Description	Number	Unit Value (£)	Total Value (£)
(Club Activ8) Primary School	11,047	3-50	38,664
(Club Activ8) Upper School	37,675	8-80	331,540
Talented Athletes Complimentary Annual Membership	9	399-99	3,600
Complimentary Swim Pass	41	5-40	221
Disabled User Complimentary Passes	18	5-40	97
Various Requests Complimentary Passes	74	10-90	807
NWLDC Employee Membership Discount	17	100-00	1700
NWLDC Event & Local Team Sponsorship	6	Various	2550
School Sports Partnership (SSP) Events	11	50-00	550
Total	N/A	N/A	£ 379,729

Supporting Safe and Inclusive Neighbourhoods

2.11 Examples of this include:

- A social value return of £968,632 for NWL residents on improved social and community development. This represents the reduction in crime rates for young males and the social capital based on improved networks, trust, and reciprocity
- In partnership with Enrych, a weekly Community Café was established to help tackle social isolation and improve social networking, which has seen 1,100 attendances over the year

- Working in partnership with the Youth Justice System, seven children and young people identified as likely to participate in anti-social behaviour have been engaged in using the leisure centres.

Educating, protecting and providing opportunities for young people

2.12 Examples of this include:

- A social value return of £19,291 for NWL residents on improved individual development. This refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university
- The appointment of eighteen new members of leisure centre staff aged under 19
- The hosting of a Collaborative School event aimed at giving district-based children basic and essential skills, to which 120 children from eight schools attended
- Delivery of a series of Swim Safety Events to 1,100 pupils from 38 local primary schools who were invited to the centres to undertake water safety workshops
- 61 children with special educational needs have accessed one to one swimming lessons
- The Inclusive After School Session established by the Council has transferred to EA and has an average of twelve children attending per week
- Nineteen work experience placements delivered to students at schools in NWL

Providing high quality services

2.13 Examples of this include:

- ALCL secured an 'Excellent' Quest assessment banding, ranking it in the top 17% of over 800 assessed leisure centres in the country, to add to the previous banding of 'Excellent' that WCLC secured in 2023/24
- In 2024, WCLC was shortlisted in the Best Newcomer in the Community Involvement category at the National Fitness Awards, and was a shortlisted finalist for UK Active's Regional Centre of the Year award.
- An 88% increase in 'Outstanding' scores in the EA Annual Customer Survey.
- £65,000 of investment in the ALCL Lido prior to opening in 2024.

2.14 A copy of the 2025/26 EA Community Wellbeing Action Plan can be found at Appendix B.

3. KEY PERFORMANCE INDICATORS

3.1 There are a number of key performance indicators (KPIs) used to monitor performance of the leisure centres. These include:

- Levels of Participation
- Membership Levels
- Utility Consumption

2.2 An overview of the KPIs for Year 6 of the contract, 2024/25, can be found at Appendix C.

3. FINANCIAL PERFORMANCE

3.1 **Appendix D** gives an overview of the financial arrangements with EA and details the actual and projected management fees from the beginning to the end of the contract.

3.2 **Appendix E** gives a financial overview of the contract as a whole for NWLDC's financial year (April until March) for the duration of the contract. This includes the following:

- Management Fee
- An estimated annual inflationary increase to the Management Fee (CPI)
- The estimated financial impact of the installation of solar panels at WCLC and ALCL
- Estimated utility benchmarking costs
- Estimated NNDR costs
- Estimated surplus share payments

Policies and other considerations, as appropriate	
Council Priorities:	Communities and housing Clean, green and Zero Carbon
Policy Considerations:	Supporting delivery of the NWL Health and Wellbeing Strategy, the NWL Community Health and Wellbeing Plan, and the Zero Carbon Project
Safeguarding:	None
Equalities/Diversity:	None
Customer Impact:	Ensuring customers have access to high quality and affordable leisure facilities
Economic and Social Impact:	As highlighted within the report
Environment, Climate Change and zero carbon:	As highlighted within the report
Consultation/Community Engagement:	None
Risks:	None
Officer Contact	Paul Sanders, Head of Community Services Paul.Sanders@nwleicestershire.gov.uk

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NORTH WEST LEICESTERSHIRE LEISURE SERVICE

ANNUAL PARTNERSHIP REPORT



YEAR 6 - MAY 2024 – APRIL 2025



Whitwick & Coalville LC and Ashby LC & Lido



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ANNUAL SERVICES PERFORMANCE REPORT

1. Scope of Report and Definitions

The Leisure Services Partnership Report collates two main report functions in one concise document.

- Summary of Monthly Performance Requirements
- Analysis Of The Annual Performance Requirements

The Leisure Services Report also meets the reporting need of the Authority's Outcomes Strategic Objective 1 – Improve the Health and Wellbeing of Residents, as detailed in 1.5 of the Services Specification. In addition to that, it contributes to the ethos of other objectives, such as providing local economic benefit, supporting safe and inclusive neighbourhoods, providing opportunities for young people, providing high quality services, and being environmentally aware and proactive.

The Annual Reporting Schedule is shown in Section 13. It consists of 25 reports including this one, 24 being required under the terms of the partnership contract and one (Club Activ8 Annual Report) being a document volunteered by Everyone Active. Copies of these reports sit within EA's L-Drive. In addition to that NWLDC set up a shared drive in 2022, in which these documents are stored and collectively accessed. Additional reports linked to Inclusive Fitness Initiative (IF) accreditation and National Benchmark accreditation were sought within the contract specification; However, both are no longer in existence with NWLDC confirming that they are therefore not required.

The Performance Monitoring Report (PMR) is a document that is currently submitted on a monthly/bi-monthly basis, detailing outcomes against the respective headings identified in the Monthly Performance Requirements, including the measurement of delivery to that point, and any failures to meet the performance standards as set out in the Services Specification. 'Full' reports are issued on a bi-monthly basis, whilst 'Interim' condensed reports are issued in tandem with that.

2. Services Specification Performance Requirement Reference

The table below references the Services Specification performance requirement.

Services Specification Performance Requirements	Services Specification Performance Reporting	Services Specification	Annual Services Report Reference
Programme of Use	Part 1C & 1D – Availability	1.22.11 & 1.22.31	Programme and Events
Equipment	Part 1D – Availability	1.24	Service
Maintenance of Building Plant Equipment	Part 1C - Monthly	1.16	Service
Cleaning	Part 1C – Monthly	1.11	Service
Environment Management	Part 1C – Monthly	1.12	Environment
Customer Complaints and Feedback	Part 1C – Monthly	1.13	Service
NWL Physical Activity, Health & Economic Support Outcomes Framework.	Part 1C – Monthly	1.19a	Sports Development & Reducing Health inequalities
Annual Marketing Plan	Part 1C – Monthly	1.19.17	Customer
Major Incident Reporting	Part 1C – Monthly	1.19.c	Health and Safety
Lighting Report	Part 1D- Annual	1.31	Health and Safety
Fire Certificate	Part 1D – Annual	1.23.7	Health and Safety
Electrical Certificates	Part 1C – Annual	1.16.7	Health and Safety
Operational Expenditure and Income	Part 1C – Monthly	1.19.63	Financial
Performance Monitoring Report	Part 1C – Monthly	1.19.63	Scope of Report
Annual Services Report	Part 1C – Annual	1.19.65	Scope of Report
Annual Outcomes Report	Part 1B – Annual	1.5	Authority Priorities / Outcomes
Quest Accreditation	Part 1D – Annual	1.6	Quality Assurance
Participation Targets	Part 1D – Monthly	1.7	Participation

PARTNERSHIP YEAR 6 HEADLINE NEWS

AWARDS & STATISTICS

QUEST EXCELLENT
ACCREDITATION @ BOTH CENTRES

1.25 MILLION
CUSTOMER VISITS

SHORTLISTED
**'REGIONAL CENTRE
OF THE YEAR'**

£3.83 MILLION
OF SOCIAL VALUE
BENEFIT DELIVERED
WITHIN NWL

UK ACTIVE AWARDS 2024

JUST **5.62** COMPLAINTS PER
10,000 VISITS

88% INCREASE
ANNUAL CUSTOMER SURVEY
'OUTSTANDING' SCORES.

95.8%
HEALTH &
SAFETY AUDIT
SCORE
AVERAGE

SHORTLISTED
**'COMMUNITY INVOLVEMENT
FACILITY OF THE YEAR'**
NATIONAL FITNESS INDUSTRY AWARDS 24

JUST **1.18** ACCIDENTS PER
10,000 VISITS

19
WORK PLACEMENTS
DELIVERED

28
NEW JOBS
CREATED

everyone
ACTIVE

Everyone Active working in
partnership with North West
Leicestershire District Council

North West
Leicestershire
District Council

SWIMMING

11,100
PUPILS ENGAGED
IN WATER SAFETY
AWARENESS

86% INCREASE
IN SWIM LESSON
ANNUAL SURVEY
'OUTSTANDING'
CUSTOMER RANKED
SCORES

£65,000
ADDITIONAL LIDO
INVESTMENT

96 YEARS YOUNG
ASHBY LEISURE CENTRE & LIDO

CHARITY

£5,130
RAISED FOR
BREAST CANCER
NOW

SPORT, ACTIVITY & WELLBEING

£380,000
FREE ACTIVITY &
COMMUNITY
SPONSORSHIP
PROVIDED

59 CLUBS
SUPPORTED

52,321
OVER 60s
USAGE

39
SCHOOL
PARTNERS
CLUB ACTIV8
SCHEME

81
COMMUNITY
ACTIVITIES
DELIVERED

7
YOUTH JUSTICE
SCHEME (YJS)
CLIENTS
ENGAGED

7.3% INCREASE
SPORT & ACTIVITY USAGE

440
ATTEND NWL SCHOOLS
ORIENTEERING EVENT

79% INCREASE
ACCESSIBLE USER USAGE

EVENTS

£1.2 MILLION
BENEFIT TO NWL THROUGH
EVENTS HELD

19.5%
INCREASE IN
EVENTS HELD

68 PARTNER STALLS
NWL HEALTH & WELLBEING ROADSHOW

ENVIRONMENT

ISO 14001 EXCELLENT
ENVIRONMENTAL IMPACT ACCREDITATION

24%
WASTE
RECYCLED

£242,500
SPORT ENGLAND
FUNDING SECURED FOR
ADDITIONAL SOLAR PV

BREEAM EXCELLENT
GREEN SUSTAINABILITY RATING

3. Participation

The period May 2024 – April 2025 represented the sixth year of NWLDC's partnership with Everyone Active, following the formers decision to outsource its leisure centre service from May 2019.

The year commenced just over two years after the opening of the £23 million Whitwick & Coalville Leisure Centre, where a period of both unprecedented, and to a degree unexpected usage growth had occurred when aligned to Everyone Active's tender submission of 2018.

Within ten weeks of the centre opening on 14th February 2022, average weekly usage levels increased by 250%, with fitness memberships rising from 1,472 to 3,514, and swim lesson pupils from 1,442 to 1,825; However, whilst these figures were understandably celebrated and deemed highly encouraging, the latter included a degree of swim pupil customer migration from Ashby Leisure Centre & Lido.



The success of the new centre subsequently continued into Partnership Years 4 and 5, with the peak of fitness membership reached in March 2023 when a total of 4,006 members were signed up via either monthly Direct Debit (DD) or paid in full Annual membership. Swim lesson pupil numbers at the new centre peaked in September 2023 when 2,260 pupils were registered on scheme.

Towards the end of Partnership Year 5 long-term rumours of national budget gym operator, Pure Gym seeking to open a branch within the local area were substantiated when they were granted approval to open a facility within Coalville's, Belvoir Shopping Centre. It was shortly announced thereafter that a 220 station facility with a membership price of just £12-99 per month would be opening in June 2025.

Going into Partnership Year 6 the impact of Pure Gym was already being seen as part of their pre-opening sign up campaign. With monthly pricing just under 70% lower than our own, this in line with significantly higher than average levels of local swim lesson competition saw noticeable drop offs in both fitness member and swim lesson pupil numbers, along with associated weekly and annual usage levels.

Despite this as a result of innovative programming and the continued development of a diverse and widespread network of partners, usage at Whitwick & Coalville only fell by 5.46% in comparison to Partnership Year 5, whilst due to a slight increase in usage levels at Ashby Leisure Centre & Lido overall usage across the two centres only fell by 2.95%. To a degree the centres were re-inventing their dynamic with usage levels to all intent and purpose maintained, with particularly pleasing levels of activity and attendance noted within in house delivered coaching sessions, partnership sessions with several local clubs and organisations, and events.

Usage tables along with associated 'by activity' insight is provided within the following pages of the report.

3.1 Swimming (-1.87%)

Participation for Swimming and Swimming Lessons combined was 540,255 compared to 550,457 in 2023/24. A 1.87% year on year decrease.



Despite representing a small drop, these figures were particularly encouraging given that swim lesson pupil numbers across the two centres dropped in Partnership Year 6 from 2,004 to 1,892 at Whitwick & Coalville and 1,183 to 1,063 at Ashby. Combined this represented a drop from 3,187 to 2,955 (7.3%) in the face of significant levels of competition that saw the centres competing for localised swim lesson custom against six other operators, as opposed to the expected one or two that would be usually found within a district of this size, populace and dynamic.

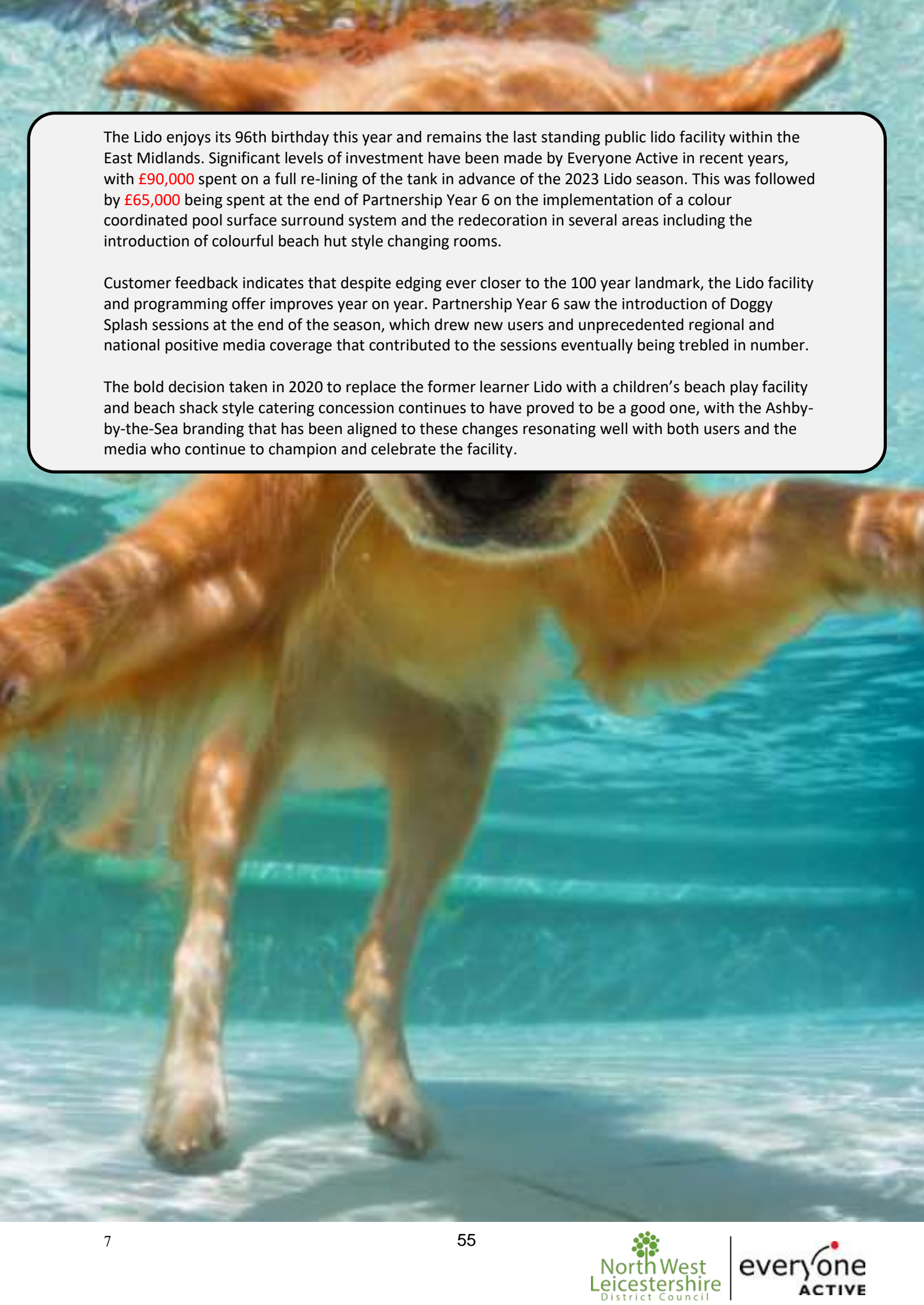
This drop in swim lesson pupil usage was to all intent and purpose offset as result of five main factors;-

- The delivery of a Water Safety Engagement in the Community Programme to 38 schools and nurseries reaching 1100 children.
- Continued expansion of our evening based one-to-one private lesson programme, which has seen monthly lesson numbers rise from 34 in April 2024 to 102 in April 2025. This is directly assisting SEN children gain access to tuition.
- Adding family swim sessions to programming gaps created through the cancelation of poorer performing swimming lessons.
- The development of retention focused events saw Christmas Santa and Soft Play sessions across the centres fully booked, with 300 pupils attending collectively. In addition to that, Pool Inflatable Christmas Parties held at Whitwick were also fully booked with just over 300 collectively attending.
- Strong marketing including social media that led to both centres regularly featuring towards the top of casual swim session % utilisation tables across Everyone Active's East Region portfolio of 55 centres with pools.

To read - Whilst its impact has diminished over time, one of the positive impacts of the Covid-19 pandemic on pool related activity was the introduction of pre-bookable swimming, which was subsequently continued beyond the lifting of restrictions. Customer feedback consistently echoed a message of support for pre-bookable swimming for all indoor pools along with the Lido at Ashby, with users able to note availability within sessions and book places accordingly, as opposed to leaving things to chance.

This continues to prove particularly popular with users of the Lido and led to an immediate cessation of the historic long-term issue of restless and occasionally volatile queues of users, sometimes denied the opportunity to use the facility due to unexpected or high demand. It also allowed the staff team to better plan rotas and resource levels.

Cold Water Swimming sessions were initially trialed at Ashby Lido in September 2021, representing the first time that this had taken place since heating was introduced to the facility. The sessions were implemented as part of the collaborative partnership with the Ashby Lido User Group, and on the back of meeting the agreed target of 'cost neutral delivery' they have continued.

A close-up, underwater photograph of a dog, likely a Golden Retriever, swimming in a pool. The dog's head and front paws are visible, with its eyes open and looking towards the camera. The water is clear and blue, with light rays filtering through. The dog's fur is wet and glistening.

The Lido enjoys its 96th birthday this year and remains the last standing public lido facility within the East Midlands. Significant levels of investment have been made by Everyone Active in recent years, with **£90,000** spent on a full re-lining of the tank in advance of the 2023 Lido season. This was followed by **£65,000** being spent at the end of Partnership Year 6 on the implementation of a colour coordinated pool surface surround system and the redecoration in several areas including the introduction of colourful beach hut style changing rooms.

Customer feedback indicates that despite edging ever closer to the 100 year landmark, the Lido facility and programming offer improves year on year. Partnership Year 6 saw the introduction of Doggy Splash sessions at the end of the season, which drew new users and unprecedented regional and national positive media coverage that contributed to the sessions eventually being trebled in number.

The bold decision taken in 2020 to replace the former learner Lido with a children's beach play facility and beach shack style catering concession continues to have proved to be a good one, with the Ashby-by-the-Sea branding that has been aligned to these changes resonating well with both users and the media who continue to champion and celebrate the facility.

3.2 Gym & Group Exercise Classes (Includes Other) (-16.1%)

Participation across the fitness gym and exercise class programme for the two centres was 435,114 in Partnership Year 6, compared to 518,768 the previous year. A 16.1% drop

In keeping with information provided earlier in the report, the rationale behind it is clear, namely a 17.1% drop in Fitness Members across the two centres. Whitwick & Coalville commenced Partnership Year 6 with 3,702 members, finishing it with 3,002, whilst Ashby's decline within the same period saw membership levels drop from 1,635 to 1,421. Combined a reduction from 5,337 to 4,423.



The impact of Pure Gym's opening is clear for all to see; However, at the outset of Partnership Year 5 Everyone Active undertook a costed feasibility study into potentially increasing the size of the fitness gym at Whitwick & Coalville from 110 stations (items of equipment) to 127 given that at the outset of the year the member to station ratio was 36:1 against an industry ideal standard of 30:1. The proposal had been to extend the fitness gym into the rear section of the first floor changing rooms, however, as subsequently substantiated rumours of Pure Gym opening in Coalville grew it was decided to put the project on hold.

Pricing has proved to be an added factor within the loss of members and our ability to claw some of these back. Industry insight linked to their business model suggested that Pure Gym would double the level of their initial pricing offer of £12-99 per month within six months, subsequently increasing it by a further 12.5% within six months of that. This would have seen current pricing at £29.69 per month compared to the centre's £42-49, however despite having been open for a year at the time of writing, Pure Gym membership is £22-99 per month

Despite the drop off in membership, all has been done to mitigate its impact with £90,000 invested in the implementation of new fitness equipment and flooring at each centre on the back of customer feedback received. In line with industry trends users were migrating more towards resistance as opposed to cardio based equipment following well-documented media covered studies evidencing that resistance based exercise improves posture and general wellness levels as people age.

In addition to this, the fitness class programmes at both sites were increased in number with wellness-aligned classes such as Pilates and Yoga added, along with further Aqua classes to meet demand levels.

3.3 Sports and Activities (+7.3%)

Sports and Activities realised a combined usage of **198,893** in Partnership Year 6 compared to **185,303** in 2024/23, representing a **7.3 %** increase.

User trends within this area of our delivery continue to be viewed as an 'example of best practice' within Everyone Active's portfolio of 220 centres with sports halls. Corporately the 2024/25 average sports hall usage was 40% due to limited day time demand; However, Ashby's Partnership Year 6 usage was **54%**, Whitwick & Coalville's was **55%**. The latter was particularly impressive given that the sports hall is of eight court design against the standard four or six usually found.

These outcomes were attributable to four key factors:

- An increase in the number of external weekly partner led sessions held at both centres.
- Improved attendances within externally delivered seasonal sessions that were already in place. i.e. holiday activity programmes and inclusive user sessions.
- Increased attendance to internally delivered weekly sessions such as badminton, gymnastics, and trampoline.
- Additional engagement with local schools to deliver learning, skills, achievement and celebration events within the centres.

As part of the above Enrych (Mental Health & Disability Charity) averaged over **40** attendees per week to their multi-sport sessions, whilst partner led sessions such as The Squash Mix, Head Over Heels Gymnastics, and Jump Parkour were either added to the activity portfolio or saw their sessions extended in reaction to levels of demand

Long term partner, Tayplay continued to lead on holiday activity provision across the two centres, regularly enjoying attendances of over **60** youngsters per day at Whitwick and **30** at Ashby, whilst their Space SK8 (roller skating) sessions at Ashby continued to enjoy an average of **50** attendees per week.

Internally delivered sessions such as badminton, trampoline, and gymnastics continued to be well attended, with the former averaging **60** attendees per week in Partnership Year 6, whilst **141** users were signed up to the direct debit schemes aligned to trampoline and gymnastics activities in April 2025. In addition to that, we hosted our second schools Health & Wellbeing Roadshow at Whitwick & Coalville Leisure Centre working in collaboration with over **30** partner organisations, as well as hosting the Vocal Ease event featuring **500** pupils from six district based junior schools.

3.4 Events (+19.5%)

Events realised a cross site usage of 37,805 in Partnership 5 compared to 31,625 in 2023/24, representing a 19.5% increase.

Both the former Hermitage Leisure Centre and Ashby Leisure Centre & Lido enjoyed a long and proud tradition of hosting a diverse programme of events, ranging from local and regional fayres and boxing shows to internationally acclaimed occasions such as Armageddon Darts and the Larpcn Festival.

Due to the design of the sports hall at the new Whitwick & Coalville Leisure Centre, which has a sprung floor and no tiered seating, the facilitating of previously hosted large scale spectator events such as Armageddon Darts and One Nation Boxing at the venue are impractical. As such, tiered seating was moved from the former Hermitage Leisure Centre to Ashby Leisure Centre & Lido in 2022, with a view to migrating as many events as possible to the latter, including medium sized spectator events such as Megaslams Wrestling and Motiv8 Boxing; However, there was an acceptance that the continued hosting of major spectator events was no longer possible.

This has subsequently proved to be successful, with Partnership Year 6 representing a 4th successive year of event related usage increase. As part of this, we entered into a formal partnership arrangement with East Midlands based company James Dean Events, who have developed a strong reputation for the delivery of several events and festivals across the UK. Their first Live DJ event was held in March 2025 at Ashby Leisure Centre & Lido, with a further one planned for November 2025. In addition to that The Coin Valuation Club held a two day event at the centre, whilst the Ashby Baggers hosted an inaugural UK Cornhole event.

Due to the aforementioned limitations of sports hall space and availability, event delivery at Whitwick & Coalville Leisure Centre focused on retention and growth in relation to existing bookings. As a result we hosted no fewer than 21 regional swim gala's in Partnership Year 6, compared to 16 the previous year, whilst events such as Larpcn and the Vocal Ease schools event enjoyed increased levels of interest, with 3,500 attending the formers main April 2025 event weekend.

3.5 Overall Participation

Overall participation for the period May 2024 – April 2025 was **1,249,840** compared to **1,286,153** for the same period the previous year. A **2.95%** decrease. It was broken down as follows:

Table 3.5.1 – 2024/25 Participation

	May 24	June 24	July 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	Total
Activity	5,474	5,811	7,589	7,942	6,937	9,655	6,667	6,213	7,330	7,468	7,746	7,627	86,459
Gym	27,904	25,418	24,185	22,566	24,383	27,554	23,674	20,219	29,244	26,472	28,221	24,587	279,034
Sports	8,485	8,525	8,282	8,156	8,717	8,830	10,223	8,736	11,201	10,593	10,596	10,090	112,434
Swim	44,500	53,991	62,647	73,944	40,826	44,591	34,085	29,457	37,710	39,826	39,587	39,091	540,255
Other	15,015	14,079	14,285	14,541	14,102	14,814	15,028	9,967	13,701	12,419	13,595	4,534	156,080
Events	6,450	3,000	3,250	950	2,675	2,550	4,200	1,120	1,330	2,450	5,630	4,200	37,805
Total	107,828	110,824	120,238	128,099	97,640	107,994	93,877	75,712	100,516	100,904	106,969	99,239	1,249,840

Table 3.5.2 – 2023/24 Participation

	May 23	June 23	July 23	Aug 23	Sept 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	Total
Activity	5,752	4,667	5,453	7,359	5,653	7,159	6,204	5,136	7,285	7,582	6,915	7,757	76,922
Gym	27,822	27,192	26,156	27,288	26,486	26,516	27,328	21,328	31,888	30,231	28,429	29,875	330,449
Sports	8,680	8,459	9,002	8,117	8,190	8,803	8,645	8,131	10,101	9,939	10,367	9,947	108,381
Swim	47,487	61,028	53,965	62,973	48,900	41,006	38,644	29,622	39,219	42,741	42,398	42,474	550,457
Other	16,907	15,427	15,499	16,513	16,151	16,750	16,703	11,703	14,101	15,535	15,897	15,573	188,319
Events	2,510	2,590	1,470	2,735	2,255	3,005	5,275	1,650	2,100	1,350	4,900	1,785	31,625
Total	109,158	120,063	112,405	124,985	107,635	103,239	102,799	77,570	104,694	107,378	108,906	107,321	1,286,153

Predicted usage targets for Partnership Year 6 were requested by NWLDC in March 2024. Historically, this represents a challenging exercise due to the unknown and unforeseen nuances of several factors such as fluctuating competition, partnership arrangements renewals, new bookings, industry trends, and maintenance issues; However this proved to be even more challenging for 2024/25 due to the fact that the perceived threat of Pure Gym opening a branch in Coalville was gaining increased momentum, with its impact and likely opening date unknown.

In addition to that, this partnership is 'stand-alone' in comparison to all but a small number of ones that Everyone Active have with other local authorities, in that it has a Lido. Due to the complete unpredictability of weather months in advance of usage target setting and the significant fluctuations in usage that result from poor or good weather, this to can have an impact when it comes to accurately predicting usage.

Taking all of these factors into consideration, a target of **1,185,571** usages was predicted for Partnership Year 6, which represented a **7.8%** decrease on actual usage from the previous year. Thanks to the aforementioned strong usage performance across non fitness gym and swim lesson based activity, an actual usage of **1,248,203** was subsequently realised, representing a **5.3%** increase against predicted usage.

Table 3.5.3 – 2024/25 Usage vs Target (+5.3%)

Centre	May 2024	June 2024	July 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	Totals 2024/2025
ALC & Lido Target	36727	42101	38652	44557	37476	31879	32622	24327	32587	32515	33788	32285	419516
Actual	36301	46040	53248	60363	34209	33655	32573	28647	34078	32307	36111	31266	458798
Difference	-426	+3939	+14596	+15806	-3267	+1776	-49	+4320	+1491	-208	+2323	-1019	+39282
W&CLC Target	67710	63170	65953	69917	61656	63551	62516	45415	64491	67102	67332	67242	766055
Actual	71527	64784	66990	67736	63431	74339	61304	47605	66438	66960	70858	67973	789945
Difference	+3817	+1614	+1037	-2181	+1775	+10788	-1212	+2190	+1947	-142	+3526	+731	+23890
Total Target	104437	105271	104605	114474	99132	95430	95138	69742	97078	99617	101120	99527	1185571
Actual	107828	110824	120238	128099	97640	107994	93877	75712	100516	99267	106969	99239	1248203
Difference	+3391	+5553	+15633	+13625	-1492	+12564	-1261	+5970	+3438	-350	+5849	-288	+62632

3.6 Next Year - Partnership Year 7

In last year's report it was advised that "Partnership Year 6 will come with major challenges, however, there will also be opportunities for us to shift the DNA of the centres in reaction to these challenges."

As captured elsewhere in this report, this subsequently proved to be the case, with the impact of a **17.1%** loss in fitness members and **7.3%** loss in swim lesson pupils almost entirely offset by usage achieved in other areas of the centre through the successful delivery of nearly every desired outcome highlighted within the 2024/25 Community Health & Wellbeing Action Plan

Partnership Year 7 will come with challenges, however, in keeping with Partnership Year 6 there will be opportunities to further alter the current DNA of the centre's programming and delivery, whilst seeking to minimise the further loss of either fitness members or swim lesson pupils through promotion and added value. In terms of this, in collaboration with NWLDC and our schools partners we have identified several locations within the district to promote our swim schemes at each of the centres, whilst further added value will be added to the lesson programme such as Mermaid and Pirate party sessions, along with further developing the Xmas pupil party sessions. It has been noticeable that our main competitor, Splish Splash has actively endeavoured to mirror some of what we do in terms of added value, although not to the same scale due to the limitations of the facilities that they hire.

2025 saw Everyone Active significantly alter their fitness membership packages through a re-branded You+ product that focuses members on the six core pillars of wellness, namely Movement, Nutrition, Brain, Sleep, Recovery, and Social Wellbeing. The concept is to a degree ground breaking, with more focus on the members wellbeing as opposed to the more conventional focus on their work in the fitness gym. We are currently seeking to provide added value for these members through the addition of wellness aligned classes such as Sound Bath and Pilates, along with the providing of regular personal body metric readings to measure impact on the body.

Partnership Year 7 will see the districts much heralded Club Activ8 scheme migrated to a more targeted and needs aligned one that will remove further barriers to the accessing of activity for those most in need. In conjunction with this it will also remove the burden of cost alignment to the scheme for schools on the back of several years in which schools have either left the scheme, considered leaving, or sought to arrange discounted fees to remain on board in reaction to the financial challenges that they face elsewhere. From mid-August 2025 the scheme will revert to a means tested platform, providing those eligible with more discounted or free activity access than currently. In addition to that, schools will no longer be required to pay a per pupil subscription to align to the scheme, with the desire being that for the first time in the scheme's 20 year history, every school within NWL will be signed up to it.

Partnership Year 7 will also see a number of improvements being made to the Exercise Referral scheme that is currently offered. This will see more resource allocated to delivery of the programme, along with a greater programming footprint in terms of induction slots, weekly sessions, and bespoke classes.

Towards the end of Partnership Year 6, NWLDC in conjunction with Everyone Active applied for, and successfully secured **£242,500** of Sport England managed funding that allowed the implementation of further Solar PV to the roof of Whitwick & Coalville Leisure Centre. Partnership Year 7 will see both parties secure greater insight into the impact of this increased provision, whilst both parties are also keen to investigate additional carbon footprint reduction opportunities at Ashby Leisure Centre & Lido.

Partnership Year 6 concluded with both centre's holding Sport England's QUEST scheme 'Excellent' banding, with Whitwick & Coalville Leisure Centre also being shortlisted for UK Active's '**2025 Regional Centre of the Year**' award, and for the National Fitness Industry's '**2025 Community Involvement Facility of the Year**' award. The aim in Partnership Year 7 will be for both centre's to continue to be championed as examples of best practice through external recognition.

4. Authority Priorities / Outcomes

The outcomes achieved and highlighted in this Leisure Services Partnership Report, contribute to the ethos and achievement of the strategic objectives highlighted by the Council as detailed in the Authority Outcomes section – 1.5 of the Services Specification.

There are six authority outcomes; - Improving health & wellbeing and reducing health inequalities, providing local economic benefit, supporting safe and inclusive neighbourhoods, educating protecting and providing opportunities for young people, providing high quality services, and contributing to sustainability and environmental improvements.



In 2021 NWLDC and Everyone Active agreed to set, measure, and review these by incorporating all of them (other than sustainability and environmental improvements) into the collaboratively produced [Community Health & Wellbeing Plan 2022/23 \(CHWP\) – Document 2 Annual Reporting Compliance Schedule](#). Within the CHWP report the outcomes were listed within a table, with each having a key reference (A,B,C,D,E). These were then referenced within the 31 CHWP targets, with year end and quarterly updates provided.

This collaborative approach and the subsequent outcomes delivered not only resonated favourably with both NWLDC and Everyone Active, it was also recognised as an example of best practice within wider external accreditations and award shortlisting.

QUEST is the Sport England assessment platform for the measurement of effectiveness and impact within the leisure industry, and to all intents and purposes is viewed as the industry's equivalent to the education sectors OFSTED. Whilst assessment is recommended as opposed to compulsory, over 800 UK leisure centres are aligned to the scheme. It's framework tests many facets of delivery including effectiveness in tackling inequalities, and the impact of programming and initiatives in improving health and wellbeing. Both Whitwick & Coalville and Ashby Leisure Centre & Lido continue to score well above national average in these areas of delivery, with the CHWP forming the core component of how that view was arrived at. Likewise, performance on the national stage through the UK Active Awards and National Fitness awards was based around the impact that Whitwick & Coalville Leisure Centre is having on health and wellbeing, inclusion, the reducing of health inequalities, and supporting the wider community.

Given the impact that the CHWP is having in terms of meeting the authorities outcomes, along with how that has been positively viewed under external assessment, Everyone Active and NWLDC understandably continued with this collaborative approach through the 2023/24 and 2024/25 CHWP's, with the latter and its final outcomes attached to this report. The 2025/26 CHWP is again a collaboratively produced document that includes the delivery of all of the authority outcomes (except Sustainability & Environmental Improvement) and went live in April 2025.

Sustainability and Environmental Improvement outcomes are covered in the separate [Energy Engagement Plan – Document 6 Annual Reporting Compliance Schedule](#).

In order to further support the content within this section of the report, Everyone Active produced and presented a short video to NWLDC's Scrutiny Committee in September 2024, highlighting successes and partner feedback within this area of our delivery. The video was favourably received by the committee, with a Partnership Year 7 updated version due to be presented to Scrutiny in September 2025.

4.1 Improving Health & Wellbeing and Reducing Health Inequalities

Every activity-based visit to the centres (or to our satellite programmes) contributes to improving the health and wellbeing of local residents, with usage data relating to these activities provided elsewhere within the report capturing **1,248,303** visits.

Within that, several of the programmes and activities that we offer either in a standalone capacity or delivered in conjunction with the council, contribute towards the addressing of health-related inequalities such as age, financial resource, and accessibility to facilities etc. An example of this work saw us work in collaboration with Knowledge is Power an organisation whom predominantly work with 11-16 years. The project saw us work in conjunction with 60 children from the Greenhill and Agar Nook wards of Coalville to undertake activity at Whitwick & Coalville Leisure Centre, whilst also receiving insight and information into the benefits of improved diet and healthy eating

Aside from this we work with several other partners such as the NWL Health & Wellbeing Team, Community Focus, Enrych, Youth Justice, Children, Families & Wellbeing Centre, The REACH Programme, and The People Zone, collectively aiming to tackle areas of priority including health inequalities within the district.

Examples of elements of this work are captured within the attached 2024/25 Community Health & Wellbeing Action Plan.

4.2: Social Value

At the end of Partnership Year 3, Everyone Active entered a partnership with 4Global, a multi-national company that have helped clients solve inactivity problems through the creation of one of the world's most extensive sport and activity software and data platforms. Their technology and know-how have made them trusted and valued partners to some of the world's most prominent organisations, cities, and governments, with Everyone Active seeing the benefits of securing information from their Data Hub platform for both they and their partners such as NWLDC.



An initial Social Value report was produced in June 2022, which captured Social Value for the period June 21- May 22 measured against similar data for the period June 19 – May 20 (the period June 20 – May 21 being severely interrupted because of the Covid-19 pandemic). This has subsequently been followed by the issue of a report that aligns to standard reporting year models for the period April - March. It provides comparative data aligned to the previous year and is attached within the appendices.

The report is broken into four subsections, which collectively provide a total Social Value (£) to the district of North West Leicestershire. For 2024/25 (Partnership Year 6) the details were as follows:-

Physical & Mental Health (£716,635) - Calculated based on the health care cost savings for eight identified health outcomes (including depression, dementia, back pain etc) based on the reduced risk and prevented cases combined with the reduced GP visits & psychotherapy usage for physically active people.

Subjective Wellbeing (£2,121,761) - Refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of unique people taking part

Individual Development (£19,291) - Refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

Social & Community Development (£968,632) - Represents the reduction in crime rates for young males and the social capital based on improved networks, trust, and reciprocity.

The 2024/25 report advised a social value total within the NWL partnership of **£3,826,337** benefit to the district through the delivery of the two leisure centres.

Everyone Active's, Contract Manager for North West Leicestershire has recently been appointed area lead with the companies East Region (South) for the securing of this data from 4Global for the area, taking on this role from the Contract Manager at Harborough. As part of this, he plans to visit 4Global's offices in Sheffield with a view to gaining further insight into the data and its associated impact.

4.3: Providing Local Economic Benefit

Everyone Active have been actively championed for their work in this area, within both the Ashby Leisure Centre & Lido and Whitwick & Coalville Leisure Centre QUEST assessments. The reports issued on the back of each have highlighted strength in the hosting and promotion of a large and diverse internal and external partner delivered activity programme, providing employment opportunities to local residents, the impact of a nationally recognised event programme, and the use of local suppliers and service providers. Furthermore, the diverse and inclusive nature of the activity programme at Whitwick & Coalville Leisure Centre was a key factor within the centre being shortlisted for the highly prestigious 2023 and 2024 UK Active awards.



Within our activity programme we have 103 weekly activity sessions running across the two centres, including a portfolio of 24 in-house sessions. In total, 9 new activity sessions were added to the programme in Partnership Year 6. These included additional Pickleball, Parkour Space, Head over Heels Gymnastics sessions and as well as new activities such as Junior Badminton and Squash Mix at Ashby Leisure Centre & Lido.

During Partnership Year 6 we added a total of 17 new district-based colleagues to our team, whilst training 39 of our colleagues in professional qualifications. Additionally, 13 of our colleagues have been trained in new roles within our centres, including Café Attendants, Cleaners, Swimming Teacher and Duty Managers. Of the 28 new staff members who have joined our team, 18 were in the under 19 age bracket.

Industry data advises that the average UK spend per head for a non-local resident attending an event is £42-92, whilst for local residents the figure is £19-72. Based on feedback from our event partners, our event attendee split for Partnership Year 6 was 47.38 % non-local and 52.62% local. With 3 event attendees over the course of the year this equated to £1,161,073 economic value being secured or brought into the district as a result of events held within our centres. This represented an increase of £327,552 (28.22%) on the previous year as a result of a 19.5% uplift in event aligned attendance and a greater number of non-local residents attending events such as Larpcn, collector fayres, and regional swim gala's.

Table 4.3.1 – Event Aligned NWL Economic Benefit - Partnership Year 6

Attendee Type	Number of Attendees	Local Spend Value Per Head (£)	Value (£)
Non-Local Resident	17,912	42-92	768,783
Local Resident	19,893	19-72	392,290
Total	37,805	N/A	1,161,073

4.4 Supporting Safe and Inclusive Neighbourhoods

Since becoming an accredited Make Every Contact Count (MECC) trainer, our Active Communities Manager (ACM) has become an integral part of the Leicestershire County Council network for the development of MECC. Through his accreditation, it has allowed our ACM to deliver four courses to date to 30 NWLDC employees and 12 Everyone Active colleague to help diversify their conversational skills to further support the district residents.

Whilst it should be noted that these were delivered within Partnership Year 5, our ACM remains in discussion with Everyone Active (Regional Team) and MECC organisers with a view to potentially expanding delivery of the programme regionally and nationally within Everyone Active, and also with employees of NWLDC should the need ever arise.

In Partnership Year 6 our ACM delivered a Health Testing initiative in conjunction with the council's Health & Wellbeing team, helping assess council office based staff, along with members of the Parks and Waste & Refuse teams. In addition to that we have maintained our partnership with the Vita Health group (an NHS commissioned service) to allow us to professionally develop members of our team in understanding mental health, and advocating positive mental health. As part of that we upskilled 4 members of the team in Prevent training, which relates to suicide and self-harm prevention, whilst 10 members of the team, attended a Leicestershire County Council led Mental First Aider qualification course. In addition to that we facilitated an information event for mental health and related services in partnership with Vita Health, which saw 45 centre user interactions.

Additionally in Partnership Year 6, we partnered Leicestershire County Council's, Health Workplaces Team to undertake a work needs based assessment aimed at further improving our colleague experience within the workplace. Furthermore, our ACM was selected to undertake the Skills for Workplace Health Trainer (Level 3) qualification along with other selected Everyone Active delegates.

The year also saw us partner Active Together and the council to facilitate Menopause Wellbeing sessions at both Ashby Leisure Centre and Lido and Whitwick & Coalville Leisure Centre. As part of this we trained a member of our team as a Menopause Champion to help raise awareness and provide support within the centres.

After last year's successful event, Whitwick & Coalville Leisure Centre hosted the second collaborative school event aimed at teaching children basic and essential skills. The event was attended by eight schools and 120 children who amongst other things were taught basic communication skills, the understanding of inclusive needs, and basic first aid. In addition to that, on the back of last year's successful event, we held our now annual Health & Wellbeing Roadshow. The events focus was more diverse than last year's, broadening partners and residents' knowledge of support, opportunities, schemes and pathways within the district. The event featured 68 stall holders and included a programme of activities and stalls for the 460 attendees. As part of this the NHS Blood Donation Team received 17 new signups, who have currently booked 15 blood donation appointments which we were advised equates to contributing to the saving of 51 lives.

The Inclusive After School session previously ran by NWLDC became and Everyone Active delivered activity in Partnership Year 6. The session currently sees an average of 12 children attend per week, with us currently looking at partnership opportunities to expand the provision and further improve the sessions.

Partnership Year 6 saw us continue our partnership with the Youth Justice System (YJS), providing activity opportunities to a further 7 children and young people signed up to YYS projects. The programme is an intervention to re-offending scheme aimed at boosting physical, mental, and emotional wellbeing, and is evidenced within our accompanying Partnership Year 6 Outcomes video.

4.5 Educating, Protecting and Providing Opportunities for Young People

Partnership Year 6 saw our Swim Manager team organise and deliver a series of Swim Safety Events to 1,100 pupils from 38 local primary schools, who were invited to our centres to undertake water safety workshops featuring sports hall and pool based activities. The year also saw is work in collaboration with Ivanhoe School in the delivery of an outcome measured six week health and wellbeing project with a group of 12 then sedentary pupils. Attendance amongst the group was 100% across the six weeks, with 9 of the 12 evidencing positive impact.



Everyone Active champion its North West Leicestershire contract as an example of best practice in regard to the delivery of work placements, citing the formalised sectional task-based programme as the benchmark for other contracts to follow. In Partnership Year 6 we delivered 19 work placements to students as part of it, an increase of 5 from last year. Additionally, we undertook a case study with a student who undertook our placement from a SEND College.

The year also saw us further develop our key partnership with the local School Sports Partnership (SSP), increasing the number of health and wellbeing aligned events that we delivered in collaboration with them. As part of that, 440 children and young people from schools across the district attended a highly successful Orienteering event at Whitwick & Coalville Leisure Centre that was aligned to the recently completed Trim Trail and Eco Park.

Partnership Year 6 saw our ACM become a partner within the planning stages of the Belvoir Centre Anti-Social Behaviour project, seeking to understand and reduce related issues within Coalville. Other partners include Leicester City FC in the Community, Coalville Can, the Police Crime Commissioner, NWLDC, and Leicestershire County Council. In addition to that we have also partnered Leicestershire Police in the facilitating of a series of Beat Surgeries at Whitwick & Coalville Leisure Centre aimed at educating, assisting, and building positive relationships with local people.



4.6 Providing High Quality Services

Everyone Active and NWLDC look to provide affordable, high quality services through a combination of industry, regional, and local benchmarking. This has also been made easier through EA managing most council owned leisure facilities within Leicestershire.

Key to this, is the role that external verification plays within the measuring of high-quality services. As a company Everyone Active are current holders of several national industry awards such as UK Active 'Operator of the Year' and Swim England's 'Operator of the Year', whilst at localised level Whitwick & Coalville Leisure Centre was a shortlisted finalist for the 2022 UK National Fitness Awards, Best Newcomer category, and 2024 National Fitness Awards, Community Involvement award. In addition to this the centre was also a shortlisted finalist for UK Active's, Regional Centre of the Year award in both 2023 and 2024.

Aside from awards, both centres are able to point to continued high quality service provision through Sport England's QUEST accreditation framework, that sees each sit within the top **17%** of **800** assessed leisure centres across the UK.

Customer satisfaction and feedback is measured through a number of platforms, which include the following; -

- Annual Customer Survey
- Annual Swim Lesson Survey
- Single Customer View (SCV) customer feedback portal.
- Social Media accounts
- School service questionnaires
- Swim Passport portal.



Details of the Annual Customer Surveys and Annual Swim Lesson Surveys are captured within Section 8.1.

4.7 Sustainability and Environmental Improvements

We contribute to the green agenda by committing to nationally recognised best practice programmes such as Environmental ISO14001 management standards. This includes implementing proactive Environmental Action Plans focused on reducing energy and water consumption, as well as promoting green travel to staff and customers, and encouraging increased waste re-cycling.

Partnership Year 6 saw the continued development of a comprehensive Energy Engagement Plan (EEP) (Annual Reporting Schedule - Document 6) providing details and desired outcomes relating to various projects aimed at reducing utility consumption.

The EEP also targeted lighting resource being positively progressed towards a full portfolio of LED fittings at Ashby Leisure Centre which has now been achieved. At the end of Partnership Year 6 both centres featured a **100%** provision of LED lighting. In addition to this, we have the Buildings Management System (BMS) at Whitwick & Coalville LC & Ashby LC & Lido regularly serviced ensuring optimum energy efficiency throughout the centre.

Following the successful securing of **£242,500** through Sport Englands, Swimming Pool Support Fund (SPSF) by NWLDC in partnership with Everyone Active, we collectively oversaw the implementation of an additional 400 solar panels at Whitwick & Coalville LC. The project was delivered by Geo Green, who will remain as the service provider for maintenance contract and support. This latest project further highlighted both Everyone Active and the councils ongoing commitment to the green agenda, with the council indicating a willingness to invest in further energy related savings and carbon emission reductions at Ashby LC & Lido through the establishing of a project team in Partnership Year 7.



As detailed elsewhere within the report, QUEST is the Sport England recommended continuous improvement tool for leisure facilities, designed to measure how effective organisations are across a variety of core and selected modules of assessment. Environmental Awareness & Sustainability features as a key core module within this, with both sites achieving 'Excellent' (the highest banding achievable) within their last assessment cycles for this area of delivery. This outcome has now been achieved within the Environmental module of each of the last **4** QUEST cycles, all of which have been reviewed by separate assessors.

Section 11 of the report provides performance and outcome detail relating to Sustainability and Environmental Improvements

5. Events

Under NWLDC the centres enjoyed a strong reputation for the diversity and scope of both its activity and event programmes, which was subsequently continued under Everyone Active despite the cancellation of the entire event programme in Partnership Year 2 due to the impact of the Covid-19 pandemic. With Covid-19 regulations still in place for the first half of Partnership Year 3, programme recovery along with the addition of new events proved challenging, however by the end of the year 82% of previous hires had been retained going into Partnership Year 4, despite increased competition from other local and regional events venues.

With the new Whitwick & Coalville Leisure Centre deemed uncondusive to bar aligned events such as darts and boxing, these were naturally lost to those competitors, however they were replaced with more pool based gala events. In total 66 events were held across the two centres during Partnership Year 4. Concerted efforts continued to be made to migrate existing events across to Ashby Leisure Centre & Lido, whilst we also endeavoured to convince prospective new event hirers to the venue as opposed to Whitwick & Coalville Leisure Centre.

Both met with success, and in Partnership Year 5 the programme grew by 24% to 82 events across the two venues. In keeping with previous year's figures, these include NHS Blood Doning sessions, which are classified as event hires.

Partnership Year 6 proved to be another highly successful one in regards to events, with the programme growing to 98 events across the two centres, representing a 20% uplift on the previous year. These included several new and high-profile events such as the Clubbercise Member Reward Day with Radio 1 DJ Charlie Hedges, and the Lido Ibiza Party with Max Tyler

Table 5.1 –Events Held @ Whitwick & Coalville Leisure Centre – Partnership Year 6

Date	Event
06/04/24	Ace Gift Fair
13/04/24	Coalville Swimming Gala
27/04/24	Antiques Fair
30/04/24	NWLDC Team Building
02/05/24	Elections
03/05/24	Elections
04/05/24	Midlands Corgi Dog Show
05/05/24	Midlands Corgi Dog Finals
11/05/24	Coalville Swimming Gala
12/05/24	Coalville Swimming Gala
14/05/24	NWLDC Meeting Group
19/05/24	Coalville Swimming Gala
23/05/24	Vocal School Performance
07/06/24	Ambassadors Day Event
19/06/24	LCC Roadshow Event
23/06/24	Coalville Swimming Gala
30/06/24	Coalville Swimming Gala
04/07/24	Elections
05/07/24	Elections
07/07/24	Coalville Swimming Gala
16/07/24	Blood Doning
11/08/24	Blood Doning

Date	Event
22/09/24	Coalville Swimming Gala
28/09/24	Coalville Swimming Gala
29/09/24	Coalville Swimming Gala
30/09/24	Blood Doning
05/10/24	Charlie Hedges Clubbersize Event
09/10/24	Ambassadors Day
12/10/24	Coalville Swimming Gala
13/10/24	Coalville Swimming Gala
16/10/24	Ambassadors Day
25/10/24	Blood Doning
26/10/24	Antiques Fair
27/10/24	Coalville Swimming Gala
02+03/11/24	Larpcon Market
09/11/24	Coalville Swimming Gala
10/11/24	Coalville Swimming Gala
11/11/24	Blood Doning
23/11/24	Coalville Swimming Gala
01/12/24	Coalville Swimming Gala
13/12/24	Blood Doning
14/12/24	Coalville Swimming Gala
06/01/25	Blood Doning
11/01/25	Coalville Swimming Gala
29/01/25	Blood Doning
05/02/25	Swannington School Performance
08/02/25	Antiques Fair
21/02/25	Wellbeing Day
01+02/03/25	Larpcon Event
04/03/25	NWLSSP Event
05/03/25	All Saints School Vocal Performance
08/03/25	Coalville Swimming Gala
12/03/25	Whitwick St John School Vocal Performance
16/03/25	Coalville Swimming Gala
25/03/25	Blood Doning
28/03/25	NHS Careers Event

Ashby Table 5.2 – Events Held @ Ashby Leisure Centre & Lido - Partnership Year 6

Date	Event
01/04/24	Antiques Fayre
06/04/24	Baby Market
20/04/24	Cornhole Tournament
26/04/24	Motiv8 Boxing Event / Childrens Boxing Event
06/05/24	Antiques Fayre
18/05/24	National Band Competition
19/05/24	Blood Doning
24/05/24	Megaslam Wrestling
25/05/24	Baby Market
27/05/24	Antiques Fayre
08/06/24	Ashby Baggers Event
09/06/24	Blood Doning
21/06/24	Blood Doning
21/07/24	Cornhole Event
27/07/24	Ace Gift Fayre
04/08/24	Midlands Dance Competition
22+23/08/24	Mental Health and Wellbeing Event
26/08/24	Antiques Fayre
14/09/24	Antiques Fayre
15/09/24	Blood Doning
21/09/24	Baby Market
28+29/09/24	Coin Valuation Event
06/10/24	Vintage Toy Fayre
12/10/24	Cornhole Event
13/10/24	Blood Doning
09/11/24	Baby Market
17/11/24	Cornhole Event
24/11/24	Blood Doning
28/11/24	Sports Awards
08/12/24	EA Swim Lesson Party
01/01/25	Antiques Fayre
05/01/25	Blood Doning
25/01/25	Baby Market
26/01/25	Chihuahua Dog Show
01/02/25	Ivanhoe Archery Competition
02/02/25	Blood Doning
08/03/25	Storm 25 th Birthday Dance Event
09/03/25	Vintage Toy Fayre
15/03/25	Baby Fayre
16/03/25	Blood Doning
22/03/25	Motiv8 Boxing Event / Children's Boxing Event
23/03/25	Ashby 20 Road Race

6. Community Wellbeing Action Plan (including Outcomes Framework) & Targeted Groups

Due to the nature of the Authority Outcomes detailed within the partnership contract between North West Leicestershire and Everyone Active, a collective decision was taken in 2020 to incorporate all of these (except the final one relating to Sustainability & Environmental Improvement) into one all-encompassing collaboratively produced 'Community Health & Wellbeing Plan'.

The overarching aim of the plan is to deliver against the Authority Outcomes, whilst in partnership with NWLDC, to deliver programmes to support the health and wellbeing of residents through physical activity, movement, and sport, capturing actions that support the NWL Health & Wellbeing Strategy, and the NWL Sport & Physical Activity Commissioning Plan.

An inaugural document went live in Partnership Year 4, with this being co-produced by NWLDC's Leisure Services Team Manager and Health & Wellbeing Team Leader in conjunction with Every Active's (North West Leicestershire Contract) Contract Manager and Active Communities Manager. Following its subsequent successful delivery, which resonated favourably internally with both parties, as well as within external verification through platforms such as QUEST, and leisure industry awards such as UK Active, the same approach in measuring contract outcomes was continued in Partnerships 5 and 6.

Aligned to the 'Community Health & Wellbeing Strategy', a combination of monthly Interim and bi-monthly Full Performance Monitoring Reviews (PMR's) capture delivery, development, success, and challenges in relation to 10 x collectively agreed targeted groups:- Under 5's Participation, 5-10 Years Participation, 11-16 Years Participation, Club Activ8 Scheme Schools Aligned to the Scheme, Club Activ8 Scheme Pupil Usage, Over 60's Participation, Accessible User Participation, Clubs and Athletes Supported, Community Activities Delivered, and Events & Competitions.

Data relating to this is captured at the rear of these documents in a dedicated Key Performance Indicator (KPI) section. A Partnership Year 6 overview of this is captured within Table 6.1 with associated individual narrative provided within sections 6.1 – 6.9:-

Table 6.1 – Targeted Groups Overview - Partnership Year 5

Targeted Group	Target May 24 – Apr 25	Actual May 24 – Apr 25	Variance (+/-)	Increase/Decrease (%)
Under 5's	97,780	98,842	1062	1.08%
5 – 10	198,127	188,854	9273	-4.6%
11- 16	97,564	96,173	1381	-1.4%
Club Activ8 Schools	39	39	0	0
Club Activ8 Card Holder Usage	18.6%	18.3%	0.6%	1.61%
Over 60's	51,622	52,321	699	1.35%
Accessible Users	2,782	3,003	221	7.94%
Club Engagement	59	61	2	3.3%
Community Activities	77	81	4	5.19%
Events & Competitions	107	108	1	0.93%

6.1 Under 5's (+1.08%)

This age group has achieved growth, exceeding the target for the reporting year.

This was achieved through a combination of improved attendance levels linked to internally delivered activities such as Active Antz, Tots Gymnastics, and Parent & Baby Aquatic Sessions, along with improved attendance to external partnership delivered sessions such as TayPlay Parties and Holiday Camps, and Head Over Heels Gymnastics Parties.



6.2 Age 5-10 (-4.6%)

This age group saw a decrease in participation for the reporting year.

Two main factors contributed to the decline, namely a drop in swimming lesson pupil numbers and a decrease in school swimming lessons. The former being linked to localised competition and the cost of living, whilst the latter was linked to the financial challenges that schools nationally are facing. For Partnership Year7, despite annual pricing increases being agreed in relation to schools swimming we have subsequently chosen not to implement these in several instances, on top of also removing there being a cost to schools to align to the Club Activ8 scheme from the start of the 25/26 educational year.



In addition to that, as captured elsewhere within the report, our Swim Management team have undertaken significant levels of outreach work within district schools and nurseries to help further promote our swim scheme and boost numbers moving forwards.

Usage within this age group is made up of seven cohorts, of which four surpassed target.

6.3 Age 11-16 (-1.4%)



Usage within this age group fell just short of target for the reporting year. In keeping with the 5-10 years category, this was down to the reduction in swim lesson pupil numbers and school swim sessions.

The % value of swim lesson and schools swim drop off was far in excess of 1.4%, however, this was almost completely offset through continued levels of growth within eight of the ten cohorts that feed into usage for this age group. Our portfolio of internally and externally delivered sessions aligned to this age group saw coached badminton expanded to Ashby LC & Lido, and additional bookings made in relation to the Parkour and Space Sk8 sessions. In addition to that junior gym and swim linked memberships aligned to this age group increased through the successful securing of HAF funding.

6.4 Club Activ8 Schools on Scheme (On Target)

We achieved our intended target growth for the year as a result of Ibstock Junior School re-signing to the scheme.



6.5 Club Activ8 Usage (-1.61%)

The reporting year saw a further decrease in overall pupil usage aligned to schools on scheme, falling from 18.8% - 18.3%.

Our Active Communities Manager attended several assemblies, teacher's meetings, and scheme promotional sessions such as parent's evenings, whilst in addition to that he also promoted the scheme at a variety of Schools Sport Partnership (SSP) events across the year; However the schools themselves have a major role to play in promoting the scheme, with this proving to be an increasing challenge as they face increasing pressures to focus on examination result success to meet targets, as opposed to their wider role in developing young people.

It should also be noted that several children and young people attending schools on scheme, chose to take out competitively priced Junior Membership to access the fitness gyms at each centre as opposed to using Club Activ8 points to pay for access.

6.6 Over 60's (+1.35%)

This age group has achieved further growth, exceeding target for the reporting year.

Our activity portfolio boasts a strong provision of sessions either targeted towards, or attractive to this age group that include;- Ladies Leisure, Senior Session, No Strings Badminton and Pickleball. Additionally, we have added further classes to our programme that are either directly linked or desirable to this age group. Examples include a new long-term health condition Aqua Session and Mindful Wellness Circuits aimed at people with long term health conditions. The latter proved so popular that we increased our initial capacity levels (now enjoying 40+ attendances per week), whilst following high levels of customer feedback we also added it our membership offer.



Bridge (the card game) sessions continue to contribute positive usage numbers to this age group, along with general swimming on the back of concerted in-house promotion and social media campaigns highlighting the benefits of it.

As we enter Partnership Year 7, we are in discussions with local U3A groups with a view to bringing additional activities and opportunities to this age group within our centres.

6.7 Accessible Users (+5.3%)



This user category surpassed usage target for the reporting year.

Following last year's success, our partnership with Enrych (a charity organisation focused on empowering individuals with poor mental health, disabilities and neurodiverse conditions to live life to the fullest) has enjoyed further positive growth within their weekly inclusive multisport session. In addition to that, programme additions captured within Section 6.6 have also helped increase accessible user participation at Whitwick & Coalville Leisure Centre (WCLC)

Furthermore, our partnership with providers such as Elite Tuition, Forest Way, and Choices For life have opened up further opportunities for accessible users within our centres, with the modern and accessible facilities in place at WCLC resonating favourably with attendees.

Our Active Communities Manager's key involvement within various district base steering groups has also helped increase residents' knowledge of accessible provisions within our centres.

6.8 Club Engagement (+3.3%)

This age group has achieved further growth, exceeding target for the reporting year.

As covered elsewhere within the report, several clubs increased their booking space and attendee capacity in Partnership Year 6. In addition to that, in a typical year we would expect to experience some cancellations as a result of either low attendance numbers or operational demands linked to running sessions, however, in Partnership Year 6 we saw none.

We believe our relationship with local clubs and stakeholders through platforms such as Resident User Group Forums, Stakeholder Groups, and Meet the Manager Clinics, along with our Active Communities Manager chairing the Local Sports Alliance, have all played a part in this retention success story.



6.9 Community Activities Delivered (+5.19%)

This user category surpassed usage target for the reporting year through a combination of in-centre delivered community events, outreach work at local events such as fayres, open days and fete's, and targeted health intervention and insight outreach work.

In-centre events and activities were significant in number and diverse in terms of their audience and intended audience, including:- Collaborative Schools Choir event, Health and Wellbeing Roadshow, Schools Sport Partnership aligned events, and health related support/ drop in sessions with partners such as Leicestershire Police Beat Surgeries, The Wildlife Foundation and Canine Support .

Furthermore, our Sales team have continued to help bolster our presence at community events through attending Emergency Services days, sports days, and school events. In addition to that our Active Communities Manager supported North West Leicestershire District Councils, Health & Wellbeing Team in delivering several events incorporating health checks for local companies, such as DHL.

6.10 Events & Competitions (+0.93%)

This user category surpassed usage target for the reporting year. As captured elsewhere within the report in addition to in-house club competitions, 98 events were held across the two centres.

6.11 Moving Communities Insight & 2024 Scrutiny Feedback

Within the Scrutiny presentation of 2024, Everyone Active reported to the committee that they were currently engaged in a piece of work linked to a digital platform called Moving Communities that provided increased insight into where customers were based and their levels of activity usage. We advised that we hoped to present usage data within the Partnership Year 6 report that was linked to the various wards within the district ranked to the deprivation index, with a view to proving that the various programmes, events, support frameworks and outreach work detailed here and elsewhere within the report, had led to increasing levels of usage from people based within the highest ranked wards.

The table below compares user participation breakdown %'s for the Index of Multiple Deprivation. The graphs show participants by demographics and deprivation level in comparison to last year within the district of North West Leicestershire. As can be seen, usage levels increased year on year within four of the five highest wards of deprivation.

6.11.1 Overall Usage Increase Linked To Wards of Deprivation Within NWL

Areas of Deprivation	Increase/ Decrease
Greenhill Centre	0.2% + on last year
Greenhill North	0.3% + on last year
Ashby Holywell Centre	0.4% + on last year
Norris Hill, Ashby Woulds & Albert Village	0.2% - on last year
Thringstone East	0.3% + on last year
Ibstock Centre	0.0% on last year
Measham Centre	0.1% - on last year
Coalville Centre	0.3% + on last year
Coalville Community Hospital	0.0% on last year
Greenhill East	0.0% on last year
Total	1.2% + on last year

The 2024 Scrutiny Committee advised that in tandem with this insight they would be also be keen to see comparative usage levels amongst the highest four wards of deprivation in relation to both the Exercise Referral Scheme and Club Activ8 Scheme.

Exercise Referral Scheme.

Whilst engagement with users from these wards increased in two of the four, with no change in the other two, numbers remain low. This despite members of the team attending Integrated Neighbourhood Team (INT) meetings, undertaking information awareness sessions within GP Surgeries and with practitioners and related professionals. In addition to that we worked with Active Together to become part of their Active Practices Scheme, whilst also adding new Exercise Referral Circuits classes to our programme

As reported elsewhere within the report, a full review of the Exercise Referral Scheme in Partnership Year 7 is planned, which it is hoped will see improved levels of engagement with the scheme within the centres by people across all of the wards within the district.

Table 6.11.2 – Exercise Referral Scheme Engagement

Area Within North West Leicestershire	Multiple Index of Deprivation % Score	Exercise Referral 2024/25	Exercise Referrals 2023/24
Greenhill Centre	50.01	2	1
Greenhill North East (Agar Nook)	44.84	2	1
Measham Centre	28.83	0.0	0
Norris Hill, Ashby Woulds	27.24	0.0	0

Table 6.11.3 – Club Activ8 Year on Year Usage Levels Within Purposefully Targeted Schools

School	Ward	2023/24 Club Activ8 Scheme Pupil Usage	2024/25 Club Activ8 Scheme Pupil Usage	Year on Year Increase %
Broomleys Primary	Greenhill Centre	1134	1163	+2.50%
Warren Hills Primary	Greenhill North	39	89	+56.2%
Castle Rock	Greenhill North	6080	6232	+2.40%
Measham Primary	Measham Centre	243	292	+16.80%
St Charles Primary	Measham Centre	96	105	+7.50%
Moirs	Norris Hill, Ashby Woulds & Albert Village	214	228	+6.10%

Club Activ8 Scheme

The year on year increase in relation to those pupils on the Club Activ8 scheme within purposefully targeted schools proved to be encouraging, as a result of members of our team attending assemblies at every school listed within the table below. In addition to that outreach activity session were delivered at Warren Hills, whilst team members attended other school functions such as sports days, parents evenings and school fetes at these schools to promote the scheme.

Table 6.11.3 – Club Activ8 Year on Year Usage Levels Within Purposefully Targeted Schools

School	2023/24 Club Activ8 Scheme Pupil Usage	2024/25 Club Activ8 Scheme Pupil Usage	Year on Year Increase %
Broomleys Primary	1134	1163	+2.5%
Warren Hills Primary	39	89	+56.2%
Castle Rock	6080	6232	+2.4%
Measham Primary	243	292	+16.8%
St Charles Primary	96	105	+7.5%
Moirs	214	228	+6.1%

7. Customer Engagement

7.1 Marketing

The objective of the Marketing Plan ([Annual Reporting Schedule - Document 15](#)) is two-fold in terms of its overall principal. Firstly, it aims to communicate with our existing and new members using the 'Activity Ladder' model to encourage the inactive to become active, and the already active to be multi active. Secondly, it aims to support both the council and our other partners (i.e. activity session partners, event promoters) in the delivery of either joint initiatives or those that we host.

The Marketing Plan is split into two parts:-

- Corporate Marketing Strategy
- Local Marketing Plan & Calendar.

The former is created by, and partly managed by our head office Media & Marketing team providing direction, along with a robust reporting structure that is used analytically informing us of future direction. The latter is created and managed at site level by our appointed Contract Media & Marketing lead in conjunction with representatives from the aquatics, fitness, health and wellbeing, and sales teams. Its delivery is more localised bespoke, complimenting corporate messaging.

In Partnership Year 6 the campaign schedule compromised of:-

Corporate Marketing Strategy Content

- 6 fitness related campaigns
- 5 swimming lesson campaigns
- 14 sport, club, and activity campaigns
- 4 retail campaigns



Local Marketing Plan & Calendar Content

- Scheduling of fitness and swimming lesson campaigns
- Exercise referral and health intervention schemes
- People with disabilities
- Club and activity campaigns
- Retail campaigns
- Club Activ8 scheme
- Environmental awareness and green transport campaigns
- International, national, regional, and local events
- Charity Campaigns (Dementia UK)
- Local community events



The combined marketing team (i.e. head office, external partners, and the site team) collectively produce creative content to promote these areas of the programme through videos, photos, competitions, and quirky social interactions involving both staff and customers to add a personal community touch.

Throughout the year we advertise our leisure services at local community events through promotional outreach. In Partnership Year 6 these included events such as the Ashby Sport & Club Engagement Fun Day (June 2024) and the Ashby 20 (March 2025)

Through our dedicated Everyone Active Public Relations Lead, we promote positive changes and success stories. In Partnership Year 6 these included;- Everyone is Family (July 2024) Age is Just A Number (August 2024) Doggy-Splash @ Ashby Lido (August 2024), Children in Need (September 2024), Warm Spaces (November 2024) and Whitwick & Coalville Leisure Centre's shortlisting for the 2025 UK Active Awards (November 2024)

7.2 Community Engagement



We monitor participation habits so that we can tailor our engagement with the community according to their own personal circumstances, giving them bespoke messages relevant to the activity they personally undertake. We do this by asking our customers to use an Everyone Active card (issued free).

As of the end of April 2024, there were **115,663** card holders in the community, an increase of **6.2%** on Partnership Year 5. Of that number **70,335 (61%)** live within the district boundary, with **18,004 (26%)** of those having used our facilities within the past 12 months.

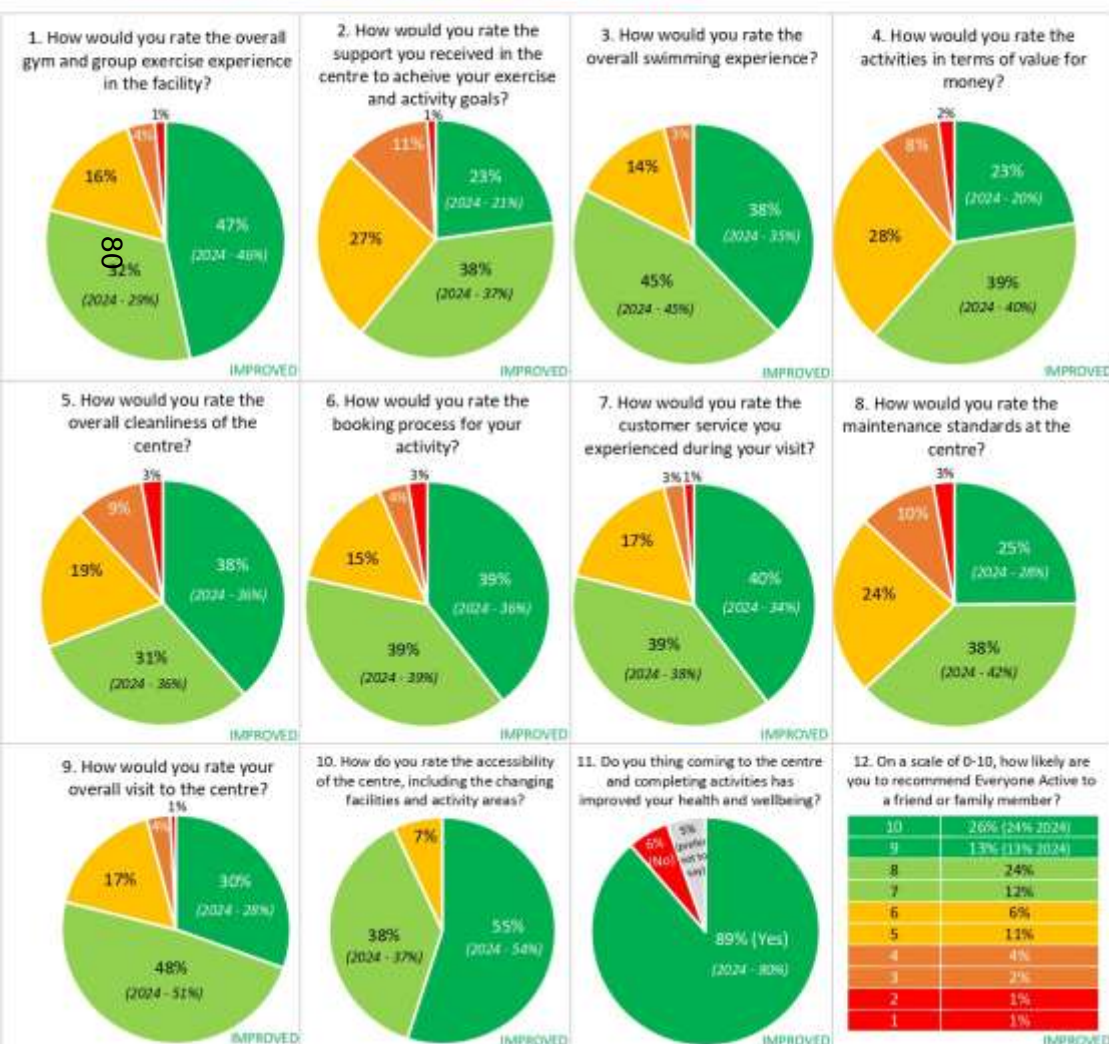
The steady and ongoing increase in the total number of card holders is a very good barometer of how effective our communication and engagement strategy has been and is a good indicator of the increased penetration of the local market.

CUSTOMER SURVEY 24/25

YOUR VIEWS MATTER

Throughout 2024 a survey was sent out to the users of Whitwick & Coalville Leisure Centre, covering 12 areas of our service. The aim of this survey was three-fold. Firstly, we sought to identify an overall feel for our centre through the eyes of our customers, secondly to highlight areas where users believe that we are performing above expectation and thirdly to identify areas where they felt improvements could be made. A total of 748 customers took part in the survey, meaning that the feedback received is reflective of general views. Feedback has been considered, with our intended plan of action provided and we will undertake an identical survey throughout 2025 in order to measure our direction of travel. Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of our customers that have helped us shape our service.

Scoring key: **Outstanding** / **Very Good** / **To Expectation** / **Poor** / **Very Poor**



CUSTOMER SURVEY 24/25

YOUR VIEWS MATTER

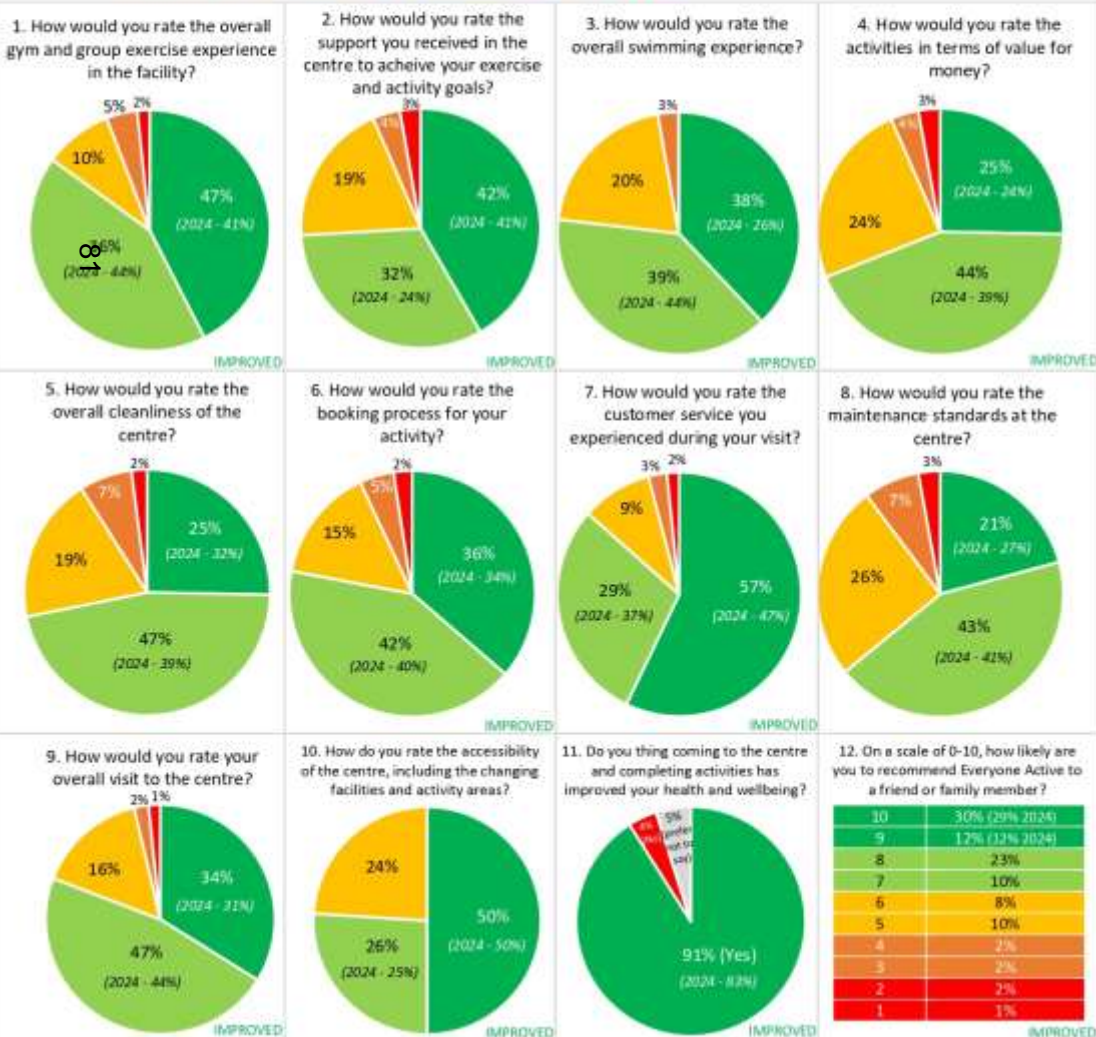
Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
Fitness Gym & Group Exercise (GX)	We will continue to review our Instructor Led and Virtual Group Exercise programme in order to meet customer feedback and leisure industry trends. In addition to that we will also continue to shape and improve on our management of customers that persistently make last minute GX class cancellations.
Exercise & Activity Goals	As part of our Community Health & Wellbeing Strategy 2025/26 we are focusing more on measurable 'outcome based' targets relating to activity. In addition to that we will continue to develop our portfolio of health intervention and support programmes that have been recognised within the leisure industry as examples of best practice.
Value For Money	Pricing dynamics are aligned to Consumer Price Index (CPI) which in essence is 'inflation'. Inflation drives up costs such as energy, pay, consumables and equipment, all of which unfortunately then have to be passed on to the customer. This is not something that we 'wish' to do, however the realities are that it is a 'necessity'. Thankfully CPI appears to be decreasing from previously high 2024 levels.
Cleanliness Standards	Within most customer usage heavy sectors, cleanliness is often seen as the highest area of critique. Whilst our customer feedback score in this area of our delivery is quite encouraging there is still room for improvement. As such we will continue to review cleaner and sports attendant rotas to meet programming demands and feedback trends.
Customer Service	Customers of our centre will know that we are committed to a framework of open two way dialogue with our resident user groups, members, swim lesson pupils, regular, and non-regular general users. It's an approach that has drawn acclaim within external assessments of the centre and is one that we are committed to. In addition to that we will continue to deliver formalised internal and external customer care training.
Maintenance Standards	This is an area where customer feedback has improved, much of which we put down to no longer being tied into periods of guarantee on the back of the centre being built. This means that we have greater autonomy to rectify issues without having to rely on external contractors obliged to resolve them through warranty.



Throughout 2024 a survey was sent out to the users of Ashby Leisure Centre & Lido, covering 12 areas of our service. The aim of this survey was three-fold. Firstly, we sought to identify an overall feel for our centre through the eyes of our customers, secondly to highlight areas where users believe that we are performing above expectation and thirdly to identify areas where they felt improvements could be made. A total of 245 customers took part in the survey, meaning that the feedback received is reflective of general views. Feedback has been considered, with our intended plan of action provided and we will undertake an identical survey throughout 2025 in order to measure our direction of travel. Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of our customers that have helped us shape our service.

Scoring key: **Outstanding** / **Very Good** / **To Expectation** / **Poor** / **Very Poor**



Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
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Value For Money	Pricing dynamics are aligned to Consumer Price Index (CPI) which in essence is 'inflation'. Inflation drives up costs such as energy, pay, consumables and equipment, all of which unfortunately then have to be passed or part relayed onto the customer. This is not something that we 'wish' to do, however the realities are that it is a 'necessity'. Thankfully CPI appears to be decreasing from previously high 2024 levels.
Cleanliness Standards	Within most customer usage heavy sectors, cleanliness is often seen as the highest area of critique. Whilst our customer feedback score in this area of our delivery is quite encouraging there is still room for improvement. As such we will continue to review cleaner and sports attendant rotas to meet programming demands and feedback trends.
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Maintenance Standards	This is an area where customer feedback has improved, much of which we put down to no longer being tied into periods of guarantee on the back of the centre being redeveloped. This means that we have greater autonomy to rectify issues without having to rely on external contractors obliged to resolve them through warranty.



SWIM LESSON SURVEY 24/25

YOUR VIEWS MATTER

In August 2024 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Whitwick & Coalville Leisure Centre, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 461 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2023 scores where the same question was asked. Feedback has been considered, with our intended plan of action provided. We will undertake an identical survey in August 2025 in order to measure our direction of travel.

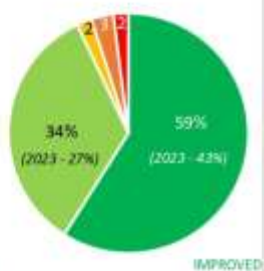
Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service.

Scoring key: **Outstanding** / **Very Good** / **To Expectation** / **Poor** / **Very Poor**

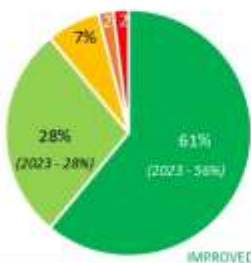
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



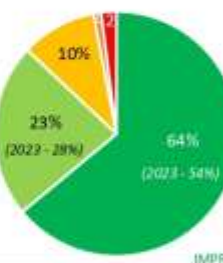
4. If applicable, how satisfied are you that the transfer process on the APP is effective?



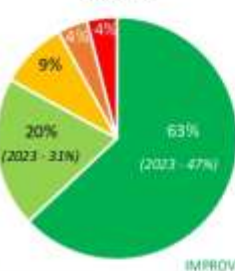
1. How likely are you to recommend swimming lessons with everyone active?



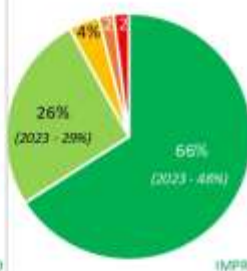
2. How high would you rate the standard of teaching at the leisure centre?



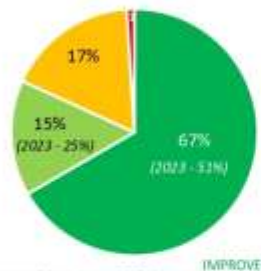
5. How would you rate the feedback and encouragement offered by the teacher to all students?



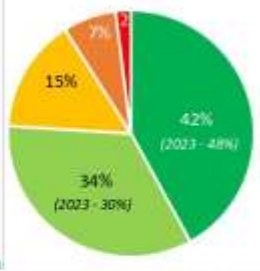
6. Does the teacher assess the students regularly and give relevant awards?



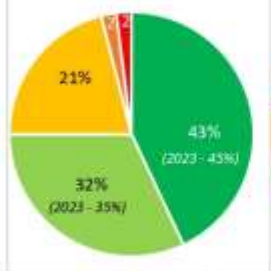
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



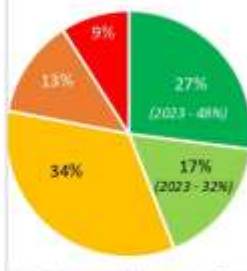
8. How satisfied are you that the swim scheme offers value for money?



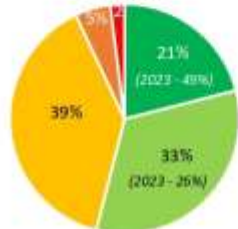
9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



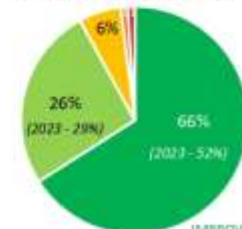
10. How satisfied are you that the swim teacher is always punctual?



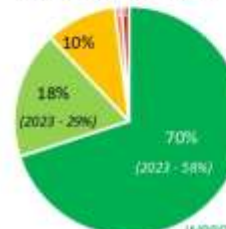
11. How satisfied are you that the teacher/student ratio is acceptable?



12. How would you rate the booking process, from signing up to moving stages/classes?



13. How would you rate the quality of equipment made available during lessons?



14. How would you rate the state of the facilities in the centre during your lesson?



SWIM LESSON SURVEY 24/25

YOUR VIEWS MATTER

Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
Improved Usage & Familiarisation with the Swim Lesson App	It has become apparent that several parents are unaware of the App and are therefore missing out on information that is being provided in relation to their child. As such, we commit to improving awareness of it within centre and on our social media channels.
Scheme Progress Recognition	We have recently introduced a Stage Completion Reward Scheme, whereby pupils successfully completing a stage are issued with a leisure centre linked reward such as a complimentary activity (i.e. climbing wall session) or items from our cafeteria.
Value For Money	We have committed to delivering 2024 Xmas Party activities to our pupils as a way of thanking them for their participation in the scheme across the year. These have proved so popular (sold out with a take up of over 700 pupils across our Whitwick & Ashby schemes) that we plan to add a major Xmas event in 2025.
Swim Lesson Start Time Punctuality	Unfortunately, the main issue here is not swim teachers being late, but parents of children of an age that they have to be escorted to their parent turning up to collect them later than the advised time. This in turn is leading to subsequent lessons starting later than scheduled.



SWIM LESSON SURVEY 24/25

YOUR VIEWS MATTER

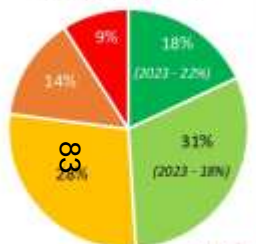
In August 2024 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Ashby LC & Lido, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 119 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2023 scores where the same question was asked. Feedback has been considered, with our intended plan of action provided. We will undertake an identical survey in August 2025 in order to measure our direction of travel.

Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service...

Scoring key: **Substanting / Very Good / To Expectation / Poor / Very Poor**

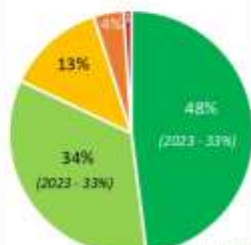
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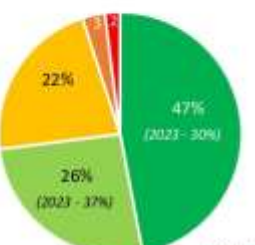
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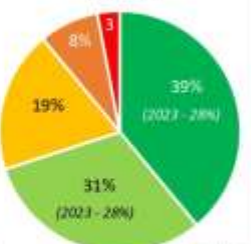
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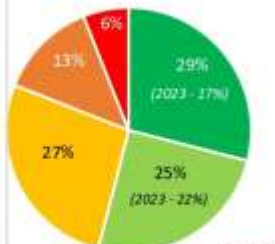
2. How high would you rate the standard of teaching at the leisure centre?



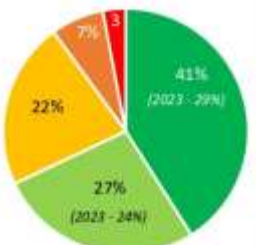
5. How would you rate the feedback and encouragement offered by the teacher to all students?



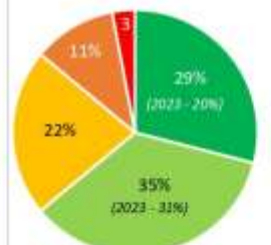
6. Does the teacher assess the students regularly and give relevant awards?



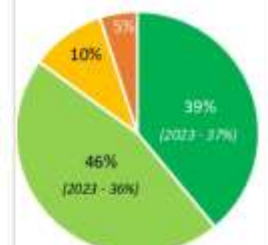
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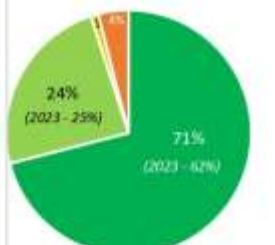
8. How satisfied are you that the swim scheme offers value for money?



9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



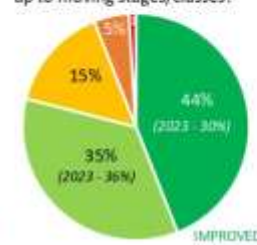
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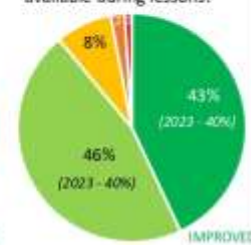
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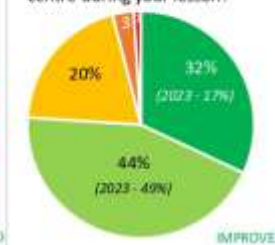
12. How would you rate the booking process, from signing up to moving stages/classes?



13. How would you rate the quality of equipment made available during lessons?



14. How would you rate the state of the facilities in the centre during your lesson?



SWIM LESSON SURVEY 24/25

YOUR VIEWS MATTER

Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
Improved Usage & Familiarisation with the Swim Lesson App	It has become apparent that several parents are unaware of the App and are therefore missing out on information that is being provided in relation to their child. As such, we commit to improving awareness of it within centre and on our social media channels.
Scheme Progress Recognition	We have recently introduced a Stage Completion Reward Scheme, whereby pupils completing a stage are issued with a leisure centre linked reward such as a complimentary activity (i.e free climbing wall session) or items from our cafeteria.
Value For Money	We have committed to delivering Xmas Party activities to our pupils as a way of thanking them for their participation in the scheme across the year. These have proved so popular (sold out with a take up of over 700 pupils across our Whitwick & Ashby schemes) that we plan to add a major Xmas event in 2025.
Standard of Facilities	We have recently signed off £17,500 worth of work to be completed that will improve the poolside showers and floor surround tiling. In addition to that a large scale decoration programme has been implemented covering several areas of the centre.



8. Service

8.1 Customer Feedback

Customer feedback and collaborative working form a key element of the DNA within the NWL partnership, with QUEST assessors consistently highlighting it as a major area of strength, that is far and above that typically found within leisure centres nationally.

Feedback that is subsequently used as part of decision-making processes is sought through a variety of methods including:-

- NWL Leisure Centre Steering Group – A forum that meets twice a year consisting of NWLDC officers, elected members, representatives from resident leisure centre groups, and members of the Everyone Active management team.
- Resident User Group - 1:1 quarterly meetings held with Everyone Active's Active Communities Manager
- Website Feedback
- Direct Mail
- Social Media Feedback
- Verbal Comments
- Meet The Manager Clinics (two held per year)
- Single Customer View (SCV) – Customer engagement platform

Dedicated noticeboards located within key areas of footfall advise customers on the various channels through which we engage with them, whilst our customer charter is displayed in each centre along with a summary of popular customer feedback themes and the centre management teams responses to those in a "You Say We Did" style template that is updated on a bi-monthly basis.

8.2 Customer Satisfaction

In Partnership Year 6 we undertook our second General Customer Survey exercise at each of the two centres. This led to our receiving feedback from 748 users at Whitwick & Coalville Leisure Centre and 245 at Ashby Leisure Centre & Lido. The survey was undertaken in December 2024, covering 12 core areas of delivery which included;- facilities, support and colleagues, activities, value for money, cleanliness, maintenance and accessibility. Scoring options were split into outstanding, very good, to expectation, poor, and very poor.

Encouragingly, 'Outstanding' scores at Whitwick & Coalville improved in 11 of the 12 areas surveyed, whilst 10 of the 12 'Outstanding' scores improved at Ashby Leisure Centre & Lido. A follow up Year 3 survey is planned for December 2025.

In August 2024 we undertook a comprehensive 14 question Swim Lesson Survey at each of the two centres, that covered all areas of the programme from initial contact to end outcome. Scoring options were also split into outstanding, very good, to expectation, poor, and very poor. Strong pre-issue promotion of the survey highlighting its importance in terms of helping to shape service resulted in 461 responses at Whitwick & Coalville Leisure Centre (23.4% of the swimmers on scheme) and 119 at Ashby Leisure Centre & Lido (10.5% of the swimmers on scheme).

The responses were compared directly to those secured to the same questions in August 2023, with Ashby Leisure Centre & Lido improving its 'Outstanding' scores in all 14 areas surveyed and Whitwick & Coalville improving in 10.

The results of all surveys along with our intended recourse of action in areas of lower scoring were displayed within customer information areas within the centres.

Customer satisfaction is currently measured through bespoke surveys such as the above, along with monthly complaints data per 10,000 visits (See Section 8.4). In addition to that, it was agreed with NWLDC in Partnership Year 4 that Google Review scoring would be implemented within the Business Plans for each centre from Partnership Year 5 onward against a desired barometer of 4/5*. At the end of Partnership Year 6, Whitwick & Coalville was 4.3/5*, whilst Ashby LC & Lido was 4.1/5*

8.3 Compliments

Whilst compliments are not formally measured by Everyone Active, the two centres received a high number of them over the course of the sixth partnership year, with these captured on a month-by-month basis within the formal Performance Monitoring Review (PMR) reports and then verbally in Client/Contractor Meetings. Common themes reported included; -



- Investment in new fitness gym and studio based equipment at both centres on the back of feedback received.
- Response and communication in regards to maintenance issues at both centres.
- Addition of GP related classes to the Group Exercise programme, with these being included within membership packages.
- New additions to the centre activity programmes, such as Doggy Splash at Ashby Leisure Centre & Lido.
- Several examples of high quality first aid incident response and management
- Lido refurbishment investment. Customers remain highly appreciative that it remains the last public lido in the East Midlands
- Swim lesson standards and associated value for money. Aligned to this the introduction of several 'added value' benefits.
- The continued delivery of Cold-Water Swimming at Ashby Leisure Centre & Lido despite take up levels being minimal at times
- Information at site and on-line, including the way in which it is presented.
- Exercise Referral scheme management and health intervention outcomes
- Assisting resident clubs in their development and delivery
- Club Activ8 scheme management and communication
- The delivery of various high-profile events
- Staff customer service standards

8.4 Complaints

Customer complaints are recorded and analysed against participation levels, with all complaints responded to. The number of complaints received for the sixth partnership year was **702** from 1,248,203 visits.

This represented an average of **5.62** complaints per 10,000 visits, which compared favourably against the 5.68 per 10,000 visits seen in the fifth year of the partnership. It was also the lowest figure recorded to date.

Insight into the nature and volume of complaints received aligns to Everyone Active initially assuming management of the centres in Partnership Year 1 and the associated levels of 'change' that came with that, followed by a period in which the centres received significant levels of investment (including a new build) along with the volume of customers who have only ever attended the centres under Everyone Active's management increasing.

Table 8.4.1 - Hermitage Leisure Centre/Whitwick & Coalville Leisure Centre Complaints – Partnership Years 1-6

Partnership Year / Measure	Attendance	Complaints	Per 10,000 Visits (%)	Responded To
Partnership Year 1	339,931	244	7.18	100%
Partnership Year 2	94,274	61	6.49	100%
Partnership Year 3	418,618	271	6.47	100%
Partnership Year 4	797,493	508	6.36	100%
Partnership Year 5	835,553	473	5.66	100%
Partnership Year 6	789,945	438	5.54	100%

Table 8.4.2 - Ashby Leisure Centre & Lido Complaints – Partnership Years 1-6

Partnership Year / Measure	Attendance	Complaints	Per 10,000 Visits	Responded To
Partnership Year 1	386,057	268	6.94	100%
Partnership Year 2	122,432	80	6.54	100%
Partnership Year 3	405,253	275	6.78	100%
Partnership Year 4	412,882	269	6.51	100%
Partnership Year 5	450,600	258	5.72	100%
Partnership Year 6	458,798	264	5.75	100%

Table 8.4.3 - Overall Complaints (Both Sites) – Partnership Years 1-6

Partnership Year / Measure	Attendance	Complaints	Per 10,000 Visits	Responded To
Partnership Year 1	725,988	512	7.06	100%
Partnership Year 2	216,706	141	6.51	100%
Partnership Year 3	823,871	546	6.63	100%
Partnership Year 4	1,210,435	777	6.42	100%
Partnership Year 5	1,286,153	731	5.68	100%
Partnership Year 6	1,248,203	702	5.62	100%

We analyse complaints for common themes and use these as areas for improvement as soon as possible. As with 'compliments', these are reported to the council through the monthly Performance Monitoring Reviews (PMR) reporting framework. Common themes experienced within the sixth year of the partnership included:-

- Periodic issues with the health suite at Whitwick & Coalville Leisure Centre
- Junior gym users (both centres)
- Poolside shower maintenance at Ashby Leisure Centre & Lido
- Car parking availability during events (both centres)
- Fitness class availability (both centres)

8.5 Maintenance of Buildings, Plant and Equipment

We have maintained our registration under Health & Safety OHSAS 18001 management standards, thus demonstrating our commitment to best practice and compliance. This informs the strategy and direction of how we manage maintenance of the buildings, plant, and equipment.

The management of maintenance is split into proactive and reactive. The Planned Preventative Maintenance (PPM) schedule provides a programme of servicing and maintenance to ensure plant and equipment realise their economic life. The PPM schedule incorporates the relevant statutory inspections required to be compliant with all relevant legislation (see Health & Safety section for more information on statutory inspections). These reports (Annual Reporting Schedule - Document 24) have been submitted to the Council as part of the annual reporting process.

The reactive schedule provides a structured approach for dealing with breakdown and repairs to ensure the buildings and services are maintained to a high standard. On a monthly basis we submit a reactive maintenance log indicating the number tasks raised and completed in the month, as well as a yearly summary report ([Annual Reporting Schedule - Document 19](#)). This indicates the volume of tasks being generated and completed monthly. The variety of these jobs is huge, varying from putting up a notice board, replacing a lamp, or replacing an air filter to larger jobs such as repairing a dosing line or arranging for a full pump repair.

In Partnership Year 6, Everyone Active launched its EQMS-FM System, a digital platform used to monitor maintenance more efficiently. Our Planned Preventative Maintenance (PPM) is uploaded into the system along with our Asset List, which in turn provides us with more realistic depreciation data, as well as monthly notifications as to when our PPM needs to be completed.

In addition to that, the EQMS-FM System allows us to add reactive maintenance tasks in the form of a 'Work Request', which each assigned a time importance rating. The platform monitors all the maintenance tasks completed along with associated costs, providing useful insight in regard to the value of the in-house maintenance resource and externally delivered rectifications.

Table 8.2.1 – Maintenance Tasks Undertaken By The In-House Maintenance Team - Partnership Year 6

Site	Q1 April 24 – June 24	Q2 July 24 – September 24	Q3 – October 24 – December 24	Q4 January 25 – March 25	Totals
Whitwick & Coalville Leisure Centre	52	41	33	47	173
Ashby Leisure Centre & Lido	65	46	36	53	200
Total	117	87	66	100	373

8.6 Equipment

Equipment is maintained to be safe, fit for purpose, and able to meet programming requirements. The inventory is updated on a regular basis to reflect any changes. Inventory reports ([Annual Reporting Schedule - Document 7](#)) continue to be submitted to the Council as part of the annual reporting process..



8.7 Cleaning

Cleaning tasks are split into routine/planned and reactive. Cleaning and housekeeping standards are clearly set out in operational audit books, as well as in dedicated cleaning schedules which dictate the frequency of the tasks i.e. daily, weekly, monthly, quarterly, annual, as well as the times of the day they should be completed and by whom.

These are captured within the Cleaning Schedule ([Annual Reporting Schedule - Document 3](#)). Regular 'deep cleaning' of key areas are a fundamental part of this regime. Specialist cleaning tasks such as external window cleaning is contracted to third parties, and scheduled as part of the cleaning regime.

Monitoring and auditing is carried out vigorously to ensure compliance of the required standards. Auditing is carried out by several different people and organisations:

Internal audits:

- 6 monthly audits undertaken by the Regional Health, Safety and Quality Manager.
- Monthly inspections by the Area Manager
- Monthly inspections by the Contract Manager.
- Daily and weekly audits by the General Manager and Department Managers.
- Daily audits by the Duty Managers.

External audits:

- Monthly by the Council
- Annually as part of QUEST Accreditation – Mystery visitor + Assessor visit
- Annually as part of the UK Active Awards / National Fitness Awards – Mystery Visitor and Assessor elements

8.8 Service Improvement

Continuous improvement is an integral part of quality service delivery and has been incorporated into an overarching Quest Accreditation & Contract Action Plan report ([Annual Reporting Schedule - Document 22](#)) that by its very nature evolves continually. This all-encompassing document pulls together actions derived from several sources such as Council inspections, health & safety audits, customer feedback, internal inspections, Quest assessment feedback and colleague suggestions.



8.9 Service Interruptions

During Partnership Year 6 we experienced one maintenance related facility closure on 21st January 2025, which occurred as a result of a major power failure within the local area. This led to much of Ashby (including the leisure centre) being without power for three hours and the centre not opening until 9.30am. As a result, morning swimming sessions had to be cancelled, with all pre-booked customers notified in advance and offered Whitwick & Coalville Leisure Centre as an alternative.

8.10 Community Contributions (Free Activity)

Within Everyone Active's tender submission document, reference was made to our providing a minimum value of £500 per month (£6,000 pa) of free public activity within our nearby Oadby & Wigston partnership. A commitment to undertake similar within the North West Leicestershire partnership was made.



Previous versions of this report have evidenced that this desired outcome has been significantly exceeded throughout the partnership to date, as a result of our front foot approach to supporting the local community as diversely and often as possible.

In Partnership Year 6 we provided **£379,729** in discounted or free usage arrangements, and sponsorship support within the local community. This represented a **20.2%** increase on the previous year's already impressive £315,717 and the highest figure since the partnership commenced. Whilst the Club Activ8 scheme made up the bulk of this outcome, notable partner sponsorships within it included;- Coalville Fireflies, Coalville Town Football Club Women, Ashby Baggers Cornhole Club, Ashby Ivanhoe Football Club, Ashby 20 Road Race, and the Whitwick St John's Primary School football team.

Table 8.10.1 – Summary of Free Activity & Community Contributions – Partnership Year 6

Description	Number	Unit Value (£)	Total Value (£)
(Club Activ8) Primary School	11,047	3-50	38,664
(Club Activ8) Upper School	37,675	8-80	331,540
Talented Athletes Complimentary Annual Membership	9	399-99	3,600
Complimentary Swim Pass	41	5-40	221
Disabled User Complimentary Passes	18	5-40	97
Various Requests Complimentary Passes	74	10-90	807
NWLDC Employee Membership Discount	17	100-00	1700
NWLDC Event & Local Team Sponsorship	6	Various	2550
School Sports Partnership (SSP) Events	11	50-00	550
Total	N/A	N/A	£ 379,729

9. Quality Assurance

9.1 Internal Health and Safety Audits

Health and Safety audits are carried out by the Everyone Active Regional Health and Safety Management Team. Following the principle of continuous improvement, the assessments inform an action plan designed from the feedback.

For the avoidance of doubt, our Health and Safety audits set a standard far higher than required to safely operate the centres. The criteria stipulate an 'all or nothing' approach and each item requires consistent records to achieve the mark.



Under previous assessment criteria, Everyone Active historically sought new sites to secure an initial minimum score of 65%, subsequently migrating to 95% by the fourth cycle of assessment. With respective scores of 90.0% and 91.4% secured in their third cycle of assessment, both the former Hermitage/W&CL and Ashby LC & Lido were well on course to achieve the desired benchmark, having increased from scores of 78.0% and 80.0% recorded the previous year.

Assessment criteria was changed in 2022, with sites advised that a score of 85% be secured within Year 1 (2022), migrating to the previous standard of 95% at the third cycle of assessment in 2024. As the table below shows, both centres met corporate expectations a year ahead of schedule, improving on them further in Partnership Year 6 with scores of **95.7%** at Ashby and **95.9%** at Whitwick & Coalville.

Table 9.1.1 – Health & Safety Audit Scores – Partnership Years 1-6

Centre	Partnership Year 1 2019	Partnership Year 2 2020	Partnership Year 3 2021	Partnership Year 4 2022	Partnership Year 5 2023	Partnership Year 6 2024
Hermitage LC / Whitwick & Coalville	70.00	78.00	90.00	87.40	95.10	95.90
Ashby Leisure Centre & Lido	71.00	80.00	91.40	87.10	95.60	95.70
Average	70.50	79.00	90.70	87.30	95.35	95.80

9.2 External Audit / Inspections

Towards the latter part of Partnership Year 1 monthly monitoring inspections undertaken by NWLDC's appointed Client Officer commenced, with a formal reporting template created that captured findings and agreed rectification timescales. Remedial action updates were subsequently provided by Everyone Active.



Due to the impact of the Covid-19 pandemic the councils Client Officer was unable to undertake any of these inspections during Partnership Year 2; However, these resumed towards the end of Partnership Year 3.

In Partnership Year 4 a shared drive was set up by NWLDC within which the template now sits. Inspections have continued to take place on a monthly basis since.

9.3 Quest Accreditation

QUEST is the Sport England recommended 'Continuous improvement Tool for Leisure Facilities and Sports Development Teams', designed to measure how effective organisations are at providing customer service, their proficiency at delivering varied activity programmes in a clean and well-maintained environment, along with assessing their impact on the health and wellbeing of communities.



The scheme is currently managed by Right Directions, on behalf of Sport England.

Hermitage Leisure Centre / Whitwick & Coalville Leisure Centre

Hermitage Leisure Centre underwent a QUEST Prime Covid Assessment in December 2020, receiving an overall rating of 'Very Good', with the assessor advising the centre to be closing in on the 'Excellent' banding level. Due to the age of the facility, this represented a hugely satisfying testament to the service.

Due to a further period of closure as a result of the pandemic, the centre re-opening with a limited programme and decreased usage levels, and the fact that the centre was due to permanently close in 2022, Right Directions agreed that Hermitage need not undergo further assessment and would retain its banding and current score until such time as it closed. It was also agreed that a fresh cycle of assessment would be commenced at the new Whitwick & Coalville Leisure Centre, but only once it had become established.

Whitwick & Coalville Leisure Centre therefore underwent its first cycle of Full Assessment in June 2023 (Partnership Year 5) scoring 'Excellent' at the first time of asking. Partnership Year 6 saw the centre undergo a Directional Interim Review with the assessor advising that it was on track to maintain 'Excellent' banding when next undergoing a Full Assessment in July 2025, with the below comments provided:-

Mystery Visit Strengths

- There was an option on the website for users with visual, hearing, and mobility impairments that is very easy to use.
- The centre's Facebook page was updated regularly, with a link to the page directly from the website.
- Changing rooms felt fresh and modern with high-quality fixtures & fittings that were clean and tidy
- Staff were highly visible and smartly attired in corporate uniform, and when spoken to had an excellent knowledge of the centre and its programming.
- Swim sessions were busy and well-managed, creating a positive customer experience.
- The Café was clean and tidy, even in busy periods. The menu was varied, with healthy options available.
- A very impressive environmental notice board was prominently located in reception. This included information on the centre's energy lead manager and historic consumption information.
- Results of recent customer feedback and customer satisfaction surveys were showcased within the reception foyer and on the 'community engagement' notice board. These were well presented and aligned to detailed and interesting information relating to member forums, and customer and stakeholder representative groups.

Assessment Strengths

- Upon arrival the receptionist was very friendly and informative
- Good staffing levels were seen throughout the centre, with members of the team visible and wearing correct uniform.
- The standards of cleanliness and hygiene were of a very high level throughout all areas of the building, whether this was in the cafe, changing rooms or toilets.
- There was an excellent range of customer information around the building and also on the website, with numerous subject-specific noticeboards which were all, without exception, superbly presented.
- In conjunction with this there was also plenty of information about the company's policies and procedures covering areas such as safeguarding equality and diversity as well as details of other initiatives including the exercise referral scheme and Club Activ 8 scheme.
- The Absorb staff training on-line platform was impressive. Associated staff completion rates were high, with members of the team commenting favourably on learning content.
- Customer complaint levels were much lower than the corporate standard. These positive results being achieved through several customer and resident user engagement platforms.

Ashby Leisure Centre & Lido

Ashby Leisure Centre & Lido underwent a full QUEST assessment on 7th May 2024 successfully increasing the outcome from 'Very Good' in 2022 to an '**Excellent**' banding for the first in the centres history, strengths were advised as follows:-

Mystery Visit Strengths

- There seems to be an inclusive and varied programme on offer at the centre with classes suitable for all ages
- The Everyone wellness membership included access to a private GP as well as a host of other benefits that is excellent for the customer
- The interactions held with all team members were positive and helped to create a pleasant atmosphere.
- I could not see any maintenance issues at the time of my visit. All areas visited appeared to be in good working order.
- The level of cleanliness was very good. The changing rooms were exceptionally clean and clear of litter.
- The information displayed on the environmental notice board was excellent. The information included an Ashby specific energy engagement plan, Green travel and bus service information, utility consumption data, and the facility environmental champion.
- The standard of lifeguarding was excellent with the rules being enforced. The rotation between the two lifeguards was completed smoothly and professionally.

Assessment Strengths

- Procedures and policies continue to be developed, defined and documented as part of the Everyone Active Quality Management System (EQMS).
- Management reliably explored the potential sales opportunities that can be achieved through engagement with the different forms of social media.
- The team was informed and updated with the current sales performance figures on a weekly and monthly basis.
- Management actively displays a selection of feedback and responses in the guise of 'You Said, We Did' platform, thus demonstrating the implementation of specific actions.

- The overall condition of the facility was very good and the standards of cleanliness and hygiene throughout the facility during the assessment were exemplary, thus demonstrating that the core operational management aspects were receiving sufficient focus.
- There was a wider mental health and well-being policy in place across the company. Management confirmed that the team received regular updates and attended specific training to attain an acceptable understanding of these critical issues.
- There was a comprehensive annual planned preventative maintenance programme (PPM) in place which incorporated all the statutory inspections. Other regular servicing and checks was carried out by a mix of specialist external contractors as well as highlighting missed checks.
- There was a good feel to the centre, with lots of customers interacting with the management team evidencing a strong community vibe.
- Staffing levels within the centre were sufficient to meet customer and programme demand.
- Customer information within dedicated notice boards was to a very high standard

Note – Although further detail will appear within the Partnership Year 7 report, we are pleased to advise that Ashby Leisure Centre & Lido subsequently scored ‘Excellent’ in its May 2025 Direction Interim Review.

In holding QUEST ‘Excellent’ banding, both centres currently sit within the top 17% of centres nationally accredited through the scheme.

10. Health & Safety

10.1 Major Incidents

In Partnership Year 6 there was one major incident that occurred at Ashby Leisure Centre & Lido.

- **Monday 26th August 2024 – Ashby LC & Lido** – The IP suffered a heart attack whilst attending an antiques fayre event being held in the sports hall. CPR and Defib were applied with the IP subsequently taken to hospital by ambulance. Thanks to the swift and professional immediate support provided by members of the centre team, and the professional medical services on the back of that, the IP made a full recovery.

10.2 Accident Analysis Table

Table 10.2.1 – Accident Analysis – Partnership Year 6

Information	Whitwick & Coalville LC	Ashby LC & Lido	Total
Site Attendance	789,945	458,798	1,248,203
Accidents	114	30	144
RIDDORS	1	1	2
Accidents Per 10,000 Visits	1.44	0.65	1.18

The RIDDOR at Ashby related to a natural fatality that occurred within a disabled changing room within the wet side changing area.

The RIDDOR at Whitwick & Coalville Leisure Centre related to a member of the staff team (Recreational Attendant) who slipped over injuring their hip whilst running through the wet side changing rooms.

Everyone Active enjoy a strong and established track record in the management of risk and minimisation of accident, with a corporate wide average of just 2.08 accidents per 10,000 visitors across the portfolio of 250 facilities managed on behalf of local authorities. As such, with an average of just **1.18** the North West Leicestershire partnership is viewed as one of the better performing ones within an already diligent organisation.

10.3:- Statutory inspections

To achieve legislative compliance, we have a programme of statutory inspections. These are part of the Planned Preventative Maintenance (PPM) Schedules ([Annual Reporting Schedule - Document 24](#)) and continue to be submitted to the Council as part of the annual reporting process.



11. Environmental

11.1 ISO14001

The Corporate Environmental Policy informs the structure and direction of how we manage environmental issues. Everyone Active have maintained our ongoing registration under Environmental ISO 1400 management standards. This sets out our objectives for carbon reduction, energy reduction and re-cycling.

In August 2024 Ashby Leisure Centre & Lido was chosen along with seven other sites within Everyone Active's East Region of 85 centres, to undergo ISO 1400 accreditation assessment. We subsequently achieved this, securing **Excellent** feedback from the assessor in relation to our ongoing commitment to environmental management.

Both centres deliver a yearly contract specific Energy Engagement Plan (EEP) ([Document 6 – Annual Reporting Schedule](#)) and an Energy Reduction Plan aligned to ISO 1400 performance standards. These continue to be well received by NWLDC, as well as being consistently championed by QUEST as examples of best practice.

The following headlines sit within these plans:

- Reduce energy utility usage (kWh) v budget by 5%
- Reduce our 24/25 Carbon Emissions vs 23/24 by 5%
- To Install more Solar Panels within the NWL contract through the SPSF programme.
- Reduce DEC rating at both centres
- Reduce the amount of waste at our leisure centres
- To recycle 20% of our waste within our centres
- Encourage colleagues and customers to use green forms of transport
- Compliance with ISO 14001 accreditation

Whitwick and Coalville Leisure Centre have a **BREEAM Excellent** rating that demonstrates a sustainability-focussed approach to the building and operating of the facility. The building incorporates a photovoltaic (PV) array mounted on the roof; EV charging bays in the carpark; energy efficient LED lighting throughout, and smart building controls via a state-of-the-art building management system (BMS).

Environmental management actions taken at Ashby Leisure Centre & Lido include;

- Continuous monitoring and servicing of our BMS system to ensure the centres plant operates at optimum level.
- Continuous daily monitoring of utilities and CHP performance.
- 100% LED lighting through out the centre including car park
- The reduction of pool temperatures by 0.5C
- Encouraging customers to use green forms of active travel In addition to this, all colleagues undertake regular environmental training at both centres.

In addition to that, we have a Green Champion in place across the two centres who is responsible for implementing policies and ensuring staff awareness. Aside from corporate and site level environmental management delivery, Everyone Active work closely with NWLDC in regard to the latter's Carbon Zero Project. Everyone Active's Group Sustainability Manager advises the partnership to be one of the strongest across the company's portfolio of 70 contract partnerships with local authorities, putting this down to a combination of a proactive local authority and fully engaged Everyone Active contract in regard to the green agenda.

11.2 Display Energy Certificate (DEC)

Ashby Leisure Centre achieved a Display Energy Certificate (DEC) rating of **Band C - 61** in November 2024, which represented a decrease of four on the previous year. Given that the centre's facility mix which includes three swimming pools, a rating of this level is viewed within the leisure industry as impressive.

Whitwick & Coalville Leisure Centre secured its first DEC rating of Band A- 21 in September 2023. This was deemed as being extremely low and 'unlikely' for a facility of its size and dynamic, which subsequently proved to be the case upon further investigation that highlighted that it had been based on inconsistent data and incorrect Automated Meter Readings (AMR) provided within the first year of opening.

In September 2024 Whitwick & Coalville Leisure Centre secured a follow up DEC rating of **Band C- 56**, which was deemed to be far more in keeping with a large facility operating at optimum efficiency.

These DEC ratings provide a clear indicator that our Energy Engagement Plan, Energy Reduction Plan, and support of NWLDC's Carbon Net Zero Plan are working.

11.3 Energy Consumption

We use a software analytics package to record energy consumption via Automated Meter Readings (AMR's) which subsequently provides our energy consultant partners with half hour, hourly, daily, and monthly usage data which is displayed on our energy portal.

This in turn provides daily, monthly, and annual trends with regards to consumption, with monitoring, investigation, and action managed collaboratively between Everyone Active's Regional Technical Manager and the management team at site. In addition to that the Duty Management team undertake meter readings daily.

We have Combined Heat & Power (CHP) units in place at both centres which are monitored daily to ensure optimum efficiency performance. Gas consumption tends to be affected much more than electrical consumption, as it is gas that runs the water and heating systems, so varies dependent on usage levels and ambient air temperatures. Electricity consumption is related to the operation of lights and air handling, so is less open to variance unless we experience issues with the CHP units.

Both centres have relatively new Building Management Systems (BMS) in place that allow us to control and monitor the usage of electrical / plant equipment such as air conditioning, pool temperatures and pool pumps. These are set on timers within the BMS, which allow us to ramp down during quieter times, or at night when the centre is closed.

Whilst energy saving measures such as a migration to full LED Lighting at Ashby LC & Lido and improvements made to the pool plants and BMS systems at each site clearly impact on energy consumption, providing tangible comparative year on year data continues to be difficult due to a combination of redevelopment, a new build, the impact of a pandemic, and the implementation of significant levels of solar PV provision. This is captured as follows:-

Partnership Year 1 - The then Hood Park LC underwent a major redevelopment on the back of Everyone Active assuming management of the centres. In addition to that, towards the end of the year both centre's closed as a result of the Covid-19 pandemic.

Partnership Year 2 – Both centres were closed for a collective period of 7 months across three separate closure periods as a result of the pandemic.

Partnership Year 3 - Commenced with the centres operating a reduced programme and aligned facility usage due to the impact of the pandemic. In addition to that, the year finished with the closure of Hermitage LC and the opening of the new Whitwick & Coalville Leisure Centre.

Partnership Year 4 – This represented the first year that we were able to secure 'base line' data for the new centre. It was felt that the time that this would then allow us to subsequently bench mark both centres comparatively for the first time in Partnership Year 5 .

Partnership Year 5 – Whilst the playing field in terms of year on year comparison was deemed more level, gas usage increased due to our extending the running times of the Combined Heat & Power (CHP) units at both centres.

CHP units burn gas to create electricity which in turn saves us buying from the grid. The decision was taken due to gas having a cheaper per unit price than electricity and the savings (£) realised being greater.

Partnership Year 6 – Towards the end of the year just over 400 Solar Panels were introduced to Whitwick & Coalville LC as part of the Sport England Support Funding Initiative detailed elsewhere within the report.

Whilst early signs linked to usage data are encouraging, the impact of this will only be fully seen in Partnership Year 7.

Table; 11.3.1 ; Energy Consumption 2024/25 Partnership Year 6

Partnership Year 5	Whitwick & Coalville	Ashby LC	Total
Gas (kwh)	2,280,391 kwh	2,216,970 kwh	4,497,361 kwh
Electricity (kwh)	252,934 kwh	77,729 kwh	330,663 kwh
Total (kwh)	2,533,325 kwh	2,294,699 kwh	4,828,024 kwh

Table; 11.3.2 ; Energy Consumption 2023/24 Partnership Year 5

Partnership Year 5	Whitwick & Coalville	Ashby LC	Total
Gas (kwh)	2,196,373 kwh	2,266,485 kwh	4,462,858 kwh
Electricity (kwh)	270,532 kwh	124,499 kwh	395,031 kwh
Total (kwh)	2,466,905 kwh	2,390,984 kwh	4,857,889 kwh

Table 11.3.3 ; - Energy Consumption 2022/23 - Partnership Year 4

Partnership Year 4	Whitwick & Coalville	Ashby LC	Total
Gas (kwh)	2,108,651 kwh	2,030,354 kwh	4,139,005 kwh
Electricity (kwh)	377,216 kwh	167,156 kwh	544,372 kwh
Total (kwh)	2,485,867 kwh	2,197,510 kwh	4,683,377 kwh

Table 11.3.4 ; Energy Consumption 2021/22 - Partnership Year 3

Partnership Year 3	Hermitage / W&C	Ashby LC	Total
Gas (kwh)	1,376,553 kwh	2,229,729 kwh	3,606,282 kwh
Electricity (kwh)	400,510 kwh	237,725 kwh	638,235 kwh
Total (kwh)	1,777,063 kwh	2,467,454 kwh	4,244,517 kwh

Table 11.3.5 ; Energy Consumption 2020/21 – Partnership Year 2

Partnership Year 2	Hermitage LC	Hood Park LC	Total
Gas (kwh)	1,408,983	1,386,835	2,795,818
Electricity (kwh)	347,514	282,943	630,460
Total (kwh)	1,756,497	1,669,778	3,426,278

Table; 11.3.6 ; Energy Consumption 2019/20 Partnership Year 1

Partnership Year 1	Hermitage LC	Hood Park LC	Total
Gas (kwh)	1,801,690	3,249,999	5,051,689
Electricity (kwh)	311,263	267,029	578,292
Total	2,112,953	3,517,028	5,629,981

Water Quality is monitored daily by the site teams and also on a monthly / quarterly basis from our specialist contractors – Kingfisher Environmental Services Ltd. All the bacteriological reports for the period May 2024 – April 2025 came back highly satisfactory and there were no reported incidents.



12. Financial

12.1 Operational Expenditure and Income

Operational Expenditure and Income for Partnership Year 6 (May 2024 - April 2025) has been reported to NWLDC in line with contractual requirements.



13. Reporting Schedule

There are 24 Annual Reporting Compliance Documents listed within the contract specification schedule, however Everyone Active volunteer a 25th in the guise of the Club Activ8 Annual Report.

In addition to this, the contract specification schedule (drawn up in 2018) listed a need for Everyone Active to provide evidence of alignment to the Inclusive Fitness Initiative and Sport England Benchmarking Service, which would have resulted in the Annual Reporting Compliance running to 27 documents including the volunteered Club Activ8 Annual Report; However, both of these platforms were obsolete by the time the partnership commenced in May 2019.

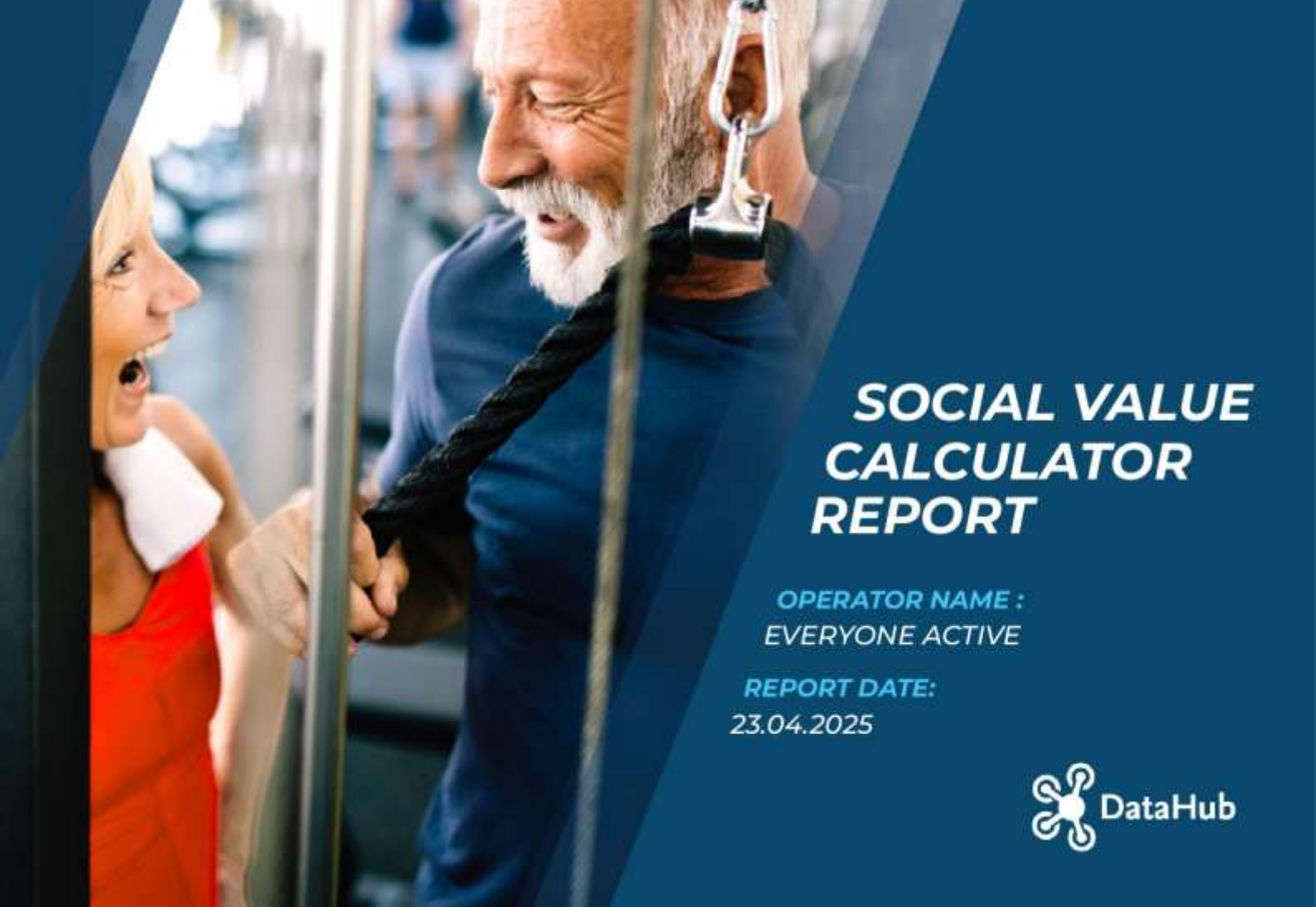
NWLDC have subsequently accepted that that Everyone Active are unable to evidence alignment to platforms that no longer exist, accepting that due diligence in regards to each is evidenced through other means and platforms.

NWL/ SLM Report Schedule		
Partnership Year 5: May 2024 - April 2025		
Document Ref Number	Report Type	Submitted
1	Annual Service Report	Y
2	Physical Activity, Health and Economic Support Outcomes Framework	Y
3	Cleaning Schedule	Y
4	Electrical Certificate	Y
5	Emergency Action Plan	Y
6	Environmental & Energy Plan	Y
7	Equipment Inventory	Y
8	Event Management Plan	Y
9	Facility Health & Safety Procedures	Y
10	Fire Risk Assessment	Y
11	Grounds Maintenance Schedule	Y
12	Legionella Reports	Y
13	Licensing & Legislation Compliance	Y
14	Lightening Conductor	Y
15	Annual Marketing Plan	Y
16	Opening Hours	Y
17	Performance Monitoring	Y
18	Pricing Schedule	Y
19	Programmed Maintenance	Y
20	Programme of Use	Y
21	Property Database	Y
22	Quest Accreditation & Contract Action Plan	Y
23	Staff Training Plan	Y
24	5 Year Maintenance Plan	Y
25	Club Activ8 Scheme Annual Report	Y

14. Appendix

Appendix	Page
Appendix 1 - NWL Partnership 2024/25 Annual Social Value Report (Whitwick & Coalville Leisure Centre & Ashby Leisure Centre & Lido)	52
Appendix 2 - 2024/25 Community Health & Wellbeing Plan Outcomes (Collaboratively Produced by Everyone Active & NWLDC)	58





SOCIAL VALUE CALCULATOR REPORT

OPERATOR NAME :
EVERYONE ACTIVE

REPORT DATE:
23.04.2025



1 - FILTERS

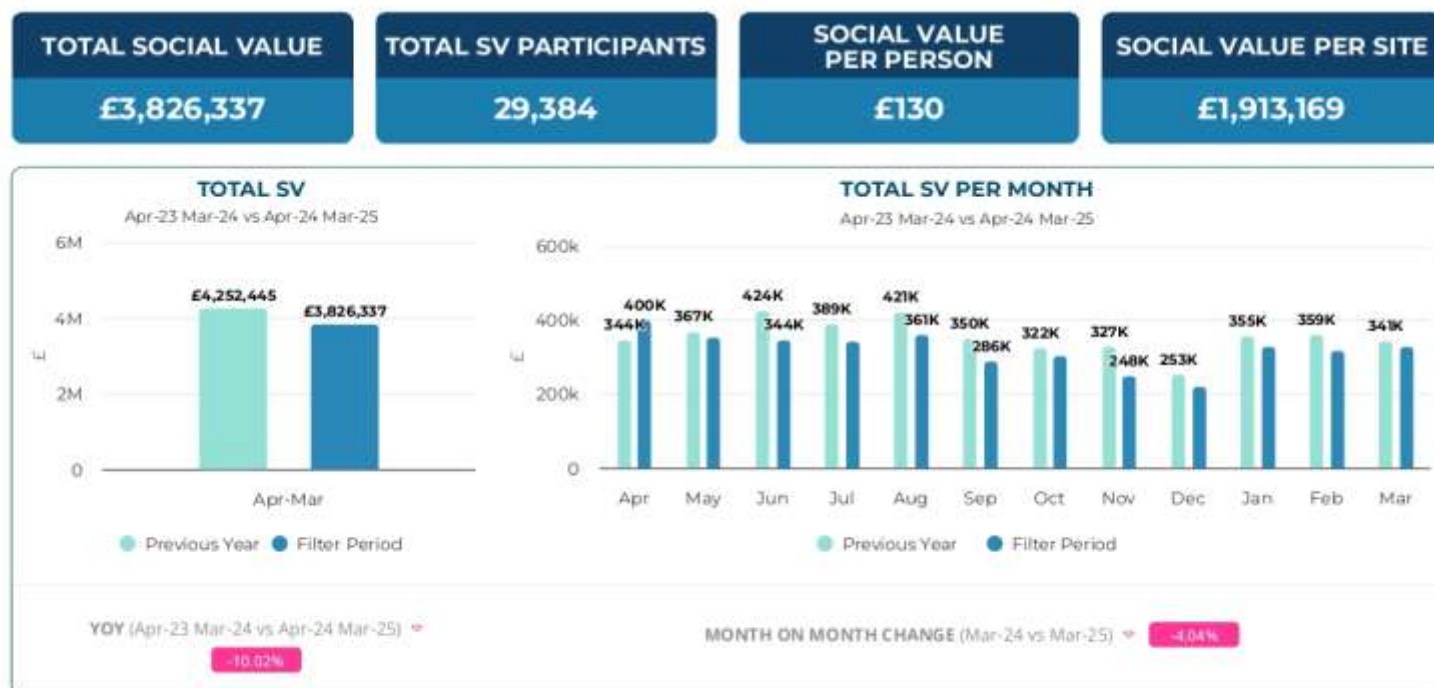
4GLOBAL Social Value Calculator uses filtering based on date, location, demographics, membership and activity type. The following filters have been selected to generate this Social Value report.

DATE	Rolling Months
BENCHMARK PERIOD	Same period last year
LOCATION	NORTH WEST LEICESTERSHIRE CONTRACT
DEMOGRAPHICS	Gender: All Age: All
CASUAL / MEMBER	All
MEMBERSHIP TYPE	All
ACTIVITY TYPE	All



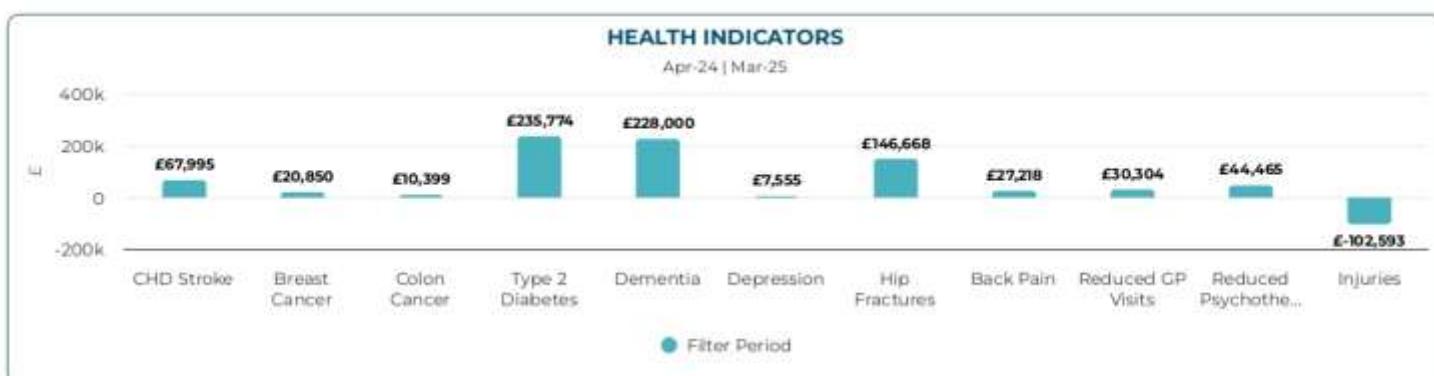
2 - SOCIAL VALUE DASHBOARD

The dashboard displays the main Social Value KPIs based on selected filters: 1-Total social value generated, 2-Total number of participants generating social value 3-Average social value per person, 4-Average social value per site. The total social value is then broken down by month within the selected time period and benchmarked against the same time period from the previous year.



2

INDICATORS



HEALTH INDICATORS

The Social Value for **Physical and Mental Health** is calculated based on the health care cost savings for eight health outcomes based on the reduced risk and prevented cases combined with the reduced GP visits & psychotherapy usage for physically active people.

The **Subjective Wellbeing** outcome refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of unique people taking part.

Individual Development refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

Social and Community Development outcome represents the reduction in crime rates for young males and the social capital based on improved networks, trust and reciprocity.



3 - BENCHMARKING

This section provides comparisons for the selected KPIs (social value per site, social value per person and social value growth) against the sector benchmarks. For each KPI, you can see the Actual Value, the Index Score and the Sector Graph, which groups all individual sites from the sector into four quartiles based on their performance in the selected KPI.



SOCIAL VALUE PER SITE

The average social value generated by each site within the selected time period is calculated by the division of the total social value generated by the operator by the number of sites included in the filter. This value is then benchmarked with all sites the sector on the quartile graph.

Actual Value: The actual social value delivered by the operator (or the selected sites) within the selected time period.

Index Score: The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector – a higher score represents better performance (i.e. 100 is the best performing site/ operator).

Sector Graph: The graph with all sites from the sector matching the selected filters grouped into four quartiles based on their performance – i.e. Top Quartile includes the best performing 25% of the sites in the sector and Bottom Quartile included the worst performing 25% of the sites in the sector for the selected KPI.

4



SOCIAL VALUE PER PERSON

Average social value generated by each person within the selected time period. This value is calculated by the division of the total social value by the number of participants that generated social value.



SOCIAL VALUE CHANGE (%) - YOY

This value represents the change in social value generated by the selected operator/site compared to the same time period in the benchmark year.



4 - PEOPLE OUTCOMES

This section focuses on the activity levels of individuals required to generate social value following the WHO guidelines for physical activity. Social value is generated for 'active' participants at the physical activity threshold of 150+ minutes per week of moderate activity. In addition, for health outcomes, social value is also generated for 'fairly active' participants (30-149 minutes) based on the reduced risk of developing various health conditions.

SOCIAL VALUE PARTICIPANTS	PERSON TYPE BREAKDOWN	ACTIVITY LEVEL BREAKDOWN	SOCIAL VALUE PER PERSON
29,384	24,285 MEMBER	9,981 ACTIVE	£390 ACTIVE
	5,099 CASUAL	19,403 FAIRLY ACTIVE	£2.91 FAIRLY ACTIVE

NOTES

In addition to the activity level classification based on the activity duration within the month, each member is assigned to a demographic segment based on their age and gender and to a Mosaic segment based on their postcode information. These three indicators (activity level, demographic and Mosaic segmentation) combined are used to determine the risk reduction rates for health outcomes and impact the social value generated.

Social Value Participants: The total number of unique individuals (member and casual users) that generated social value within the selected time period.

Person Type Breakdown: Members are defined as facility users with an active subscription (paid or unpaid) to use the facility. Casuals are all facility users without an active subscription using the facility to do physical activity occasionally or regularly.

Participant Breakdown: The total number of Active (150+ minutes per week) and Fairly Active (30-149 minutes per week) participants averaged across a month, including members and casual users.

Social Value Per Person: Average social value generated by each Active (150+ minutes per week) and Fairly Active (30-149 min per week) person within the selected time period

6



TOTAL ACTIVE PEOPLE

In the above graph, the percentage of active people (150+ minutes per week) over total number of leisure centre users for each month within the selected time period is compared with the same time period in the benchmark year.

PHYSICAL & MENTAL HEALTH	SUBJECTIVE WELLBEING	INDIVIDUAL DEVELOPMENT	SOCIAL & COMM. DEV.
29,045	8,860	733	9,223

SV PARTICIPANTS PER OUTCOME

Total number of unique individuals (members and casual users) that generated social value in four outcome areas - physical and mental health, subjective wellbeing, individual development and social and community development are displayed above.



5 - LEAGUE TABLE

The data tables in this section display the main social value KPIs for the top five regions, contract and sites of the operator based on selected filters with comparisons against the same period in the previous year. The full tables are available in SVC3 and can be exported in excel, csv and pdf format.

HIGHEST SV (REGION) £3,826,337 EAST REGION	HIGHEST SV (CONTRACT) £3,826,337 NORTH WEST LEICESTERSHIRE C	HIGHEST SV (SITE) £2,583,653 WHITWICK & COALVILLE LEISURE	HIGHEST SV GROWTH (SITE) -9% WHITWICK & COALVILLE LEISURE
--	--	---	---

SOCIAL VALUE LEADERBOARD

The region, contract and leisure centre of the operator generating the highest total social value within the selected time period are displayed in the above KPI boxes. In addition, the leisure centre with the highest growth in social value generation is presented with its year-on-year growth rate.

LEAGUE TABLE - REGION (TOP 5)

REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
EAST REGION	£3,826,337	-10.02%	29,384	£130	+9.52%

8

LEAGUE TABLE - CONTRACT (TOP 5)

CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£3,826,337	-10.02%	29,384	£130	+9.52%

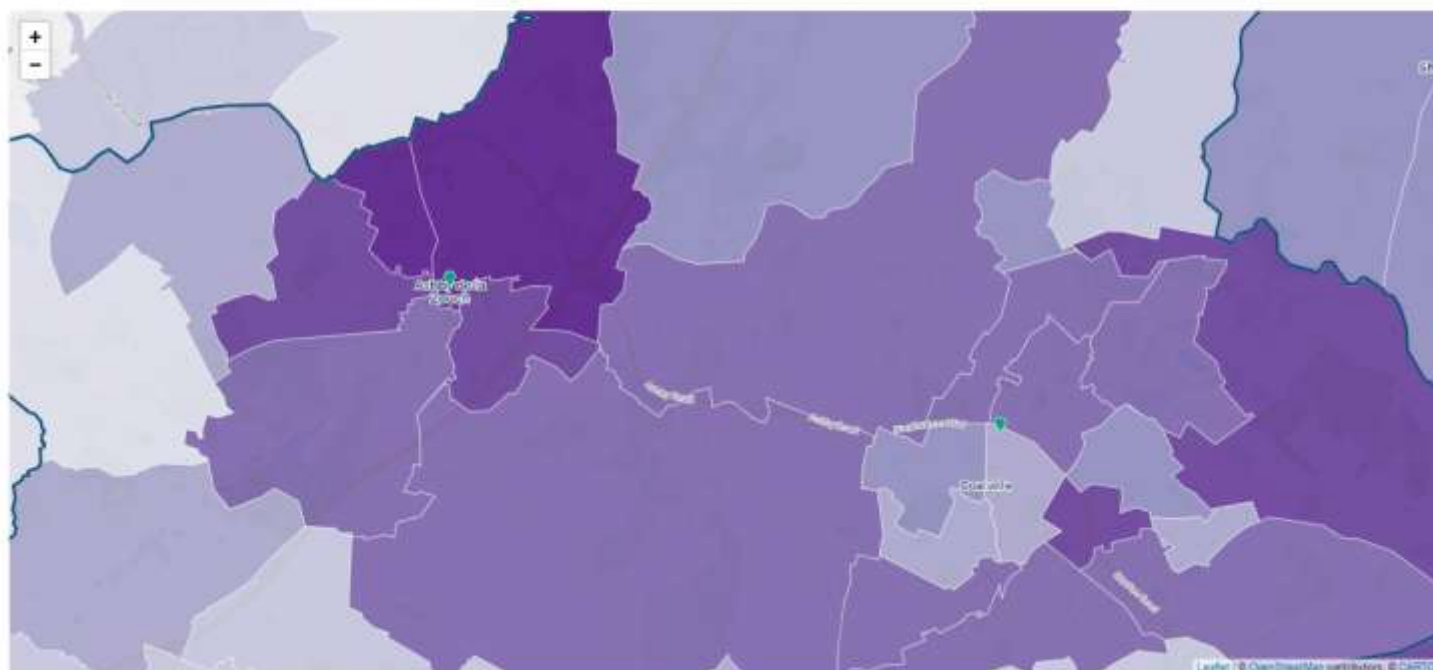
LEAGUE TABLE - SITE (TOP 5)

SITE	CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
WHITWICK & COALVILLE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£2,583,653	-9.09%	18,177	£142	+9.23%
ASHBY LEISURE CENTRE AND LIDO	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£1,242,684	-11.89%	11,207	£111	+10.38%
HERMITAGE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£0	-	0	£0	0.00%



6 - MAP

The heat map displays the social value generated by the selected sites on a map view using the same filters from the dashboards.



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datahubclub.com

Building 7,
Chiswick Business Park
566 Chiswick High Road
London W4 5YG, UK
Phone : + 44 (0) 208 123 4693



DataHub



Everyone Active Community

North West
Leicestershire
District Council

Wellbeing Plan 24/25

everyone
ACTIVE




Introduction

The health and wellbeing of North West Leicestershire (NWL) residents and the positive impact that we can have through our leisure centres is a priority for us. Our aim is to provide access and opportunities to all across our district, and those who are visiting our centres, acting as a catalyst and mechanism to increase activity levels across the district's residents.

Our partnerships aim is to deliver programmes to support the health and wellbeing of residents through physical activity, movement and sport as highlighted in this strategy. This plan captures EA's actions which aim to support the *NWL Health & Wellbeing Strategy*, and the *NWL Sport & Physical Activity Commissioning Plan*.

Key – the below colours indicate that an action aims to support the *NWL Health & Wellbeing Strategy* or the *NWL Sport & Physical Activity Commissioning Plan*

 *NWL Health & Wellbeing Strategy*

 *NWL Sport & Physical Activity Commissioning Plan*

2.0 The power of Physical Activity, Movement and Sport

'Step right up! It's the miracle cure we've all been waiting for.' (NHS.UK)

Benefits of active lifestyle

It is well documented and backed up by strong scientific evidence that moving more, being physically active and participating in sport can have huge benefits to a person's physical health.

The Chief Medical Officer (CMO) recommends that children aged 5- 18 years old be physically active for at least 60 minutes per day and adults 150 minutes per week including 2 days of strength building.

Physical activity can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of conditions such as heart disease, dementia, and stroke to name but a few.

As well as a tool to prevent disease it can be used for rehabilitation and to manage certain medical conditions such as recovering from cancer or heart conditions or living with long term conditions such as arthritis.

Building more movement into daily life can improve strength, balance and motor skills which are essential to living longer in better health. NWL has a rate of hip fracture that is significantly worse than the national average, increased levels of physical activity amongst residents could encourage a downward trend in the prevalence of hip fracture.

Meeting the CMO guidelines for physical activity is an important aspect of maintaining a healthy weight. This plan aims to support the wider work of the county's Healthy Weight Strategy implementation and local work through the NWL Health and Wellbeing Partnership and Primary Care Network.

NWL's prevalence of overweight and obesity is significantly higher than the national average in adults with 70.7% (Public Health 2021) of our adults classed as overweight or obese.

Scientific evidence also indicates that physical activity can support our residents to have the best start in life, reduce mortality, increase energy levels, support better sleep and manage pain effectively.

As well as having an impact on physical health, physical activity, movement and sport can also positively impact in other ways too. Evidence suggests that physical activity contributes to good mental wellbeing, it has the ability to reduce depression and in some cases anxiety.

Physical activity provides opportunity to overcome challenges, improve self-confidence, increase sense of purpose, build resilience, and make social connections. All of which can contribute to fun, enjoyment, happiness, and life satisfaction.

Physical activity can support individual development.

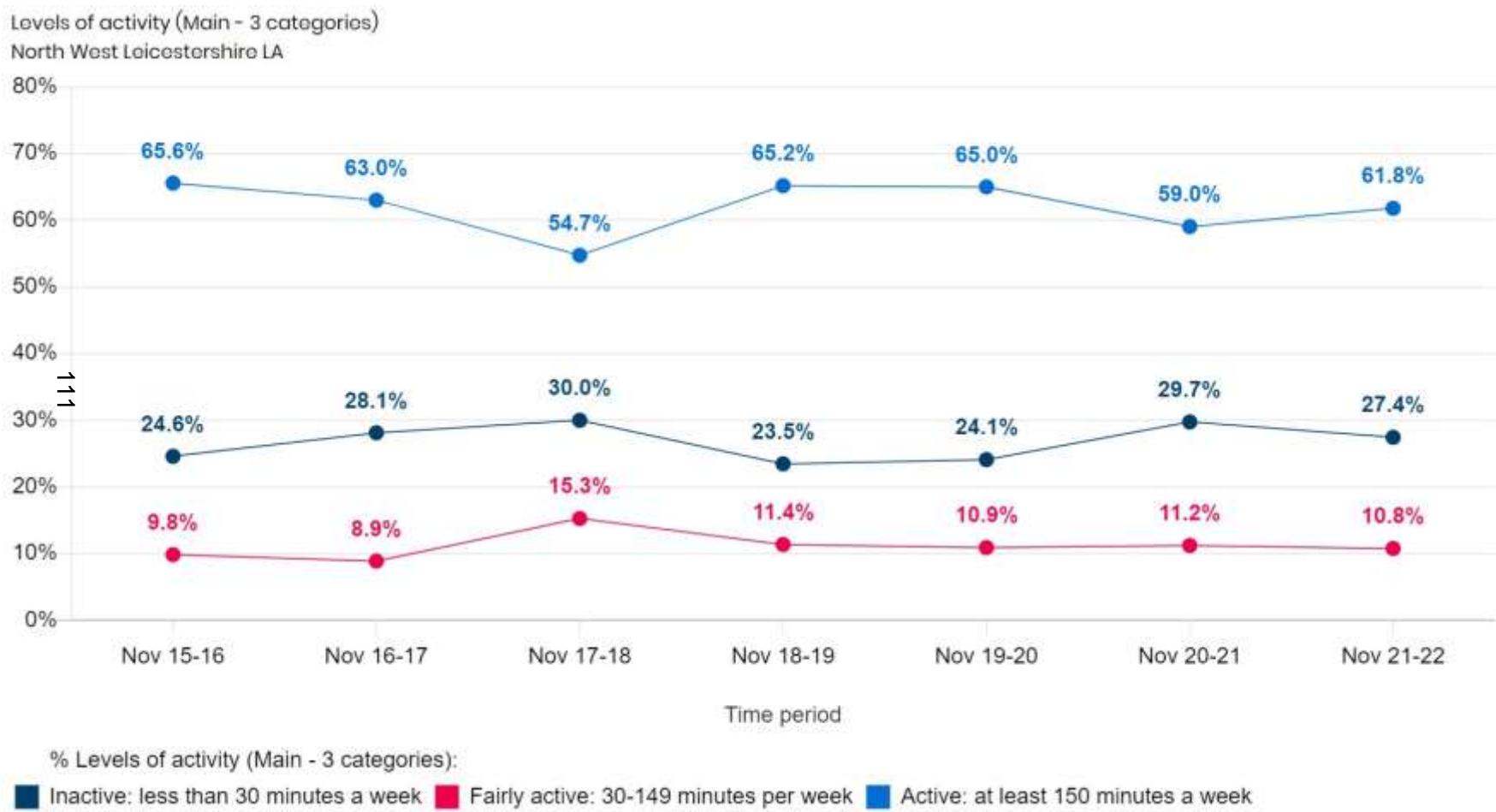
There is evidence that being active improves educational behaviour and attainment. NWL has a lower than the national average attainment 8 score (GCSE grades achieved across 8 subjects), encouraging our children and young people to be more physically active could help improve grades.

Physical activity can help to reduce anti-social behaviour giving young people activities to get involved with. It also provides opportunity to volunteer which supports the development of skills, such as integrity and leadership.

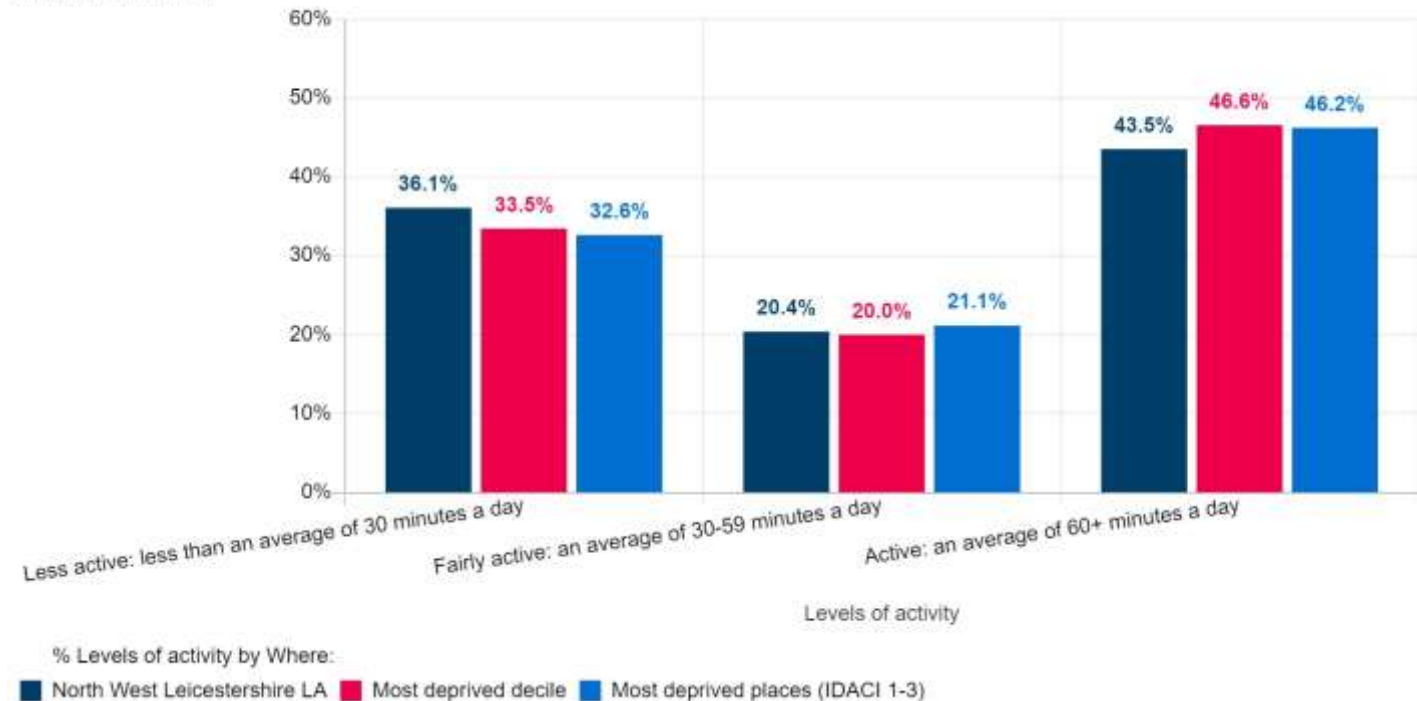
Sport and physical activity bring people together, encourages community and integrates people from all backgrounds. *'Sport and physical activity contribute £39 billion to the UK's economy and a significant portion of this comes from grassroots sport. The sector boosts the economy in two ways. Directly, through job creation, and indirectly by reducing healthcare costs due to a healthier population and reducing crime.'* (Sportengland.org)

3. Assessing Need

38.2% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, of which 27.4% are reportedly inactive (active less than 30m per week). This is reflective of the England data as shown in the charts below.



Levels of activity
Academic Year 22-23



NWL
May

2021
5.5%

out in

the
set

The most recent data available for regarding children’s participation is 2023. 43.5% of NWL’s children and young people are meeting the CMO guidelines for physical activity compared to previous local data from survey 38%, showing a showing a increase (Sport England, Active Lives Survey, May 23)

When developing the programmes set sections 7 we have taken into consideration the new Sport England Strategy ‘Uniting the Movement’ and issues identified within the strategy as out below. The issues each specific programme will aim to address are set out in the table in section 7.

The plan considers and supports priorities identified through the following.

- The NWL Health and Wellbeing Strategy

- The Leicestershire Health and Wellbeing Strategy
- The NWL Healthy Communities Plan
- NWL Sport and Physical Activity commission plan
- Active Together Framework
- Leicestershire Joint Strategic Needs Assessment (JSNA) 2018 – 2021 Obesity: Physical Activity, Healthy Weight and Nutrition
- Leicestershire Healthy Weight Strategy
- Integrated Care System's Life Course; Best start in life, Staying Healthy and Well, and Living and Ageing Well.
- The NHS CORE20PLUS5 Health Inequalities (Tackling health inequalities by supporting the 20% most deprived residents, plus those with poor access to healthcare and have a condition recognised in the NHS 5 clinical areas of focus)
- Active Together Framework 2022-2032
- The developing NWL Community Health and Wellbeing Plan (led by the LLR Integrated Care Board)

Barriers to participation:

- Socio-economic status – families and personnel from lower socio-economic backgrounds have less expendable money which can be used to participate in sport/ activity. NWL has a number of low socioeconomic areas/residents which has the knock-on effect on activity/ sports participation
- Disability – Inclusivity and access for accessible users is a key barrier to participation. The percentage of people living in the district with a disability is higher than the national average.
- Travel & time – Being a 'rural' district poses its own issues/ barriers for residents. Resident report not having available activities close enough to them to engage in. Additionally, travel links need further work to allow NWL residents to travel around the district cheaply and easily.

4. Aims

Both a national and local issue.... ‘Physical INACTIVITY is responsible for one in six deaths and costs the country an estimated £7.4 billion a year.’ (Public Health England)

This plan aims to tackle some of the barriers to physical activity and support more residents to become more active. We aim to deliver on our vision of ‘Uniting communities through Activity’. In addition, the plan also aims to support some of the wider outcomes within the delivery specification around providing local economic benefit, supporting safe and inclusive neighbourhoods, educating, protecting, and providing opportunities for young people, and providing high quality services.

The specific aims of each programme are set out in the table in sections 7.

5. Outcomes

Leisure Contract Specification – Authority Outcomes

This strategy sets out how we intend to meet the specified outcomes in the NWLDC Leisure Services contract.

The strategy broadly aims to achieve the following outcomes:

- Tackle and reduce health inequalities across the district
- Provide skills, employment opportunities and local economic benefit
- Provide opportunities for the inactive to be physically active
- Provide exercise and activity referral intervention for health-related conditions
- Support disadvantaged groups in our communities to be more physically active
- Support our community clubs to provide stability and developmental opportunities
- Work collaboratively with partners to provide active spaces for community groups
- Use digital platforms to reach rural or isolated residents with less opportunity to access to physical activity provision
- Educate, protect and provide opportunities for young people
- Play an integral part in the districts journey towards a carbon net zero future

The specific outcomes of each programme are set out in the table in section 7.

Monitoring, Evaluation and Learning

All programmes will be evaluated using Active Together's (Leicester, Leicestershire and Rutland's Active Partnership) Monitoring, Evaluation and Learning (MEL) Framework.

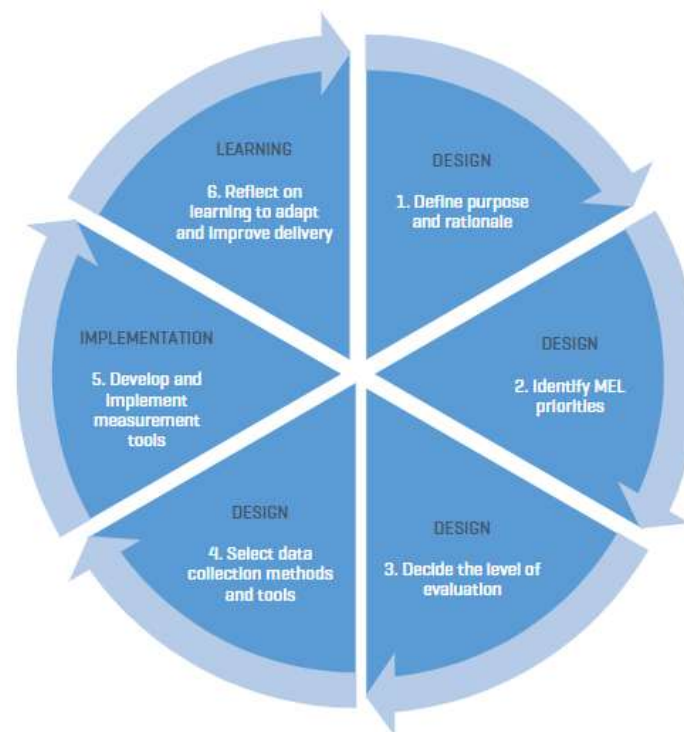
This is a consistent approach across Leicester, Leicestershire and Rutland.

The principles and approach within the framework have been designed using national guidance set out by Sport England and the Office for Health Improvement and Disparities (formerly Public Health England).

The framework supports the production of accurate, high-quality reporting to understand value and demonstrate impact. It allows the generation of evidence in order to learn and guide future actions. It promotes interaction and reflection across our local system to connect, exchange and develop our learning. It allows us to demonstrate what is working and learn from what is not. It's helps us to evidence and tell a story about the impact on people and places.


The Framework provides a tool kit which includes a bank of standard questions to build our own pre and post questionnaires/data collection tools and guidance to adapt the questions to ensure that they are accessible. The framework also provides pre-populated question templates, an evaluation plan template, logic model, learning log and learning case study templates.


The framework encourages MEL throughout the programme, this allows learning to happen during and adjustments made accordingly.




Outcome Key	Outcome Description
A	Improving Health and Wellbeing and Reducing Health Inequalities
B	Providing Local Economic Benefit
C	Supporting Safe and Inclusive Neighbourhoods
D	Educating, Protecting and Providing Opportunities for Young People
E	Providing High Quality Services


Improving Health and Wellbeing and Reducing Health Inequalities

Objective	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs / KPIs	Outcomes	Framework Performance Indicators	Q1	Q2	Q3	Q4
To improve Exercise Referral Pathway	2024/25 ongoing throughout year	WCLC & ALC	Inactive residents with long term health conditions	<p>Raise awareness of the scheme through social media, EA App, seminars and workshops with medical professionals, through Integrated Neighbourhood Team and Health and Wellbeing partnerships.</p> <p>Complete post code analysis to identify where referrals live and overlay with areas of deprivation.</p> <p>Target areas of deprivation that have low referrals.</p> <p>Ensure every new starter on the programme has:</p> <ul style="list-style-type: none"> A welcome meeting Complete a pre-programme survey A personalised programme that is reviewed at 4, 8 and 12 weeks Access to a staffed gym session Access to suitable classes Touch points from the EA team An exit interview / post-programme survey 	<p>To increase the number of participants that start the 12 week Exercise Referral Programme.</p> <p>Target 52</p> <p>To increase retention. More participants complete the scheme.</p> <p>Target 29</p> <p>To increase the number of participants that continue on beyond the 12 weeks programme to 55%</p> <p>Increase current exercise referral customer satisfaction levels. From 6/10 to 7/10</p>	<p>Increase physical activity levels of participants.</p> <p>Improve health and wellbeing of participants.</p> <p>Improve participant's management of medical conditions.</p> <p>Reduce participant's reliance on medications (where possible)</p>	<p>S4 A</p> <p>Staying Healthy & Well</p> <p>Living & Ageing Well</p> 	<p>23 Ex Ref starters</p> <p>12 completed</p> <p>52.2%</p> <p>7/10</p>	<p>8 Ex Ref starters</p> <p>5 completed</p> <p>54.8%</p> <p>8/10</p>	<p>7 Ex Ref starters</p> <p>1 completed</p> <p>47.3%</p> <p>7/10</p>	<p>10 Ex Ref starters</p> <p>10 completed</p> <p>53.8%</p> <p>7/10</p>
								<ul style="list-style-type: none"> 48 Exercise Referral starters – 4 under target 28 Exercise Referral completers – 1 under target 53.8% of Exercise Referral continued past 12 week programme Customer Satisfaction was rated 7/10 			


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve Children & Young People's HWB 117	2024/25	WCLC	Children and Young People (CYP)	<p>Host a Schools Health & Wellbeing event building on the trial event held in 23/24 to help raise CYP awareness/understanding of HWB</p> <p>Undertake questionnaire with attendees Focus on Obesity and Mental Wellbeing include sessions such as yoga and Pilates, and a healthy eating workshop aligned to early interventions, education and behavioural change</p>	<p>Increase attendance from previous events</p> <p>Target 315 attendees</p>	<p>Increase CYP awareness of:</p> <ul style="list-style-type: none"> social and emotional health of a healthy lifestyle physical activity opportunities Local health and wellbeing services Leicestershire Teen Health offer 	<p>S4 A</p> <p>Staying Healthy & Well</p> 	<p>Event scheduled for July</p>	<p>Event took place in July. 6 schools involved with 180 children attending</p>	<p>Next event March</p>	<p>Event took place with 160 cyp attendances</p>
									<ul style="list-style-type: none"> This year we have held two HWB events with local schools totalling 340 attendances for the year These events saw 8 different schools in attendance 		


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve NWL resident's knowledge and access to available health and wellbeing services	2024/25	WCLC & ALC	Residents at higher risk of health inequalities	<p>Host 1x Health & Wellbeing Roadshows at NWL Leisure facilities</p> <p>Local services to host stalls and speak directly to residents. Gain case studies to evidence the positive impact of the event for public and local partners</p> <p>Monitor attendance and complete post code analysis to identify where attendees live, overlayed with other indicators which affect wider determinants of health .</p> <p>Services to monitor sign ups/referrals.</p> <p>Where possible capture outcomes of referrals that attended services as a result of the event.</p>	<p>Host 1x HWB Roadshow events</p> <p>Increase partner attendance from last 2 events to 42 partners</p> <p>Increase on last years attendance to 250</p> <p>2x case studies evidencing positive impact of event</p> <p>Increased referrals/sign ups to services in attendance.</p>	<p>Increase local awareness of available services for NWL residents</p> <p>Increase partner networking</p> <p>Residents facing significant barriers to accessing services receive the support that they need.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> <p></p>	<p>HWB event reduced from 2 to 1</p>	<p>Event being held in Feb</p>	<p>Event being held in Feb</p>	<p>Event took place, 74 Partners 360 attendances</p>
									<ul style="list-style-type: none"> • Our annual event took place in February, the event saw a huge increase in partner attendees (from 42 to 74) • The event saw 110 more public attendees than our last event (360 attendances) • Please see case study document attached 		

Providing Local Economic Benefit

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Improving Work-Place Health	2024/25	WCLC & ALC	Everyone Active Centres	<p>To deliver a 12-week work placed health initiative to EA colleagues aimed at improving their overall key health indicator scores including mental wellbeing</p> <p>Wellness survey completed prior to the course and then repeated at the end of it, in tandem with Boditrax statistical information and blood pressure assessment.</p> <p>Activity/ lifestyle assessment including diet</p>	<p>10x EA staff undertake WPH initiative</p> <p>25% of staff increase health indicators</p>	<p>Improve workforces physical health</p> <p>Improve workforces emotional health and wellbeing</p> <p>Improve overall health and wellbeing of participants</p> <p>Reduction in staff sick days / increase in presenteeism</p> <p>Service quality increase</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>Undertaking WPH Assessment with LCC (Additional outcome)</p>	<p>Project starting in Q4</p>	<p>Project starting in Q4</p>	<ul style="list-style-type: none"> 19 staff undertook our WPH initiative 50% of participants increased a health indicator (assessed via BodiTrax) which is 25% above our target


Supporting Safe & Inclusive Neighbourhoods

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
120 Increase inclusivity within our facilities	2024/25	WCLC & ALC	District residents	Create a weekly ‘Community Café’ aimed at improving social networking and reducing social isolation. To introduce a weekly Everyone Cares session into our programme aimed at provide free or discounted usage to those in residential care homes or groups Work with Youth Justice System (LCC) to facilitate centre usage	10x attendees per week at Community Café	Decrease social isolation of attendees	S4 A	30	30	30	30
					400 per/year	Improve social and emotional health of attendees	Staying Healthy and Well	0	0	0	1100
					10 usages at Carers session per week	Improve physical activity levels of attendees.	Living and Ageing Well	9 usages	10 usages	11 usages	13 usages
					33 usages for Youth Justice System.	Deter Youth Justice System attendees from involvement in antisocial behaviour.		<ul style="list-style-type: none">Our community café saw 1110 attendances. This high number compared to the target was achieved by working with Enrych who attend the WCLC weeklyCarers session on hold until next year due to being in next year’s council priorities (As advised by council)YJS totalled 43 centre usages for the year (10 above target)			
					Deliver inclusive sessions.	Outcomes measured through questionnaire/ survey					


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing employment skills and opportunities 1	2024/25	WCLC & ALC	Local Schools & Colleges and their students	<p>To offer 10x work placements in the following roles:</p> <ul style="list-style-type: none"> Sports attendant Gym instructor Swim teacher Duty manager <p>EA will target young people living in the Agar Nook and Greenhill wards by working with the NWL School Sports Partnership, REACH, KISP and Castle Rock School.</p>	<p>10x work placements completed</p> <p>2x vacancies available for application</p> <p>10x job appointments for NWL residents</p>	<p>Increased exposure of job roles with leisure facilities and the related sector</p> <p>Increased engagement with local residents</p> <p>Young people appropriately trained to enter the job market.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>6x WP's 2x job vacancies 2x appointments</p>	<p>4x WP's 2x appointments</p>	<p>4x WP's 2x appointments</p>	<p>5x appointments</p>
								<ul style="list-style-type: none"> We undertook 14 work placements throughout the year (4 above target) We appointed 11 staff members into job roles from NWL (1 above target) 			

Educating, Protecting & Providing Opportunities For Young People


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
122 Club Activ8	2024/25	WCLC & ALC	Schools, Colleges & Local Partners Inactive children and young people. Children and young people living in areas of deprivation.	Scheme development formalising partnerships with 2 x external clubs within NWL who agree to offer reduced fee activities Gain case studies evidenced increased activity levels due to participation in scheme Work with schools and children from areas of deprivation.	increase utilisation on previous year. 1x additional external club partner discounts 2x case studies	Increased activity levels of participants Increased physical wellbeing of participants Increased social & emotional wellbeing of participants Increased opportunities to engage in activity Access to low cost / free activities removing the barrier of cost to many residents.	S4 A Staying Healthy and Well Living and Ageing Well ■	1x ClubsComplete 1x Elite Gaming case study	1x Case Study, Whitwick St Johns Primary		
<ul style="list-style-type: none"> We gained 1x external club partner for CA8 Scheme (ClubsComplete) We have 2x case studies for this year, from Elite Gaming and Whitwick St John's School 											

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
<p>Deliver Holiday and Food (HAF) provision within EA Leisure Centres. Providing a safe space for children and young people to retain activity levels and access to good quality food during the school holidays.</p>	2024/25	WCLC & ALC	HAF referrals	<p>Provide a safe space for children and young people to retain activity levels and access to good quality food during the school holidays.</p> <p>Increase HAF usages through a variety of HAF options</p> <p>Increase HAF provision</p> <p>Promote a balanced active lifestyle with healthy eating habits</p> <p>Provide information and sign post to resources on a healthy lifestyle</p>	Target 120 usages.	<p>Children and young people are safe, active and fed during school holidays.</p> <p>Improved or maintained physical, social and emotional health of participants</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p>First HAF programme runs Q2 (Summer holidays)</p>	<p>160 usages during Summer Holidays</p>		
<p>• We have had 160 HAF usages within this reporting year (40 over target)</p>											

Providing High Quality Services

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
124 Increasing physical activity levels for CYP	2024/25	WCLC & ALC	NWL students referred via their schools	Working with Ivanhoe College to facilitate school time gym sessions for children highlighted by school as sedentary/ not achieving national exercise guidelines/ participating in PE 6-12 week programme with EA staff using Bodytrax throughout the programme targeting an outcome of.	20x attendees 25% of the attendees improving on their initial score by the end of the programme	Increased physical activity levels Increase emotional health Increased social health	S4 A Staying Healthy and Well Living and Ageing Well 	28x attendees on Activity session	School did not want to use BodiTrax, therefore we undertook wellbeing questionnaire		Total = 28 attendees,
								<ul style="list-style-type: none"> We had 28 participants in school gym session All students reported feeling more confident and increased weekly activity levels (feedback from questionnaire) All reported positive increase in personal wellbeing. 			

Output Achievements

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Upskilling workforce	2024/25	WCLC & ALC	EA Staff, EA Centres	EA staff to attend and complete NHS Talking Therapies training Training staff to becoming mental health first aiders, who will act as mental health advocates within the centre's Achieve QUEST (Very Good) across both of our centres, and securing the Water Wellbeing Accreditation capturing what that is to help increase inclusivity	10x staff attend Talking Therapies training 10x staff MH First Aiders (related training) 2x Menopause Champions within NWL Contract QUEST Very Good overall contract Achieve Water Wellbeing Accreditation at both EA sites	Increased awareness of mental health advocacy within EA facilities Increased MH awareness in NWL Reduction in work related stress	S4 A Staying Healthy and Well Living and Ageing Well 	<ul style="list-style-type: none"> 10x staff attended Talking Therapies Training 12 staff attended MH First Aider Course 2x Menopause Champions in place Excellent Achieved at both sites Achieved Water Wellbeing Accreditation 			

Green – 24

Yellow – 1

Red - 3





Everyone Active Community



Health & Wellbeing Plan 25/26



1. Introduction

The health and wellbeing of North West Leicestershire (NWL) residents and the positive impact that we can have through our leisure centres is a priority for us. Our aim is to provide access and opportunities to all across our district, and those who are visiting our centres, acting as a catalyst and mechanism to increase activity levels across the district's residents.

Our partnerships aim is to deliver programmes to support the health and wellbeing of residents through physical activity, movement and sport as highlighted in this strategy. This plan captures EA's actions which aim to support the *NWL Health & Wellbeing Strategy*, and the *NWL Sport & Physical Activity Commissioning Plan*.

Key – the below colours indicate that an action aims to support the *NWL Health & Wellbeing Strategy* or the *NWL Sport & Physical Activity Commissioning Plan*

■ *NWL Health & Wellbeing Strategy*

■ *NWL Sport & Physical Activity Commissioning Plan*

2. The power of Physical Activity, Movement and Sport

'Step right up! It's the miracle cure we've all been waiting for.' (NHS.UK)

Benefits of active lifestyle

It is well documented and backed up by strong scientific evidence that moving more, being physically active and participating in sport can have huge benefits to a person's physical health.

The Chief Medical Officer (CMO) recommends that children aged 5- 18 years old be physically active for at least 60 minutes per day and adults 150 minutes per week including 2 days of strength building.

Physical activity can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of conditions such as heart disease, dementia, and stroke to name but a few.

As well as a tool to prevent disease it can be used for rehabilitation and to manage certain medical conditions such as recovering from cancer or heart conditions or living with long term conditions such as arthritis.

Building more movement into daily life can improve strength, balance and motor skills which are essential to living longer in better health. NWL has a rate of hip fracture that is significantly worse than the national average, increased levels of physical activity amongst residents could encourage a downward trend in the prevalence of hip fracture.

Meeting the CMO guidelines for physical activity is an important aspect of maintaining a healthy weight. This plan aims to support the wider work of the county's Healthy Weight Strategy implementation and local work through the NWL Health and Wellbeing Partnership and Primary Care Network.

NWL's prevalence of overweight and obesity is significantly higher than the national average in adults with 70.7% (Public Health 2021) of our adults classed as overweight or obese.

Scientific evidence also indicates that physical activity can support our residents to have the best start in life, reduce mortality, increase energy levels, support better sleep and manage pain effectively.

As well as having an impact on physical health, physical activity, movement and sport can also positively impact in other ways too. Evidence suggests that physical activity contributes to good mental wellbeing, it has the ability to reduce depression and in some cases anxiety.

Physical activity provides opportunity to overcome challenges, improve self-confidence, increase sense of purpose, build resilience, and make social connections. All of which can contribute to fun, enjoyment, happiness, and life satisfaction.

Physical activity can support individual development.

There is evidence that being active improves educational behaviour and attainment. NWL has a lower than the national average attainment 8 score (GCSE grades achieved across 8 subjects), encouraging our children and young people to be more physically active could help improve grades.

Physical activity can help to reduce anti-social behaviour giving young people activities to get involved with. It also provides opportunity to volunteer which supports the development of skills, such as integrity and leadership.

Sport and physical activity bring people together, encourages community and integrates people from all backgrounds. *'Sport and physical activity contribute £39 billion to the UK's economy and a significant portion of this comes from grassroots sport. The sector boosts the economy in two ways. Directly, through job creation, and indirectly by reducing healthcare costs due to a healthier population and reducing crime.'* (Sportengland.org)

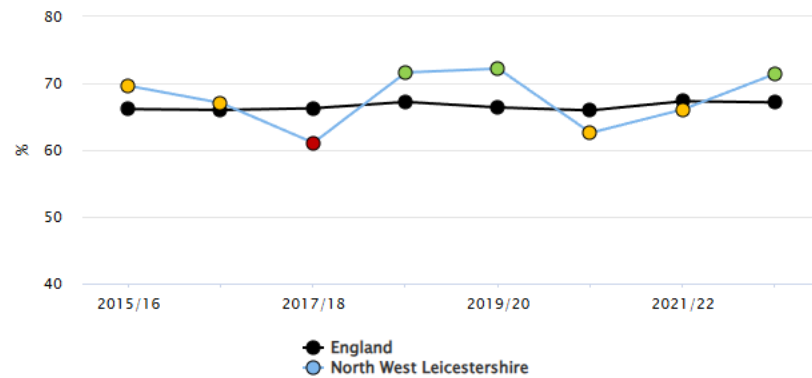
3. Assessing Need

Adults

In North West Leicestershire, 71.4% of adults 19+ are meeting the CMO guidelines for physical activity (Sport England, 2022/23). This is significantly better than the England average of 67.1%.

[Percentage of physically active adults \(19+ yrs\)](#)

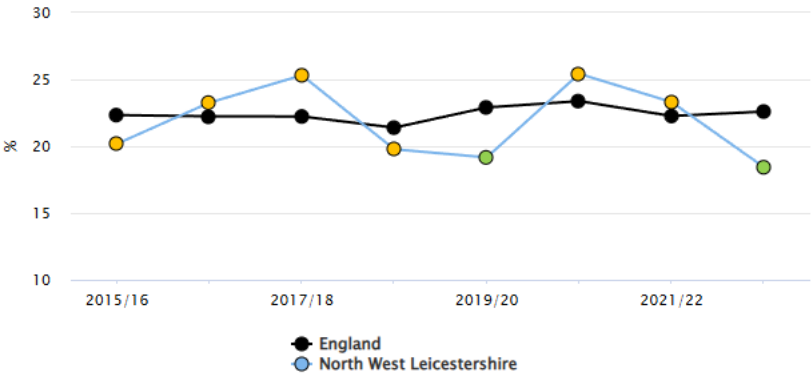
[Show confidence intervals](#) [Show 99.8% CI values](#)



In North West Leicestershire, 18.4% of adults 19+ are not meeting the CMO guidelines for physical activity (Sport England, 2022/23). This is significantly better than the England average of 22.6%.

Percentage of physically inactive adults (19+ yrs)

[Show confidence intervals](#) [Show 99.8% CI values](#)



Through the Active Lives Survey (22/23), 22.8% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, with 65.3% of adults over 16 meeting the CMO guidelines of being active for at least 150 minutes a week.

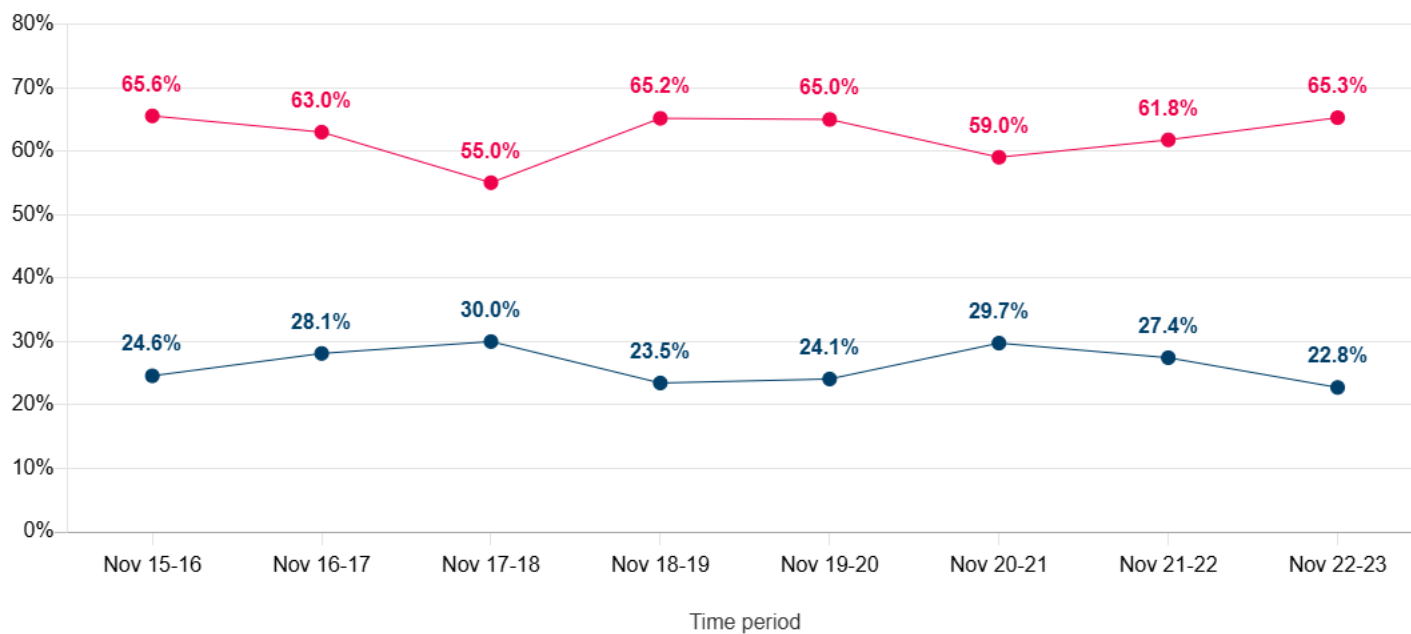
North West Leicestershire LA



Show values

Percentages

Population

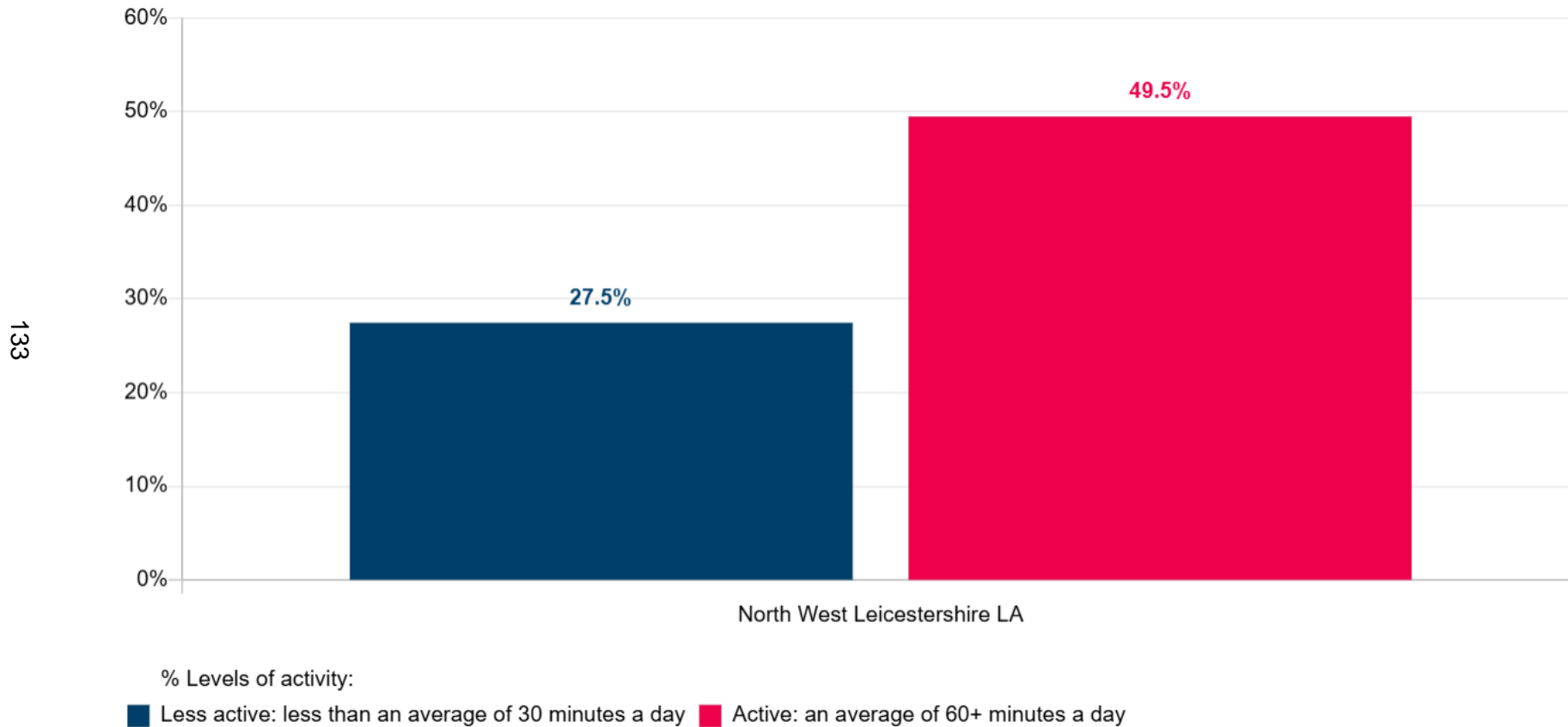


% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Active: at least 150 minutes a week

Children and Young People

In North West Leicestershire, 49.5% of young people are meeting the CMO guidelines for physical activity (Active Lives Survey, 2023/24). This is not significantly different to the England average.



Nine priorities - North West Leicestershire Community Health and Wellbeing Plan - North West Leicestershire District Council

North West Leicestershire District Council are working with the Leicester, Leicestershire and Rutland Integrated Care Board to understand the district's health and wellbeing priorities to give people who live and work in North West Leicestershire the opportunity to live happy and healthy lives.

Jointly they have developed a Community Health and Wellbeing Plan (CHWP) for North West Leicestershire, which will be used to inform the Leicestershire Joint Health and Wellbeing Strategy (JHWS) and respond to priorities at a neighbourhood level.

The plan was developed through consultation with stakeholders and public.

The nine priorities include:

- Cancer prevention
- Hip fracture prevention
- Dementia
- Breastfeeding
- Carers support
- Obesity/overweight
- Mental health
- Learning disabilities / special educational needs
- Diabetes.

These priorities have been split up over a three-year period as follows:

- Year 1: Cancer prevention, hip fracture prevention, obesity / overweight and mental health
- Year 2: Breast feeding, dementia, learning disabilities
- Year 3: Carers support, diabetes

*EA will support these priorities where possible which will be reflected in this plan.

The plan considers and supports priorities identified through the following.

- The NWL Health and Wellbeing Strategy

- The Leicestershire Health and Wellbeing Strategy
- The NWL Healthy Communities Plan
- NWL Sport and Physical Activity commission plan
- Active Together Framework
- Leicestershire Joint Strategic Needs Assessment (JSNA) 2018 – 2021 Obesity: Physical Activity, Healthy Weight and Nutrition
- Leicestershire Healthy Weight Strategy
- Integrated Care System's Life Course; Best start in life, Staying Healthy and Well, and Living and Ageing Well.
- The NHS CORE20PLUS5 Health Inequalities (Tackling health inequalities by supporting the 20% most deprived residents, plus those with poor access to healthcare and have a condition recognised in the NHS 5 clinical areas of focus)
- Active Together Framework 2022-2032
- The developing NWL Community Health and Wellbeing Plan (led by the LLR Integrated Care Board)

Barriers to participation:

- Socio-economic status – families and personnel from lower socio-economic backgrounds have less expendable money which can be used to participate in sport/ activity. NWL has several low socioeconomic areas/residents which has the knock-on effect on activity/ sports participation
- Disability – Inclusivity and access for accessible users is a key barrier to participation. The percentage of people living in the district with a disability is higher than the national average.
- Travel & time – Being a 'rural' district poses its own issues/ barriers for residents. Resident report not having available activities close enough to them to engage in. Additionally, travel links need further work to allow NWL residents to travel around the district cheaply and easily.

4. Aims

Both a national and local issue.... *'Physical INACTIVITY is responsible for one in six deaths and costs the country an estimated £7.4 billion a year.'*
(Public Health England)

This plan aims to tackle some of the barriers to physical activity and support more residents to become more active. We aim to deliver on our vision of *'Uniting communities through Activity'*. In addition, the plan also aims to support some of the wider outcomes within the delivery specification around providing local economic benefit, supporting safe and inclusive neighbourhoods, educating, protecting, and providing opportunities for young people, and providing high quality services.

The specific aims of each programme are set out in the table in sections 7.

5. Outcomes

Leisure Contract Specification – Authority Outcomes


This strategy sets out how we intend to meet the specified outcomes in the NWLDC Leisure Services contract.


The strategy broadly aims to achieve the following outcomes:


- Tackle and reduce health inequalities across the district
- Provide skills, employment opportunities and local economic benefit
- Provide opportunities for the inactive to be physically active
- Provide exercise and activity referral intervention for health-related conditions
- Support disadvantaged groups in our communities to be more physically active
- Support our community clubs to provide stability and developmental opportunities
- Work collaboratively with partners to provide active spaces for community groups
- Use digital platforms to reach rural or isolated residents with less opportunity to access to physical activity provision
- Educate, protect and provide opportunities for young people
- Play an integral part in the districts journey towards a carbon net zero future

The specific outcomes of each programme are set out in the table in section 7.


Outcome Key	Outcome Description
A	Improving Health and Wellbeing and Reducing Health Inequalities
B	Providing Local Economic Benefit
C	Supporting Safe and Inclusive Neighbourhoods
D	Educating, Protecting and Providing Opportunities for Young People
E	Providing High Quality Services

Objective	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs / KPIs	Outcomes	Framework Performance Indicators	Q1	Q2	Q3	Q4
137 To Improve Exercise Referral Pathway	2025/26 ongoing throughout year	WCLC & ALC	Inactive residents with long term health conditions	<p>Raise awareness of the scheme through social media, EA App, seminars and workshops with medical professionals, through Integrated Neighbourhood Team and Health and Wellbeing partnerships.</p> <p>Complete post code analysis to identify where referrals live and overlay with areas of deprivation.</p> <p>Target areas of deprivation that have low referrals</p> <p>Please see Appendix for bespoke document relating to Ex Ref provision for 25/26</p> <p>Ensure every new starter on the programme has:</p> <ul style="list-style-type: none"> • A welcome meeting • Complete a pre-programme survey • Offer exercise referral induction each week • A personalised programme that is reviewed at 4, 8 and 12 weeks • Access to staffed gym session (2 per week per site) • Access to suitable classes, such as Ex Ref Circuits & Aqua • Touch points from the EA team at set intervals during 12-week period • An exit interview / post-programme survey 	<p>To increase the number of participants that start the 12 week Exercise Referral Programme.</p> <p>Target 52</p> <p>To increase retention. More participants complete the scheme.</p> <p>Target 30</p> <p>To increase the number of participants that continue on beyond the 12 weeks programme to 55%</p> <p>Increase current exercise referral programme</p> <p>Increase customer satisfaction levels (8/10)</p> <p>Upskill 2 staff with Ex Ref Qualification</p>	<p>Increase physical activity levels of participants.</p> <p>Improve health and wellbeing of participants.</p> <p>Improve participant's management of medical conditions.</p> <p>Reduce participant's reliance on medications (where possible)</p>	<p>S4 A</p> <p>Staying Healthy & Well</p> <p>Living & Ageing Well</p> <p>Cancer Prevention</p> <p>Hip Fractures</p> <p>Obesity & Overweight</p> <p>Diabetes</p> 				


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve Children & Young People’s HWB	2025/26	WCLC	Children and Young People (CYP)	<p>Host a Schools Health & Wellbeing event to help raise CYP awareness/understanding of HWB</p> <p>Undertake questionnaire with attendees</p> <p>Focusing on communication skills, confidence, water safety, basic first aid and mental health</p> <p>School collaboration days. We currently partner with several local schools (within the same trust) to facilitate HWB events for primary aged children which integrates life and related skills into a day session for the children.</p>	<p>Maintain attendance from previous events</p> <p>Target 340 attendees</p>	<p>Increase CYP awareness of:</p> <p>social and emotional health of a healthy lifestyle</p> <p>physical activity opportunities</p> <p>Local health and wellbeing services</p> <p>Leicestershire Teen Health offer</p>	<p>S4 A</p> <p>Staying Healthy & Well</p> <p>Mental Health</p> 				


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve NWL resident’s knowledge and access to available health and wellbeing services	2025/26	WCLC & ALC	Residents at higher risk of health inequalities	<p>Host 1x Health & Wellbeing Roadshows at NWL Leisure facilities</p> <p>Local services to host stalls and speak directly to residents. Gain case studies to evidence the positive impact of the event for public and local partners</p> <p>Monitor attendance and complete post code analysis to identify where attendees live, overlayed with other indicators which affect wider determinants of health .</p> <p>Services to monitor sign ups/referrals.</p> <p>Where possible capture outcomes of referrals that attended services because of the event.</p>	<p>Host 1x HWB Roadshow events</p> <p>Retain partner attendance from last 2 events. 70 partners</p> <p>Increase on last year’s attendance to 360</p> <p>1x case study evidencing positive impact of event</p> <p>Increased referrals/sign ups to services in attendance.</p>	<p>Increase local awareness of available services for NWL residents</p> <p>Increase partner networking</p> <p>Residents facing significant barriers to accessing services receive the support that they need.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> <p>Obesity & Overweight</p> <p>Carers Support</p> <p>Mental Health</p> 				

Providing Local Economic Benefit


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Improving Work Place Health 139	2025/26	WCLC & ALC	Everyone Active Centres	<p>To deliver a 12-week work placed health initiative to EA colleagues aimed at improving their overall key health indicator scores including mental wellbeing</p> <p>Wellness survey completed prior to the course and then repeated at the end of it, in tandem with Boditrax statistical information and blood pressure assessment.</p> <p>Activity/ lifestyle assessment including diet</p> <p>Support district council with external Work Placed Health Initiative</p> <p>Gain Healthy Workplaces accreditation from LCC</p>	<p>12x EA staff undertake WPH initiative</p> <p>50% of staff increase health indicators</p>	<p>Improve workforces physical health</p> <p>Improve workforces emotional health and wellbeing</p> <p>Improve overall health and wellbeing of participants</p> <p>Reduction in staff sick days / increase in presenteeism</p> <p>Service quality increase</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 				


Supporting Safe & Inclusive Neighbourhoods


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increase inclusivity within our facilities	2025/26	WCLC & ALC	District residents	<p>Work with the Belvoir Shopping Centre ASB steering group set up by Leicestershire Police to develop an offer to tackle ASB within Coalville town Centre.</p> <p>Create a weekly 'Community Café/ Dementia Cafe' aimed at improving social networking and reducing social isolation.</p> <p>To introduce a weekly Everyone Cares session into our programme aimed at provide free or discounted usage to those in residential care homes or groups (<i>links to carers support priority</i>)</p> <p>Work with Youth Justice System (LCC) to facilitate centre usage. This partnership will be used as an intervention for ASB and associated issues which case workers from LCC engage with.</p>	<p>Attend partner group for Coalville ASB Project</p> <p>10x attendees per week at Community Café</p> <p>400 per/year</p> <p>5 usages at Carers session per week</p> <p>45 usages for Youth Justice System.</p> <p>Deliver inclusive sessions.</p>	<p>Decrease social isolation of attendees</p> <p>Improve social and emotional health of attendees</p> <p>Improve physical activity levels of attendees.</p> <p>Deter Youth Justice System attendees from involvement in antisocial behaviour.</p> <p>Outcomes measured through questionnaire/ survey</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> <p>Learning Disabilities</p> <p>Mental Health</p> <p>Carers Support</p> 				

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing employment skills and opportunities 141	2025/26	WCLC & ALC	Local Schools & Colleges and their students	To offer 10x work placements in the following roles: <ul style="list-style-type: none"> Sports attendant Gym instructor EA will target young people living within NWL	10x work placements completed 2x vacancies available for application 10x job appointments for NWL residents	Increased exposure of job roles with leisure facilities and the related sector Increased engagement with local residents Young people appropriately trained to enter the job market. Gain employment.	S4 A Staying Healthy and Well Living and Ageing Well 				


Educating, Protecting & Providing Opportunities For Young People

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Club Activ8 142	2025/26	WCLC & ALC	<p>Schools, Colleges & Local Partners</p> <p>CYP on FSM and related benefits</p> <p>Children and young people living in areas of deprivation.</p>	<p>From the next academic year (September) we will be reformatting our CA8 Scheme to focus our offer on children from low socio economic backgrounds.</p> <p>The scheme will be offered to all children on free school meals and pupil premium which will be specified by schools, SSP info and LCC data</p> <p>We will remove the sign up cost for schools to help encourage signup to the scheme</p> <p>Work with schools and children from areas of deprivation.</p> <p>Please see Appendix for bespoke document relating to CA8 provision for 25/26</p>	100% of schools sign up to scheme	<p>Increased activity levels of participants</p> <p>Increased physical wellbeing of participants</p> <p>Increased social & emotional wellbeing of participants</p> <p>Increased opportunities to engage in activity</p> <p>Access to low cost / free activities removing the barrier of cost to many residents.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 				

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Deliver Holiday and Food (HAF) provision within EA Leisure Centres. Providing a safe space for children and young people to retain activity levels and access to good quality food during the school holidays. <div>143</div>	2025/26	WCLC & ALC	HAF referrals	Provide a safe space for children and young people to retain activity levels and access to good quality food during the school holidays. Increase HAF usages through a variety of HAF options Increase HAF provision. This will be achieved via multiple HAF offers, including Gym & Swim memberships, Climb & Swim membership Promote a balanced active lifestyle with healthy eating habits Provide information and signpost to resources on a healthy lifestyle	180 HAF usages.	Children and young people are safe, active and fed during school holidays. Improved or maintained physical, social and emotional health of participants	S4 A Staying Healthy and Well Living and Ageing Well 				

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing physical activity levels for CYP	2025/26	WCLC & ALC	NWL students referred via their schools	Working with Ivanhoe College to facilitate school time gym sessions for children highlighted by school as sedentary/ not achieving national exercise guidelines/ participating in PE Work with REAL Education to provide access to activities for school	20x attendees	Increased physical activity levels Increase emotional health Increased social health	S4 A Staying Healthy and Well Living and Ageing Well 				

Providing High Quality Services

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Upskilling workforce 144	2025/26	WCLC & ALC	EA Staff, EA Centres	Training staff to becoming mental health first aiders, who will act as mental health advocates within the centres. This course builds on the skills staff members have currently gained through MECC training, Mental Health Advocacy training and Talking Therapies training	10x staff MH First Aiders	Increased awareness of mental health advocacy within EA facilities Increased MH awareness in NWL Reduction in work related stress	S4 A Staying Healthy and Well Living and Ageing Well Mental Health 				
Support the implementation of the NWL Community Health and Wellbeing Plan	2025/26	WCLC & ALC	EA Staff, EA Centres	Cancer prevention (Facilitate cancer gym sessions in partnership with NWLDC) Hip fracture prevention Host Steady Steps in partnership with NWLDC Mental health – Working with the district steering group to provide opportunities relating to mental health provisions Dementia is a year two priority Explore options to support with steering group once established Self-Harm and Suicide prevention training Breastfeeding Learning disabilities / special educational needs We will explore further opportunities with the steering group once established.	Facilitate Cancer Prevention sessions within both LC's Facilitate Steady Steps sessions Working with the district steering group to provide opportunities relating to mental health provisions 5x staff attend Harmless course Promote that EA sites are breast feeding friendly and	Increased provisions for Ex Ref, specifically cancer	Staying Healthy and Well Living and Ageing Well Mental Health				

					look to improve BF friendliness							
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6. Appendix

- Club Activ8 Scheme Review Process
- Improving Exercise Referral Delivery – NWL Contract
- Proposed Funding Application Focus – 2025/26



OVERVIEW

- The Club Activ8 scheme celebrates its 20th anniversary this year, however since inception aside from minor changes such as the removing of access to certain activities (see below) and the securing of external partners to improve the overall offer, little has changed in that time.
- As a 'value' free or complimentary activity for the 2023/24 school year was £319,907. In the current financial climate, it is quite simply unsustainable to continue to facilitate that level of non-paying activity.
- Aligned to this schools' partners frequently express concerns at their ability to remain aligned to the scheme due to similar financial challenges that they face. This has subsequently led to scheme withdrawals, or 'deals having to be done' to retain schools on scheme, which isn't overly fair on those that pay the correct fee per pupil.
- There has long been held a view by many that removal of access to the scheme by those deemed able to afford activity will have little impact on usage. Weight has been added to this view when discounted activity access to the Ashby Lido, Holiday Activity Programme and After School Badminton have been removed. In each example usage remained unaltered.
- A more 'needs targeted' scheme providing improved access to activities is required that hopefully leads to an increase in pupil on scheme participation.
- In doing so the unsustainable financial burden of the current scheme dynamic on the leisure centres, NWLDC, and the schools' partners is eased given that we propose to make the scheme free to school's partners as opposed to levying a per pupil fee.
- Aligned to this, we believe that we will finally deliver what has been seen as something of a 'holy grail' in securing school sign up by every school within the district. Something that has never been achieved in the scheme's history.
- Consultation and communication to be undertaken between April – July 2025 with a view to the revised scheme being rolled out for the new 2025/26 school year.

TARGET

Who will the revised scheme now be targeted towards?

- Recipients of free school meals and recipients of pupil premium (this can be measured via SSP LCC data).
- NWL Leisure Link scheme aligned children and young people
- There will be a strong cross-over between the above, however as platforms they represent a strong need based fit both statistically (circa 20%) and qualification criteria wise. In addition to this we will cross reference this information against Post Code analysis, although it is felt that as 'heat maps' they should in theory be very similar.
- Bespoke school requests relating to children who don't meet the above thresholds will also be considered by the Active Communities Manager on an individual basis.

ELIGIBILITY

How we will assess eligibility?

- Data relating to FSM and Pupil Premium (individual schools to provide details of the number of pupils within their establishment that qualify, which in turn we will then cross reference against FSM data platform)
- Current NWL Leisure Link assessment criteria
- Schools approach us with bespoke requests for scheme, which we then make a call on.



OFFER

What we will offer to those eligible

- Free activity for courts bookings
- Free swimming, indoor swimming and Free inflatable session access
- HAF holiday activities; Gym & Swim, Climbing Wall & Swimming offer
- Re-introduction of Lido access
- Discounted activity with internal and external partners;
 - In House = Badminton (WCLC & ALC), Volleyball.
 - External = TayPlay Holiday Activities, TayPlay Skating (ALC), Halfords, Rebound (Consideration could be given to still retaining this option for all pupils)

COMMUNICATION

How we intend to communicate scheme changes

- Individual letters to schools capturing that the scheme is 20 years old and needs to become more targeted to better deliver on our desired strategic outcomes, providing improved opportunities (there will be additional benefits to those currently on offer) to those most in need of assistance in order to access them.
 - We have secured details of OFSTED criteria from Chris Duncan (Regional Activity & Wellbeing Manager) that we can include within comms which will capture how schools being linked to a scheme in this guise will directly meet desired OFSTED criteria.
 - That we recognise the financial challenges that schools now face compared to 20 years ago, with several schools advising that they struggle to justify the / afford sign up despite its low cost when measured against outcome. That taking that into consideration partners to the scheme will revert from being charged per pupil to alignment being free of charge.
 - We will also contact schools not on scheme to advise them of the scheme changes and that there will be no charge to them as potential partners to it from September 2025.
- In conjunction with the above we will hold a SSP event to relay information to P.E leads/ attendees
- Schools to liaise with pupil parents via internal comms
- Social media
- In-house promotional/awareness material
- We will look to undertake the above process between April -July 2025, with a view to the revised scheme being implemented from the new 2025/26 school year.



MEASURE

How we will measure pupil Activity/Usage including measurement against historical data

- MRM report
- We will amend the data base to start a-fresh regarding reporting of sign ups and activities.
- Due to the comprehensive nature of our historical CA8 data capture through annual CA8 scheme reporting we will not lose any previous data, thereby facilitating easy comparative year on year data.

OBJECTIVES

- To deliver a scheme that focuses on removing barriers to provide access opportunities to those most in need
- Current uptake is 24% of 10,367 pupils. The aim will be to increase usage percentage take up of what will be a smaller cohort of pupils.
- To assist schools in meeting the challenges that they face in regard to finances and external assessment i.e. OFSTED

REVIEW

- The 2025/26 year will represent one of measure and review with the focus of this being threefold and measured against existing data:-
 - The number of pupils on scheme
 - The value (£) of complimentary activity being utilised
 - The % take of pupils on scheme
- We will review these findings on a periodic basis with NWLDC and our schools partners.



FINANCES



- Educational partners to the scheme will no longer pay to be aligned to it.

ADDITIONAL

Links & Additional Information

Free school meals eligibility by schools

School provision and Ofsted requirements. (Chris Dunc)

<https://www.google.com/maps/d/u/0/viewer?mid=1rNp0dWDKj->

[Aoa9MpnVXFdCip7L_zsUM&ll=52.74673404374333%2C-1.3934104643213852&z=12](https://www.google.com/maps/d/u/0/viewer?mid=1rNp0dWDKj-Aoa9MpnVXFdCip7L_zsUM&ll=52.74673404374333%2C-1.3934104643213852&z=12)

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- PE and sport premium for primary schools - GOV.UK
- PE and Sport Premium - Grange School
- National PE Curriculum - Association for Physical Education



Improving Exercise Referral Delivery - NWL Contract

OVERVIEW

Whilst further Exercise Referral classes have been built into the centre programme recently, on the back of securing additional resource into the fitness and sales teams it is felt that we have an opportunity to improve the current Exercise Referral experience. In doing so we believe that we can;-

- Facilitate quicker inception into the programme
- Provide increased face to face access with members of the fitness teams
- Offer an improved class programme
- Increase programme awareness and the showcasing of success stories through social media
- Provide greater interaction with the sales team.

Collectively, we believe that the successful implementation of the above will lead to enhanced customer satisfaction, scheme take up and the subsequent migration of attendees to membership. The below framework proposal captures the revisions to scheme delivery that we propose to make.

Exercise Referral Scheme Delivery Improvement Plan 2025/26

Area For Identified Improvement	Proposed Remedy	Potential Outcome/s if Delivered
Improve the quality of dedicated Exercise Referral sessions within our gyms	Having specific Exercise Referral sessions in place where staff are specifically available to work with Exercise Referral members	Having a consistent qualitative staffing provision in place will improve the experience of those on programme, resulting in greater engagement. This will almost certainly lead to improved reviews and feedback leading to increased levels of take up.
Improved contact from our Sales Team / EA staff	Implement specific weeks within the Exercise Referral members journey where they are contacted by our sales team/ or staff to check in on progress	Build a greater level of support and rapport between the centre and the Exercise Referral clients. This should contribute to increased conversion rates to membership
Gym inductions for Exercise Referral clients	To look to programme in a minimum number of inductions per week	Increased levels of accessibility
Additional Exercise Referral Classes	Add further Exercise Referral class to the existing programme	Based on the popularity of an existing provision that has only recently been increased already, and feedback from our current Exercise Referral Circuits Class, we will increase our participation within Exercise Referral through adding another class
Improved Social Media Coverage	Promotion of scheme awareness and the capturing of success stories.	More local residents are aware of the scheme, with success stories hopefully inspiring sedentary people to take action.
Gym Support Sessions ran more regularly to 'induct' people with gym equipment	Programme in more sessions within our gyms	Exercise Referral members will feel there is a more caring onus towards them. Increasing their confidence and consequently increasing conversion

Additional Detail / Commitment

Area Of Delivery	Detail/Commitment
Exercise Referral Activity Sessions	We will look to hold 2 x one hour 'Exercise Referral Activity Sessions' per week at each site, with one daytime based and one evening based as suggested by EK in light of increasing ER demand amongst younger persons.
Exercise Referral Induction Sessions	In addition to that we will look to bolt an hour onto one of these sessions per site per week for 'Exercise Referral Group Induction Sessions'. These will be an even mixture of day and evening based inductions.
Resource – Attire & Duties	Colleagues delivering these sessions will wear bespoke uniform advising them to be 'Exercise Referral Coordinators' or a similar title. These colleagues will be dedicated to those sessions as opposed to delivering other duties such as P/T within them, unless in the instance of Induction Sessions nobody is booked on.
Scheme Management	Now we have additional resource within the Fitness Team, we will look to dedicate a lead individual to manage/oversee this area of our delivery.
Training	NWLDC will assist is in upskilling all non-Exercise Referral qualified colleagues.
Data Management	In order to allow us to capture ER Client progress and contact, we will liaise with EA with a view to potentially re-instigating our alignment to the ReferAll platform. It is thought that NWLDC would also be able to share the same platform.
Exercise Referral Classes – Due Diligence	We will liaise with relevant Regional / National support colleagues to sense check instructor to ER class attendee ratio's and due diligence.
Best Practice Benchmarking	A delegation (most likely DG, ML, GN and AD) will look to undertake benchmarking / liaison with colleagues facilitating delivery of Exercise Referral in our Harborough and Ashfield contracts where best practice appears to be in situ. We will take any learning from that and build it into this framework where possible, or seek to do so as a longer term objective.



OVERVIEW

Despite enjoying a high funding application success rate in regard to sources such as Health & Food (HAF) through Leicestershire County Council, Everyone Active's NWL contract has historically been one of the less active ones within the East Region due to several factors including focus on areas of delivery not seen in other contracts i.e. Club Activ8 and having targets within our Community Health & Wellbeing Plan that haven't required funding in order to deliver them.

Given significant financial pressures resulting from Pure Gym opening in Coalville in June 2024, greater emphasis is being placed on the contract to secure external funding to contribute towards offsetting that impact, as well as opportunities being seen to further support desired targets within our 2025/26 Community Wellbeing Plan and NWLDC's own Community Health & Wellbeing strategy that is closely linked to it.

Whilst funding streams naturally require a clear audit trail regarding how the monies are spent, expenditure lines will often include provision for facilitators and facility space that is already in place. As such as a very basic rule of thumb funding works on a 6/4 rule of for every £10 secured, £4 will be spent on facets of delivery not already in place, whilst £6 can loosely be described as offset or profit. With that in mind a target of £25,000 offset or profit has been built into the 2025/26 leisure centres budget, so in essence funding to the value of £41,667 is sought. Given that all funding applications are unlikely to prove successful funding to the value of just under £50,000 has been identified.

Craig Buchanen (Regional Impact Activity & Wellbeing Manager) is viewed within Everyone Active as having the greatest insight into funding streams, funding application success, and the alignment of funding to desired health and wellbeing initiatives and projects. As such our Contract Manager and Active Communities Manager met with Craig and his line manager Chris Duncan in early February 2024 to discuss if there were any potential funding streams that linked to desired outcomes, we are keen to build into our 2025/26 Community Health & Wellbeing Plan.

The below is a capture of funding that we are either already in the process of applying for that is linked to desired outcomes or has been identified by Craig as a good fit to our 2025/26 CHWP content aspirations, which he also feels we have a strong chance of being successful in securing.

Proposed Funding Source	Value of Funding (£)	Funding Delivery Usage	Link To Community Wellbeing Strategy Outcomes & NWLDC Key Priorities
LCC (HAF)	£15,000	Following the delivery of a previously successful initiative in 2022/23, we plan to repeat Holiday Activities and Food provision for qualifying children within NWL	Providing opportunities for CYP, removing potential access barriers.
Dementia UK / Alzheimer's	£1,000	Secure funding to create a Dementia linked 'offer' i.e. activity sessions and / or cafeteria aligned support and meet up network	Dementia Increasing inclusivity within our facilities
Club Support (Sport England Movement Support)	£7,500	We propose to work with Enrych to help gain funding to facilitate inclusive activity sessions for people within the district	Increase inclusive user activity provision within our centres. Learning disabilities +SEND
Macmillan / Cancer Research	£2,000	To facilitate funding to assist in the delivery of Cancer rehabilitation and prevention programmes	Cancer prevention Improve Exercise Referral pathway
Local Authority funding released through Community Voluntary Sector Networks	£10,000	We propose to work with groups from our inclusive clubs and provisions to increase activities for people with inclusive needs Additionally, we may use this funding to provide activity sessions for children from low socio-economic backgrounds or related areas	Increase inclusivity in our centres Providing opportunities for CYP Learning disabilities + SEND
Police and Crime Commissioner funded programmes (People Zone)	£7,500	We propose using this funding to help more people access our facilities for free or reduced costs	Providing opportunities for CYP Improve people's access to centre memberships Obesity & Overweight
Care UK/ Carers Trust	£2,000	To extend our provision for carers and users with carers	Carer and Carer aligned user support
Parkinsons UK	£1,000	To increase opportunities and provision for people with Parkinsons	Improve the Exercise Referral pathway.
MIND/Mental Health	£1,000	Increase provision for people experiencing Mental Health issues	Increase levels of inclusivity within our centres.
Local Authority health related funding whereby the LA/ICB/PCN	£2,000	Provide facilities for NWLDC/ NHS projects such as cardiac or escape pain, steady steps etc	To improve the Exercise Referral pathway. Hip fracture prevention.
Total	£ 50,000	150 ^{N/A}	N/A

Leisure Centre KPI's 2024/25 (Year 6)

1. Participation Rates

1.1 Below is an overview of participation against targets for year six of the contract as compared to year five;

	Q1	Q2	Q3	Q4	Total
2023/24 Actual	336,332	345,025	283,608	320,978	1,285,943
2024/25 Actual	338,890	333,733	270,105	305,475	1,248,203
2024/25 Predicted	314,313	309,036	261,958	300,264	1,185,571
2024/25 Difference between Actual and Predicted	+24,577	+24,697	+8,147	+5,211	62,632

1.2 The table below highlights the monthly usage at each site against target:

Centre	May 2024	June 2024	July 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	Totals 2024/2025
ALC & Lido Target	36727	42101	38652	44557	37476	31879	32622	24327	32587	32515	33788	32285	419516
Actual	36301	46040	53248	60363	34209	33655	32573	28647	34078	32307	36111	31266	458798
Difference	-426	+3939	+14596	+15806	-3267	+1776	-49	+4320	+1491	-208	+2323	-1019	+39282
W&CLC Target	67710	63170	65953	69917	61656	63551	62516	45415	64491	67102	67332	67242	766055
Actual	71527	64784	66990	67736	63431	74339	61304	47605	66438	66960	70858	67973	789945
Difference	+3817	+1614	+1037	-2181	+1775	+10788	-1212	+2190	+1947	-142	+3526	+731	+23890
Total Target	104437	105271	104605	114474	99132	95430	95138	69742	97078	99617	101120	99527	1185571
Actual	107828	110824	120238	128099	97640	107994	93877	75712	100516	99267	106969	99239	1248203
Difference	+3391	+5553	+15633	+13625	-1492	+12564	-1261	+5970	+3438	-350	+5849	-288	+62632

1.3 It is pleasing to note that actual usage in 2024/25 exceeded targets at both sites for the year. Unfortunately there was a slight reduction in usage as compared to 2023/24 which can be primarily attributed to a reduction in fitness and swimming lesson members.

1.4 The table below gives an overview of targeted participation at both sites:

Targeted Group	Target May 24 – Apr 25	Actual May 24 – Apr 25	Variance (+/-)	Increase/Decrease (%)
Under 5's	97,780	98,842	1062	1.08%
5 – 10	198,127	188,854	9273	-4.6%
11- 16	97,564	96,173	1381	-1.4%
Club Activ8 Schools	39	39	0	0
Club Activ8 Card Holder Usage	18.6%	18.3%	0.6%	1.61%
Over 60's	51,622	52,321	699	1.35%
Accessible Users	2,782	3,003	221	7.94%
Club Engagement	59	61	2	3.3%
Community Activities	77	81	4	5.19%
Events & Competitions	107	108	1	0.93%

1.5 The failure to hit target in the 5-10 and 11-16 years age groups, and Club Activ8 is predominantly down to the following;

- A reduction in swim lesson attendances and school swimming sessions.
- Schools not supporting with the promotion of the Club Activ8 Scheme

2. Membership Levels

2.1 The table below shows a decrease in fitness members across each site:

	April 2024	April 2025	Decrease
WCLC	3,702	3,021	-681
ALCL	1,635	1,406	-229
Total	5,337	4,427	-910

2.2 The reduction in membership levels can be directly attributed to the opening of Pure Gym in Coalville which opened in June 2024.

2.3 The table below shows a decrease in swimming lesson members across both sites:

	April 2024	April 2025	Decrease
WCLC	1,972	1,892	-80
ALCL	1,183	1,063	-120
Total	3,155	2,955	-200

2.4 The reduction in swimming lesson members is due to the amount of local competition within the district that far exceeds the amount that would normally be expected within an area of this size and population, with six direct competitors. It is pleasing to note the decline in numbers has reduced dramatically since 2023/24.

3. Utility Consumption

3.1 Interventions funded and supported by EA to facilitate reductions in 2024/25 include:

- The installation of 400 solar panels and storage batteries at WCLC
- A further replacement of internal lighting at ALCL so that all lamps are now LED
- A refinement of the Building Management System (BMS) so that pumps can be ramped down more effectively overnight and at quieter times.
- The delivery of an Environmental Improvement Plan
- Supporting the delivery of future energy efficiency initiatives at ALCL

3.2 The tables below show the utility consumption at each site in 2024/25 (year six of the contract) as compared to 2023/24 (year five), which highlights the following:

- A reduction of 64,368 kwh of electricity used, or 16%
- An increase of 34,503 kwh of gas used, or 0.75%

Whilst gas usage has remained consistent, there has been a reduction in electricity usage predominantly down to more effective use of the Combined Heat and Power (CHP) unit and Building Management System (BMS) at ALCL and the installation of the solar panels in March at WCLC. It is anticipated electricity usage will continue to reduce at WCLC due to the solar panels.

Partnership year 6	Whitwick & Coalville	Ashby LC	Total
Gas (kWh)	2,280,391kWh	2,216,970 kWh	4,497,361 kWh
Electricity (kWh)	252,934 kWh	77,729 kWh	330,663 kWh
Total (kWh)	2,533,325 kWh	2,294,699 kWh	4,828,024 kWh

Partnership Year 5	Whitwick & Coalville	Ashby LC	Total
Gas (kWh)	2,196,373	2,266,485	4,462,858
Electricity (kWh)	270,532	124,499	395,031
Total (kWh)	2,466,905	2,390,984	4,857,889

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Part 1 of Schedule 12A of the Local Government Act 1972.

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Community Scrutiny Committee – WORK PROGRAMME (as at 03/12/25)

Date of Meeting	Item	Lead Officer	Witnesses	Agenda Item Duration
February 2026				
26 February 2026	Stenson Square Gardens – Presentation of Designs Post public Engagement and Approval to Fund and Submit Planning Application(s) Stenson Square Gardens update including details of proposed next stages and associated costs.	Paul Wheatley, Head of Economic Regeneration and Property	-	30 minutes
26 February 2026	Playing Pitches, Built Facilities (Sports and Community), and Open Spaces Strategies To provide an overview and to invite comments for consideration by Cabinet when corporately adopting the strategies and approving their integration as part of the Local Plan	Paul Sanders, Head of Community Services	-	20 minutes
26 February 2026	Zero Litter and Love Your Neighbourhood Campaign Update To review the performance of the Love Your Neighbourhood campaign against a range of indicators, as requested by the Committee when it the campaign was presented to them in April 2025.	Paul Sanders, Head of Community Services	-	30 minutes
April 2026				
None scheduled				

Date of Meeting	Item	Lead Officer	Witness	Agenda Item Duration
June 2026				
25 June 2026	Scrutiny Annual Report To present the work of the two scrutiny committees for the 2025/26 civic year.	James Arnold, Strategic Director of Place	-	20 minutes

Work requests considered by the Scrutiny Work Programming Group

Work Request	Status/Progress	Committee date to be considered (provisional)
National Forest Line	<p>Further to Community Scrutiny on 7th December, officers have continued to engage with Leicestershire County Council and Network Rail and timescales have been confirmed for the Outline Business Case as follow:</p> <ul style="list-style-type: none"> - Final outline business case from Network Rail to be submitted to Department of Transport early February and will be reviewed by the Restore Your Railways Programme Board (Late February) - Final OBC to be presented to further DfT and Network Rail Board throughout March/April 2024 - Anticipated submitted to Treasury for sign off in early May. If approval granted will move onto next stage – Final Business Case <p>NWL (with LCC) will seek to arrange a further briefing/meeting with Network Rail following Outline Business Case approval and enable further engagement for Scrutiny.</p> <p><u>Update September 2024 (from DfT)</u></p> <ul style="list-style-type: none"> - The Chancellor announced the cancellation of the RYR programme in her statement on 29 July 2024. - The RYR projects will now come to an orderly close and no further funding will be provided through the programme. - Where projects are not currently live, no new work will be started. For projects which have development or design work in progress, DfT are considering the best way to bring these projects to a close. 	-

	<ul style="list-style-type: none"> - For Ivanhoe, this will mean that no new work will start. - The Chancellor also announced that the Transport Secretary will be undertaking a review of the Department's investment portfolio, including individual RYR projects. - DfT Capital Review underway and is considering alignment of individual infrastructure projects with government's priorities of growth, housing, jobs and value for money. - The review is being progressed in two phases – the first will consider RYR projects plus other Network North proposals, the second will have a larger scope. The outputs will help to inform a wider Spending Review in 2025 however some announcements could be made before then. <p><u>November 2025</u> No further update.</p>	
S106 agreements and the transfer of open space and sustainable urban drainage systems	<p>A scrutiny topic suggestion form was considered by the Scrutiny Work Programming Group on June 2025.</p> <p>The Head of Planning was invited to the meeting to assist with the discussion and help scope the proposed scrutiny topic. It was recommended that a first step would be to consult Parish Councils and understand the level of interest and also clarify current approach being followed by the Council which is set out in the current local plan.</p> <p>Agreed that an information paper be prepared by Planning to set out the current position and enable further discussion by the Work Programming Group and to decide on further action.</p>	-
Matters reserved for future consideration		
Resident Involvement Process	At the Scrutiny Work Programming Group meeting in June 2025, during discussion a request was made for a report to committee in relation to resident involvement. It was acknowledged that changes were being made to the resident involvement processes, and a report for committee would be scheduled in due course.	

Scoping work on Warehouse Design	At the Scrutiny Work Programming Group meeting in December 2024, a request was made to examine the design of warehouses around the district, given the significant number of them within the district and with further growth projected. It was agreed that scoping work for further discussion will be carried out after the submission of the Local Plan in 2026.	TBC
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Principles and Criteria used for Assessing Items Put Forward

Identify Issues for consideration by Scrutiny

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- Consulting with members of Scrutiny Committees, senior officers, Cabinet members – horizon scanning on policy development
- Looking at the corporate priorities, Council Delivery Plan and Cabinet Forward plan – identify key issues/topics for investigation/inquiry
- Considering events and decisions in the Council's calendar which could require an input/consultation via scrutiny – eg budget setting, CDP development
- Considering requests from members – eg via another forum or scoping report submitted
- Evaluating the Council's performance – eg quarterly reports, end of year reports, reviewing success of a particular scheme or initiative
- Reviewing any follow up work required after previous scrutiny work

Prioritise the potential list of scrutiny topics based on factors including

- the resources required to deliver it (from members, offices and financially)
- the value and level of impact which could be achieved
- link to the council's priorities
- whether it is a regular recurring item which requires consideration before Cabinet/Council approval
- consideration of the guidance for selecting scrutiny topics

Topics are suitable for Scrutiny when	Topics are not suitable for Scrutiny when
Scrutiny could have an impact and add value	The issue is already being addressed elsewhere and change is imminent
The topic is of high local importance and reflects the concerns of local people	The topic would be better addressed elsewhere (and will be referred there)
The resources are available that would be required to conduct the review – staff and budget	Scrutiny involvement would have limited or no impact on outcomes
It avoids duplication of work elsewhere	The topic would be sub-judice or prejudicial to the councils interests
The issues is one that the committee can realistically influence	The topic is too broad to make a review realistic
The issue is related to an area where the council or one of its partners is not performing well	New legislation or guidance relating to the topic is expected in the next year

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DRAFT Notice of Executive Key Decisions

The attached notice lists the matters which are likely to be the subject of a key decision by the Council's executive and executive decision making bodies. This notice is produced in accordance with the Constitution adopted by North West Leicestershire District Council and will be published a minimum of 28 days before the date on which a key decision is to be made on behalf of the Council.

The date of publication of this notice is Friday, 12 December 2025. The Deadline for making any representations as to why items marked as private should be considered in public by **Cabinet on 13 January 2026 is 5pm Friday, 2 January 2026.**

Key Decisions

A key decision means a decision taken by the Cabinet, a committee of the Cabinet, an area or joint committee or an individual in connection with the discharge of a function which is the responsibility of the executive and which is likely:

- (a) to result in the Council incurring expenditure which is, or the making of savings which are, significant having regard to the Council's budget for the service or function to which the decision relates; or
- (b) to be significant in terms of its effects on communities living or working in an area comprising two or more wards in the area of the Council;
- (c) for the purposes of (a) and (b) above £100,000 shall be regarded as significant in terms of expenditure or savings, and any issue which, in the opinion of the Leader is likely to have an impact on people, shall be regarded as significant in terms of impact on communities.

The Council's Executive

The Council's executive committee is the Cabinet. The Cabinet comprises:

Councillor R Blunt	-	Leader
Councillor M Wyatt	-	Deputy Leader and Communities & Climate Change
Councillor T Gillard	-	Business and Regeneration
Councillor K Merrie MBE	-	Finance & Corporate
Councillor N J Rushton	-	Infrastructure
Councillor A Saffell	-	Planning
Councillor A Woodman	-	Housing, Property & Customer Services

Confidential Items and Private Meetings of the Executive

Whilst the majority of the Cabinet's business at the meetings listed in this notice will be open to the public and media organisations to attend, there will inevitably be some business to be considered that contains, for example, confidential, commercially sensitive or personal information. This is a formal notice under the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 that part of the Cabinet meetings listed in this Forward Plan may be held in private because the agenda and reports for the meeting contain exempt information under Part 1 Schedule 12A to the Local Government Act (Access to Information) Act 1985 (as amended) and that the public interest in withholding the information outweighs the public interest in disclosing it. Those Items where it is considered that they should be considered in private are identified on the Notice.

Access to Agenda and Related Documents

Documents relating to the matters listed in this notice are available at least 5 clear working days prior to the date of decision as indicated below. Other documents relevant to the matters listed in this notice may be submitted to the decision maker.

If you wish to request or submit a document, or make representation in relation to any issue contained within this notice, please contact Democratic Services on telephone number 01530 454512 or by emailing memberservices@nwleicestershire.gov.uk

Executive Decisions

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
January 2026							
Supplementary Estimates, Virements and Capital Approvals 170	Cabinet	Key	Public	13 January 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance, Tel: 01530 454492, anna.crouch@nwleicester-shire.gov.uk, deborah.proctor@nwleicestershire.gov.uk	Supplementary Estimates, Virements and Capital Approvals	N/A - decision delegated to Cabinet under the constitution.
Good Design Guide for North West Leicestershire	Cabinet	Key	Public	13 January 2026	Councillor Tony Saffell tonyc.saffell@nwleicester-shire.gov.uk Head of Planning and Infrastructure Tel: 01530 454668 chris.elston@nwleicestershire.gov.uk	Good Design Guide for North West Leicestershire	Community Scrutiny Committee, 10 April 2025
Former Tenant Rent Arrears, Current Tenant Rent Arrears, Council tax, Non Domestic Rates and Sundry Debts Write Offs	Cabinet	Key	Public	13 January 2026	Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	Former Tenant Rent Arrears, Current Tenant Rent Arrears, Council tax, Non Domestic Rates and Sundry Debts Write Offs	n/a - function delegated to Cabinet

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
CPO - 65 Station Road	Cabinet	Key	Public	13 January 2026	Councillor Michael Wyatt Tel: 07773 341531 michael.wyatt@nwleicester-shire.gov.uk Public Protection Team Leader Tel: 01530 454575 minna.scott@nwleicester-shire.gov.uk	CPO - 65 Station Road	No, the policy already exists.
Council Tax Base 2026/27 171	Cabinet	Key	Public	13 January 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance, Finance Team Manager Tel: 01530 454492, anna.crouch@nwleicester-shire.gov.uk, georgina.gwillim@nwleicester-shire.gov.uk	Council Tax Base 2026/27	N/A - Council Tax Base is calculated in line with legislation
2023/24 Provisional Financial Outturn - Housing Revenue Account (HRA)	Cabinet	Non-Key	Public	13 January 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	2023/24 Provisional Financial Outturn - Housing Revenue Account (HRA)	N/A

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
2023/24 Provisional Financial Outturn - General Fund	Cabinet	Non-Key	Public	13 January 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk</p>	2023/24 Provisional Financial Outturn - General Fund	N/A
172 Award of Contracts	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)	13 January 2026	<p>Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester-shire.gov.uk</p> <p>Strategic Director of Communities, Strategic Director of Resources (Section 151 Officer), Strategic Director of Place Tel: 01530 454819, Tel: 01530 454495, Tel: 01530 454555 andy.barton@nwleicester-shire.gov.uk, paul.stone@nwleicestershire.gov.uk, james.arnold@nwleicestershire.gov.uk</p>	Award of Contracts	Delegated Cabinet Function

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
2024/25 Provisional Financial Outturn - General Fund	Cabinet	Non-Key	Public	3 February 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Finance Team Manager, Head of Finance Tel: 01530 454492 georgina.gwillim@nwleicester-shire.gov.uk, anna.crouch@nwleicester-shire.gov.uk</p>	2024/25 Provisional Financial Outturn - General Fund	not required
Capital Strategy, Treasury Management Strategy and Prudential Indicators 2026/27	Cabinet	Key	Public	3 February 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk</p>	Capital Strategy, Treasury Management Strategy and Prudential Indicators 2026/27	Corporate Scrutiny Committee: 22/01/26
2026/27 Robustness of Budget Estimates	Cabinet	Non-Key	Public	3 February 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk</p>	2026/27 Robustness of Budget Estimates	Corporate Community Scrutiny: 22/01/26

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
2026/27 Housing Revenue Account (HRA) Budget and Rent Setting	Cabinet	Key	Public	3 February 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	2026/27 Housing Revenue Account (HRA) Budget and Rent Setting	Corporate Scrutiny Committee: 22/01/26
2026/27 General Fund Budget and Council Tax 175	Cabinet	Key	Public	3 February 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	2026/27 General Fund Budget and Council Tax	Corporate Scrutiny Committee: 22/01/26
Acquisitions and Disposals	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)	3 February 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicestershire.gov.uk Strategic Director of Place, Strategic Director of Communities Tel: 01530 454555, Tel: 01530 454819 james.arnold@nwleicestershire.gov.uk, andy.barton@nwleicestershire.gov.uk	Acquisitions and Disposals	Delegated Cabinet Function

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Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Supplementary Estimates, Virements and Capital Approvals	Cabinet	Key	Public	24 February 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	Supplementary Estimates, Virements and Capital Approvals	N/A - decision delegated to Cabinet under the constitution.
Housing Revenue Account (HRA) Finance Update - 2025/26 Quarter 3 177	Cabinet	Key	Public	24 February 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	Housing Revenue Account (HRA) Finance Update - 2025/26 Quarter 3	Corporate Scrutiny Committee - 19/03/26
General Fund Finance Update - 2025/26 Quarter 3	Cabinet	Key	Public	24 February 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	General Fund Finance Update - 2025/26 Quarter 3	Corporate Scrutiny Committee - 19/03/26

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Council Delivery Plan - Performance Report - 2025/26 Quarter 3 178	Cabinet	Key	Public	24 February 2026	Councillor Nicholas Rushton Tel: 01530 412059 nicholas.rushton@nwleicester.gov.uk Head of Human Resources and Organisation Development, Organisation Development Team Leader hannah.panter@nwleicester.gov.uk, laura.staveley@nwleicester.gov.uk	Council Delivery Plan - Performance Report - 2025/26 Quarter 3	Corporate Scrutiny 19 March 2026
Review of Corporate Governance Policies - Information Governance Framework	Cabinet	Key	Public	24 February 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester.gov.uk emma.lant@nwleicester.gov.uk	Report Review of Corporate Governance Policies - Information Governance Framework	Report will be considered at Audit and Governance Committee meeting on 12 November 2025

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Acquisitions and Disposals	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	24 February 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk Strategic Director of Communities, Strategic Director of Place Tel: 01530 454819, Tel: 01530 454555 andy.barton@nwleicester.gov.uk, james.arnold@nwleicester.gov.uk	Acquisitions and Disposals	Delegated Cabinet Function
Award of Contracts 79	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	24 February 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk Strategic Director of Place, Strategic Director of Communities, Strategic Director of Resources (Section 151 Officer) Tel: 01530 454555, Tel: 01530 454819, Tel: 01530 454495 james.arnold@nwleicester.gov.uk, andy.barton@nwleicester.gov.uk, paul.stone@nwleicester.gov.uk	Award of Contracts	Delegated Cabinet Function

March 2026

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Supplementary Estimates, Virements and Capital Approvals	Cabinet	Key	Public	24 March 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	Supplementary Estimates, Virements and Capital Approvals	N/A - decision delegated to Cabinet under the constitution.
Former Tenant Rent Arrears, Current Tenant Rent Arrears, Council tax, Non Domestic Rates and Sundry Debts Write Offs	Cabinet	Key	Public	24 March 2026	Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk	Former Tenant Rent Arrears, Current Tenant Rent Arrears, Council tax, Non Domestic Rates and Sundry Debts Write Offs	n/a - function delegated to Cabinet
Stenson Square Gardens - Presentation of Designs Post Public Engagement and Approval to Fund and Submit Planning Application(s)	Cabinet	Key	Public	24 March 2026	Councillor Richard Blunt Tel: 01530 454510 richard.blunt@nwleicester-shire.gov.uk Head of Property and Regeneration, Senior Economic Development Officer Tel: 01530 454 354, Tel: 01530 454678 paul.wheatley@nwleicestershire.gov.uk, emily.marquez@nwleicestershire.gov.uk	Stenson Square Gardens - Presentation of Designs Post Public Engagement and Approval to Fund and Submit Planning Application(s)	Community Scrutiny Committee - 26 February 2026

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Supplementary Estimates, Virements and Capital Approvals	Cabinet	Key	Public	28 April 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk</p>	Supplementary Estimates, Virements and Capital Approvals	N/A - decision delegated to Cabinet under the constitution.
<p>Council Delivery Plan - Performance Report - 2025/26 Quarter 4</p> <p>182</p>	Cabinet	Key	Public	28 April 2026	<p>Councillor Nicholas Rushton Tel: 01530 412059 nicholas.rushton@nwleicestershire.gov.uk</p> <p>Organisation Development Team Leader, Head of Human Resources and Organisation Development</p> <p>laura.staveley@nwleicestershire.gov.uk, hannah.panter@nwleicestershire.gov.uk</p>	Council Delivery Plan - Performance Report - 2025/26 Quarter 4	Corporate Scrutiny likely 18 June

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Housing Revenue Account (HRA) Update - 2025/26 Quarter 4	Cabinet	Key	Public	28 April 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Head of Finance, Strategic Director of Resources (Section 151 Officer), Finance Team Manager Tel: 01530 454492, Tel: 01530 454495, anna.crouch@nwleicester-shire.gov.uk, paul.stone@nwleicestershire.gov.uk, georgina.gwillim@nwleicestershire.gov.uk</p>	Housing Revenue Account (HRA) Update - 2025/26 Quarter 4	Corporate Scrutiny likely 18 June 2026
General Fund Finance Update - 2025/26 Quarter 4	Cabinet	Key	Public	28 April 2026	<p>Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester-shire.gov.uk</p> <p>Head of Finance, Strategic Director of Resources (Section 151 Officer), Finance Team Manager Tel: 01530 454492, Tel: 01530 454495, anna.crouch@nwleicester-shire.gov.uk, paul.stone@nwleicestershire.gov.uk, georgina.gwillim@nwleicestershire.gov.uk</p>	General Fund Finance Update - 2025/26 Quarter 4	Corporate Scrutiny likely 18 June 2026

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Housing Action Plans Post Inspection	Cabinet	Key	Public	28 April 2026	<p>Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk</p> <p>Strategic Director of Communities Tel: 01530 454819 andy.barton@nwleicester.gov.uk</p>	Comments made by Scrutiny Report Housing Action Plans Post Inspection	Corporate Scrutiny Committee - 19 March 2026
Award of Contracts 184	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	28 April 2026	<p>Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk</p> <p>Strategic Director of Communities, Strategic Director of Resources (Section 151 Officer), Strategic Director of Place Tel: 01530 454819, Tel: 01530 454495, Tel: 01530 454555 andy.barton@nwleicester.gov.uk, paul.stone@nwleicestershire.gov.uk, james.arnold@nwleicestershire.gov.uk</p>		Delegated Cabinet Function

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Acquisitions and Disposals	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)	28 April 2026	<p>Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk</p> <p>Strategic Director of Place, Strategic Director of Communities Tel: 01530 454555, Tel: 01530 454819 james.arnold@nwleicester.gov.uk, andy.barton@nwleicester.gov.uk</p>	Acquisitions and Disposals	Delegated Cabinet Function

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
<div>186</div> Playing Pitches, Built Facilities (Sports and Community), and Open Spaces Strategies	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)	28 April 2026	Councillor Tony Gillard Tel: 01530 452930 tony.gillard@nwleicestershire.gov.uk Principal Planning Officer, Leisure Services Team Manager, Head of Community Services, Technical Support Officer, Planning Policy & Land Charges Team Manager Tel: 01530 454602, Tel: 01530 454832, , Tel: 01530 454677 joanne.althorpe@nwleicestershire.gov.uk, jason.knight@nwleicestershire.gov.uk, paul.sanders@nwleicestershire.gov.uk, andrea.cave@nwleicestershire.gov.uk, ian.nelson@nwleicestershire.gov.uk	Playing Pitches, Built Facilities (Sports and Community), and Open Spaces Strategies	Community Scrutiny Committee - 26 February 2025
May 2026							
Supplementary Estimates, Virements and Capital Approvals	Cabinet	Key	Public	19 May 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicestershire.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicestershire.gov.uk	Supplementary Estimates, Virements and Capital Approvals	N/A - decision delegated to Cabinet under the constitution.

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Former Tenant Rent Arrears, Current Tenant Rent Arrears, Council tax, Non Domestic Rates and Sundry Debts Write Offs	Cabinet	Key	Public	19 May 2026	Head of Finance Tel: 01530 454492 anna.crouch@nwleicester-shire.gov.uk		N/A - function delegated to Cabinet
187 Award of Contracts	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	19 May 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicestershire.gov.uk Strategic Director of Communities, Strategic Director of Resources (Section 151 Officer), Strategic Director of Place Tel: 01530 454819, Tel: 01530 454495, Tel: 01530 454555 andy.barton@nwleicester-shire.gov.uk, paul.stone@nwleicestershire.gov.uk, james.arnold@nwleicestershire.gov.uk	Award of Contracts	Delegated Cabinet Function

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Acquisitions and Disposals	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	19 May 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk Strategic Director of Place, Strategic Director of Communities Tel: 01530 454555, Tel: 01530 454819 james.arnold@nwleicester.gov.uk, andy.barton@nwleicester.gov.uk	Acquisitions and Disposals	Delegated Cabinet Function
<div> <div>10</div> <div>June 2026</div> </div>							
Supplementary Estimates, Virements and Capital Approvals	Cabinet	Key	Public	23 June 2026	Councillor Keith Merrie MBE Tel: 07596 112270 keith.merrie@nwleicester.gov.uk Head of Finance Tel: 01530 454492 anna.crouch@nwleicester.gov.uk	Supplementary Estimates, Virements and Capital Approvals	N/A - decision delegated to Cabinet under the constitution.
Treasury Management Stewardship Report 2025/26	Cabinet	Non-Key	Public	23 June 2026	Head of Finance Tel: 01530 454492 anna.crouch@nwleicester.gov.uk	Treasury Management Stewardship Report 2025/26	Audit and Governance Committee - 10/06/25

Decision	Decision Maker	Status of Decision	Public or Private (and reason – where private)	Date of Decision	Contacts	Documents to be submitted to the Decision Maker	Considered by Scrutiny or other Committee
Acquisitions and Disposals	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	23 June 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk Strategic Director of Communities, Strategic Director of Place Tel: 01530 454819, Tel: 01530 454555 andy.barton@nwleicester.gov.uk, james.arnold@nwleicester.gov.uk	Acquisitions and Disposals	Delegated Cabinet Function
Award of Contracts	Cabinet	Key	Private Information relating to the financial or business affairs of any particular person (including the authority holding that information)Contains Exempt information	23 June 2026	Councillor Andrew Woodman Tel: 07970 520357 andrew.woodman@nwleicester.gov.uk Strategic Director of Place, Strategic Director of Communities, Strategic Director of Resources (Section 151 Officer) Tel: 01530 454555, Tel: 01530 454819, Tel: 01530 454495 james.arnold@nwleicester.gov.uk, andy.barton@nwleicester.gov.uk, paul.stone@nwleicester.gov.uk	Award of Contracts	Delegated Cabinet Function

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