



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL



LEISURE SERVICE PARTNERSHIP

YEAR 4 - MAY 2022 – APRIL 2023



Whitwick & Coalville LC and Ashby LC & Lido



CONTENTS

1. Scope Of Report And Definitions	3
2. Services Specification Performance Requirement Reference	3
3. Participation	6
<ul style="list-style-type: none"> • 3.1 Swimming • 3.2 Gym and Group Exercise Classes (Other) • 3.3 Sports and Activities • 3.4 Events • 3.5 Overall Participation • 3.6 Partnerships Year 5 	
4. Authority Priorities / Outcomes	12
<ul style="list-style-type: none"> • 4.1 Improving Health and Wellbeing and Reducing Health Inequalities • 4.2 Social Values • 4.3 Providing Local Economic Benefit • 4.4 Supporting Safe & Inclusive Neighborhoods • 4.5 Educating, Protecting, and Providing Opportunities For Young People • 4.6 Providing High Quality Services • 4.7 Sustainability and Environmental Improvement 	
5. Programme and Events	19
6. Community Wellbeing Action Plan & Targeted Groups	22
<ul style="list-style-type: none"> • 6.1 Under 5's • 6.2 Age 5-10 • 6.3 Age 11-16 • 6.4 Club Activ8 Schools Participation & Usage • 6.5 Over 60's • 6.6 Accessible Users • 6.7 Club Engagement • 6.8 Community Activities • 6.9 Events & Competitions 	
7. Customer Engagement	27
<ul style="list-style-type: none"> • 7.1 Marketing • 7.2 Community Engagement 	
8. Service	33
<ul style="list-style-type: none"> • 8.1 Customer Feedback, Including Satisfaction Ratings and Complaints • 8.2 Maintenance Of Buildings, Plant, and Equipment • 8.3 Equipment Inventory • 8.4 Cleaning • 8.5 Service Improvement • 8.6 Service Interruptions • 8.7 Free Activities and Community Contributions 	
9. Quality Assurance	39
<ul style="list-style-type: none"> • 9.1 Internal Audits • 9.2 External Audits & Inspections • 9.3 Quest Accreditation 	
10. Health & Safety	42
<ul style="list-style-type: none"> • 10.1 Major Incident Reports • 10.2 Accident Analysis • 10.3 Statutory Inspections 	
11. Environmental	43
<ul style="list-style-type: none"> • 11.1 ISO14001 • 11.2 DEC • 11.3 Energy Consumption 	
12. Financial	46
<ul style="list-style-type: none"> • 12.1 Operational Income and Expenditure 	
13. Annual Reporting Schedule	46
14. Appendices –	47
<ul style="list-style-type: none"> • 14.1 Social Values / 14.2 EA & NWLDC Community Wellbeing Plan 	

ANNUAL SERVICES PERFORMANCE REPORT

1. Scope of Report and Definitions

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

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

This Annual 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 neighborhoods, providing opportunities for young people, providing high quality services, and being environmentally aware and proactive.

The Annual Reporting Schedule is shown in **Section 13**. 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.

The Performance Monitoring Report is a document submitted monthly, 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.

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 & D – 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

1,210,435
User Visits



47% Usage
Growth



45% Swim
Participation Growth



Ashby Lido –
94 Years Young



61% Fitness Gym
& Class Growth



166% Virtual Class
Usage Growth



23% Sport &
Activity Growth



Most Successful Holiday
Activity Scheme (EA East Region)



Social value
Generated - 878,003



PARTNERSHIP YEAR 4 HEADLINE NEWS

W&C LC – Shortlisted UK
Active Awards 2023



W&C LC – Shortlisted
National Fitness Awards 2022



78 Weekly
Activity Partners



73 Colleagues Secure
Professional Qualifications



48 New District
Based Employees



97% LED Lighting
@ ALC & Lido



Quest Excellence – ALC & Lido
Environmental Module



705,856 – Economic
Value Generated



38% Increase – Under 5's Participation 

ALC & Lido – Quest 'Very Good' Banding 

25 Community Wellbeing Outcomes Delivered 

66 Events Held 

40 Schools Registered to CA8 Highest Since Scheme Started (2005) 

23 New Clubs & Sports Activities 

W&CLC – BREEAM Excellent Rating 

36% Increase – Accessible User Participation 

Ashby 3G Football Hub Opened 

PARTNERSHIP YEAR 4 HEADLINE NEWS

ALC & Lido – 4.1/5.0 Google Reviews 

W&C LC – 4.3/5.0 Google Reviews 

68,701 EA Card Holders within NWL 

6.42 Complaints Per 10,000 Visits 

£218,284 Free or Discounted Activity 

0.98 Accidents Per 10,000 Visits 

2x Lives Saved 

3. Participation

The period May 2022 – April 2023 represented the fourth year of the council's partnership with Everyone Active, following the decision to outsource its leisure centre service from May 2019.

The year commenced eleven weeks after the opening of the £23 million Whitwick & Coalville Leisure Centre, and on the back of a short period of both unprecedented, and to a degree unexpected usage growth when aligned to Everyone Active's tender submission of 2018.



During the period 14th February 2022 (day the new centre opened) and 30th April 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, they included a degree of swim pupil customer migration from Ashby Leisure Centre & Lido that has subsequently continued.

The success of the new centre continued well into Partnership Year 4, and within certain facility areas continues to do so; However due to a combination of facility capacity limitations and increased local competition particularly within swim lesson delivery, the following Participation sub sections and associated tables capture a clear plateauing of growth.



3.1 Swimming

Participation for Swimming and Swimming Lessons combined was **529,476** compared to **365,023** in 2021/22. A **45%** year on year increase.



These figures can be attributed to four main factors, with the former being the main contributor; -

- Increased capacity, and improved quality of facilities within the new Whitwick & Coalville Leisure Centre.
- Associated impact on Swim Lesson pupil numbers.
- Improved programming, including the re-introduction of children and family fun-based sessions.
- Customers continuing to positively engage with pre-bookable sessions, in the knowledge that each comes with a maximum number cap.

In terms of the first of these, the former Hermitage Leisure Centre had a six-lane pool and small 'Trough' (as it was affectionately known) that acted as a balance tank but was used by adults with small children and for entry level swim lessons. Compared to this the new centre's main pool consists of eight lanes, supported by a dedicated learner pool with moveable floor that can also be used for fitness classes.

An increased pool footprint meant that we were able to offer more swim class provision within the same time slots, which allied to greatly improved changing and support facilities appealed to the swim lesson market. This resulted in pupil numbers at the new centre rising from **1,825** to **2,154** over the course of Partnership Year 4, however Ashby's decreased from **1,490** to **1,378**. Likewise, this increased capacity allowed us to introduce additional programme slots to casual and lane swimming, as well as fun-based family and child sessions.

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 continued beyond the lifting of restrictions. Customer feedback consistently echoed a message of support for pre-bookable swimming for all the indoor pools and Lido at Ashby, with users able to see on-line that sessions were limited in terms of numbers (although this had always been in place) and that they could guarantee themselves a place within them as opposed to leaving things to chance.

This had proved to be 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 had been 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 returned in May 2022. Due to a major re-lining project, Cold Water Swimming will be moved from May to September 2023.

The Lido enjoys its **94th** birthday this year and remains the last standing public lido facility within the East Midlands. In recognition of this, an historic timeline feature has been implemented on pool side in advance of the 2023 Lido season. Within it, it captures the facilities rich and proud history since its opening in 1929 in image and narrative format.

3.2 Gym and Group Exercise Classes (Other) (2022/23 - 488,108 vs 2021/22 - 302,569)

Participation in the fitness gym and exercise classes across the two sites was **488,108** for the Partnership Year, compared to **302,569** in 2020/21. A **61%** rise.

In line with swimming, this was predominantly attributable to the impact of the new centre, which had seen a **139%** rise in fitness members between its opening and the start of Partnership Year 4. The centre started the year with **3,514** members and finished with **3,933**, a growth of **12%** over the year, with membership at Ashby Leisure Centre & Lido increasing by **9%** from **1,532** to **1,672**.



Each centre lost 33% of its fitness members because of the Covid-19 pandemic, which was in keeping with the wider corporate picture seen across the 220 centres that Everyone Active managed nationally at the time. As a result of this, cross site membership pricing was reduced initially in 2021 from £46-00 to £24-99 in July 2021, before increasing to £34-99 in October 2021 in order to help facilitate a recovery exercise of this magnitude.

Membership costs within NWL had been amongst some of the highest within Everyone Active's East Region of 70 facilities, given the pricing levels that had been inherited from NWLDC (£39-99 per month at April 2019); However, given that the centres lost 33% of their members due to the Covid-19 pandemic, prices were dropped to just £24-99 in July 2021 when life began to return to a form of normal. Pricing was subsequently increased to £34-99 in October 2021 and £37-99 in January 2023, with a view to a return to the previous level in September 2023. Given the £1.2 million refurbishment of Ashby Leisure Centre & Lido in 2019/20 and replacement of the former Hermitage Leisure Centre with the new £23 million Whitwick & Coalville Leisure Centre, membership pricing remains competitive.

Fitness Class participation forms **488,108** fitness usages advised, with **190,363** fitness class visits recorded in 2022/23 compared to **139,053** in 2021/22, a **37%** increase. Whilst much of this is attributable to the increase in members, the uptake of virtual classes has continued to prove a success. These are becoming increasingly prevalent within the wider leisure industry and are provided to support the instructor led fitness class programme and allow users that are reticent to undertake instructor led classes with the opportunity to try them at a length of time and pace to suit. This often subsequently leads to a migration into instructor led classes.

Unfortunately, accurate measurement of Virtual class attendance is difficult, since many of those attending simply migrate to or from the fitness gym following their work out, however **18,572** visits were recorded, representing a **166%** increase of pre-booked recorded attendance between Partnership Year 3 and 4.

3.3 Sports and Activities (2022/23 – 164,417 vs 2021/22 – 133,993)

Sports and Activities realised a combined usage of **164,417** compared to **133,933** in Partnership Year 3, representing a **23%** increase.

This was down to five contributory factors, namely having a full years' worth of benefit from a 25% increased sports hall footprint at the new centre compared to the former Hermitage, the introduction of what have subsequently proved to be highly successful 'in-house' delivered activity sessions, the addition of equally successful partner activities, the securing of a high profile block booking, and hosting the most successful Holiday Activity scheme within Everyone Active's East Region (South) area.

As a rule of thumb, sports hall utilisation within leisure centre's nationally is 40 -50%, due to limited day time demand, however whilst Ashby's Partnership Year 4 usage was **49%**, Whitwick & Coalville's was **67%**. This was particularly impressive given that the sports hall is of eight court design against the standard four or six usually found. This was delivered on the back of some excellent work by our Active Communities Manager, who led on the implementation of in-house delivered gymnastics and trampoline weekly courses through which over **160** youngsters attend each week, and the securing of the NWL Volleyball League who use the centre as its base for all league fixtures with **200** players attending each week.

In addition to that an average **25** users per week attend the inclusive user sessions that we deliver in partnership with Enrych to provide opportunities for adults with disabilities or long-term health issues. Our Holiday Activity programme are delivered through a further partner in TayPlay, and regularly attract between **20-45** daily usages at Ashby and **50-70** at Whitwick, easily the best attended within the 23 leisure centres that make up Everyone Active's East Region (South).

3.4 Events (2022/23 – 28,434 vs 2021/22 - 22,286)

Events realised a cross site usage of **28,434** compared to **22,286** in Partnership Year 3, representing a **28%** 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. In Partnership Year 1, the centre's realised 34,990 event visits as a part of this success, however the impact of the Covid-19 pandemic meant that in Partnership Year 2 that figure dropped to zero with no events taking place.

At the start of Partnership Year 3 several restrictions were still in place, however over the course of 31 events, 22,286 usage visits were subsequently realised, representing a 64% return on previous pre-Covid numbers.

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, with a view to migrating as many events as possible to the latter, including medium sized spectator events such as Megaslam Wrestling and Motiv8 Boxing; however, there was an acceptance that the continued hosting of major spectator events was no longer possible.

With that in mind a 75% return to Partnership Year 1 usage levels was seen as success, with the eventual 81% being achieved through the securing of new non-spectator events such as guilds and fayres, and additional bookings from the likes of Megaslam and Motiv8.

3.5 Overall Participation

Overall participation for the period May 2022 – April 2023 was 1,210,435 compared to 823,871 for the same period the previous year. A 47% increase. It was broken down as follows:

Table 3.5.1 – 2022/23 Participation

	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	Total
Activity	8395	5,133	4,527	5,519	4,641	5,648	6,067	4,165	6,671	5,902	6,577	5,869	69,114
Gym	27,096	23,134	22,618	24,659	21,385	23,210	24,584	18,509	29,282	26,565	29,513	27,190	297,745
Sports	7864	7,023	6,489	6,393	7,950	8,073	8,403	7,265	8,746	8,695	9,905	8,497	95,303
Swim	44827	45,187	51,353	55,070	43,696	43,221	40,104	26,880	42,649	43,747	45,851	46,891	529,476
Other	15,977	15785	15683	16,020	16,057	16,972	17,101	9,588	17,048	16,259	17,809	16,064	190,363
Events	2100	1,350	450	1,100	3,054	1,875	3,305	1,730	2,975	995	6,900	2,600	28,434
Total	106,259	97,612	101,120	108,761	96,783	98,999	99,564	68,137	107,371	102,163	116,555	107,111	1,210,435

Table 3.5.2 – 2021/22 Participation

	May 21	June 21	July 21	Aug 21	Sept 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	Total
Activity	134	199	22	829	1,013	1,160	1,543	1,504	1,886	1,947	3,958	7,872	22,067
Gym	12,829	13,692	11,503	10,607	10,261	9,309	9,792	6,969	11,501	16,685	26,146	24,221	163,516
Sports	5,253	5,220	5,870	6,407	7,851	10,823	12,006	9,525	12,230	11,516	15,943	9,282	111,926
Swim	20,993	23,261	28,338	30,438	25,759	26,168	25,159	17,257	27,699	41,521	46,978	51,453	365,023
Other	10,502	10,419	11,026	11,408	12,106	12,556	12,661	7,645	12,226	9,768	14,498	14,238	139,053
Events	1,500	400	816	900	600	2,350	3,900	1,575	1,500	1,470	4,350	2,925	22,286
Total	51,211	53,191	57,575	60,589	57,590	62,366	65,061	44,475	67,042	82,907	111,873	109,991	823,871

Predicted usage targets for Partnership Year 4 were requested by NWLDC in January 2023, meaning that they were set prior to both the opening of the new Whitwick & Coalville Leisure Centre, and the period (14/02/23 – 30/04/23) in which early usage patterns and the impact on Ashby Leisure Centre & Lido could be assessed. As such, accuracy was always going to be quite challenging. Subsequently usage of 1,210,435 was realised against predicted usage of 1,013,270, representing a 19% positive difference.

Centre	May 2022	June 2022	July 2022	Aug 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	Totals
ALC & Lido	30,552	32,886	37,309	36,766	35,556	40,256	40,128	30,167	43,432	44,882	45,138	38,296	455,368
Actual	36,653	36,177	38,068	38,740	34,161	33,264	33,248	22,276	36,087	33,482	38,119	32,667	412,882
Difference	+6,101	+3,291	+759	+1,974	-1,395	-6,992	-6,880	-7,891	-7,345	-11,400	-7,019	-5,629	-42,486
W&CLC	39,360	39,744	41,006	47,573	46,080	51,023	47,480	36,658	42,681	52,908	55,789	57,600	557,902
Actual	69,606	61,435	63,052	70,021	62,622	65,735	66,316	45,921	71,284	68,681	78,436	74,444	797,493
Difference	+30,246	+21,691	+22,046	+22,448	+16,542	+14,712	+18,836	+9,263	+28,603	+15,773	+22,647	+16,874	239,591
Total	69,912	72,630	78,315	84,339	81,636	91,279	87,608	66,825	86,113	97,790	100,927	95,896	1,013,270
Actual	106,259	97,612	101,120	108,761	96,783	98,999	99,564	68,197	107,371	102,163	116,555	107,111	1,210,435
Difference	+36,347	+24,982	+22,805	24,422	+15,147	+7,720	+11,956	+1,372	+21,258	+4,373	+15,628	+11,215	197,225

3.6 Next Year - Partnership Year 5

Due to a combination of investment in Ashby Leisure Centre & Lido, the impact of Covid-19, and the opening of the new Whitwick & Coalville Leisure Centre, Partnership Year 5 will represent the first year in which comparative year on year data can be applied. Strictly speaking that isn't true, as the final element of the new centre, namely the Trim Trail is due to be implemented, however this was delayed due to an intent by both NWLDC and Everyone Active to see the trail included within the eagerly anticipated Eco Park that is due to be implemented within the Hermitage Recreation Ground footprint.

Table 3.6.1 :- Partnership Dynamics Years 1-5

Partnership Year	Dates	Dynamics/Issues
1	2019/20	Contract started in May 2020 + Ashby LC & Lido refurbishment + Centres closed due to Covid-19
2	2020/21	Ongoing closure + Subsequent closures + Reduced programme and usage
3	2021/22	Ongoing closure + Restrictions in place + Hermitage LC closes + Whitwick & Coalville LC opens
4	2022/23	First full years base data secured
5	2023/24	First year of comparative year on year data can be applied

Partnership Year 5 will come with both challenges and exciting opportunities and developments.

The new Whitwick & Coalville Leisure Centre promised much, however, it's fair to say that the degree of its early successes has surprised both Everyone Active and NWLDC. Having increased from 1,472 at Hermitage Leisure Centre to **3,933**, fitness membership has plateaued, however those relinquishing their memberships are in the main not critical of the centre or its programme, but more of the size of the fitness gym.

Within the industry it is recognised that the ideal member to station (item of fitness equipment) ceiling ratio is 1:30, however at the end of Partnership Year 4 that figure was **1:36**. Whilst the numbers are impressive, health monthly sales levels are being matched by leavers. With that in mind, Everyone Active are currently looking at potential options to address the issue, which will be shared with NWLDC for consideration.

Local swim lesson competition remains a real issue for the centres. Where a typical centre might expect to see one local competitor (in many cases none, or with a sister centre representing the closest competitor), however within NWL we have four. Of those, three are relatively large in terms of pupils and market share and are developing both pool space and pupil numbers. The impact of this can be seen within our own centre's pupil numbers, where we had 3,532 on 01/05/23 and 3,569 on 12/09/22.

Swim Lesson prices within Everyone Active's North West Leicestershire contract remain the lowest in the East Region (South), so simply lowering prices isn't a ready made option, especially in light of the significant rise in utility costs. Discussion on how best address this concern are ongoing at the time of writing this report.

Sports Hall utilisation levels at Ashby are at the top end of national average parameters, whilst Whitwick & Coalville's utilisation sits nearly **20%** higher than that. Whilst we continue to work with partners as well as identifying potential additional in-house activities, the realities are that improving on what is already a strong position will be challenging. It's no coincidence that at the time of writing, Whitwick & Coalville has been shortlisted for the 2023 UK Active, Best Newcomer Award, on the back of the growth of its activity programme across the past year.

As stated earlier, the Eco Par/Trim Trail is an exciting multi-partner biodiversity project that will hopefully be realised in Partnership Year 5, with Everyone Active having a key role to play within it. In addition to that we have ambitious plans to develop the Climbing Wall programme at Whitwick & Coalville and potentially extend the Lido programme at Ashby to offer cold water swimming and other activities either side of the main summer element. The Contract Manager has also recently become a Director of the Ashby BID (Business Improvement District) with a view to ensuring that the leisure centre and Lido are considered at the forefront of event programming and initiatives.

4. Authority Priorities / Outcomes

The outcomes achieved and highlighted in this Annual Services 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 five authority outcomes; - Providing local economic benefit, supporting safe and inclusive neighbourhoods, educating protecting and providing opportunities for young people, providing high quality services, and sustainability and environmental improvements.



NWLDC and Everyone Active agreed to incorporate all these (other than sustainability and environmental improvements) into the collaboratively produced Community Wellbeing Action Plan 2022/23 (CWAP) that is attached to this report. Within the CWAP report the outcomes are listed within a table, with each having a key reference (A,B,C,D,E). These were then referenced within the 31 CWAP targets, with year end and quarterly updates provided.

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

This CWAP demonstrates that through working in partnership with the Council, the investment and delivery of high-quality activities is making a significant and valuable contribution to the community, as well achieving the authority's corporate goals.

Improving the Health and Wellbeing of residents is obviously the main function, goal, and achievement for the leisure services provision. Much of this can be measured by quantitative statistics as highlighted by the participation statistics in this report; however, the outcomes achieved also contribute to other Authority Priority objectives, which are more qualitative.

4.1: Improving Health and Wellbeing and Reducing Health Inequalities

In essence 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 those activities provided elsewhere within the report totaling **1,210,435**.



Within that, several 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.



Within this we continue to work with partners such as the NWL Health & Wellbeing Team, Community Focus, Work Live Leicestershire, Enrych, Home Start, Youth Justice, and the Children & Families Centre, collectively aiming to tackle areas of priority including health inequalities within the district.

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 a 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 them 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 22 – March 23. 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 (£).

Physical & Mental Health (£149,448) - 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 (£493,733) - 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 (£9,265) - Refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

Social & Community Development (£225,552) - Represents the reduction in crime rates for young males and the social capital based on improved networks, trust, and reciprocity.

The 2022/23 report advised a social value total within the NWL partnership of **£878,003**. This represented the highest total across the eight contracts within Everyone Active's East Region (South), with the **£644,506** aligned to Whitwick & Coalville Leisure Centre being the highest of the 25 sites that sit within it. Whitwick & Coalville Leisure Centre also enjoyed the highest year on year growth (**93%**), however this should be tempered due to the centre only opening in mid-February 2022.

Whilst the 4Global Social Value reports remain somewhat in their infancy, they are already recognised as the industry social value measurement tool, being championed by Sport England and further developed within Moving Communities as a standardised online survey designed for local authorities and leisure operators to understand their local communities and support engagement. 4Global are currently developing SVC3 in partnership with Sheffield Hallam University.

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 bac of each have highlighted strength in the hosting and promotion of a large and diverse internal and external partner delivered activity programme, employment opportunities provided to local residents, the impact of a nationally recognised event programme, and the use of local suppliers and service providers.



Within our activity programme we have **78** partnership delivered weekly activity sessions running across the two centres, including a portfolio of 16 in-house sessions. In total, **21** new activities were added to the programme in Partnership Year 4, which included Pickleball, Clubs Complete Tots Craft, Head over Heels Gymnastics, Hockey England Coaching, FA Inclusive Football and Enrych Fit Steps.

During Partnership Year 4 we added a total of **48** new district-based colleagues to our team, whilst training **73** of our colleagues in professional qualifications. Additionally, **33** of our colleagues have been trained in new roles within our centres.

This year we have employed **48** new staff members, **29** falling within the under 19 age bracket.

The Partnership Year 1 report captured £ 804,814 of economic value, either secured or brought into the district because of the leisure centre events programme. This was based on industry advised data at the time pointing to an average £16 per head spent within the local economy by NWL based residents per event, and a £35 per head spend by non-district-based event attendees. Due to the impact of the Covid-19 pandemic on our event programme, this figure reduced to zero in Partnership Year 2.

The slow return of confidence allied to the staged lifting of restrictions led to the return of events to our centres in Partnership Year 3, which resulted in 22,286 event visits. Of these 71% were locally based, with 29% residing outside of the district. With inflation taking the spend per head of district and non-district event attendees to £17 and £37 respectively, a total of £508,122 of economic value secured or brought into the district as a result of events held within our centres.

Partnership Year 4 saw the number of event visits rise to **28,434**, with the industry advised spend per head rising to £39-59 for non-residents and £18-19 for non-residents. With a 31% / 69% split, a total of **£705,856** economic value was secured or brought into the district as a result of events held within our centres. A year-on-year increase of **£197,734**.

Table 4.3.1 – Event Aligned NWL Economic Benefit - Partnership Year 4

Attendee Type	Number of Attendees	Local Spend Value Per Head (£)	Value (£)
Local	19,619	£18-19	£356,870
Non-Local	8,815	£39-59	£348,986
Total	28,434	N/A	£705,856

4.4 Supporting Safe and Inclusive Neighborhoods

One of our key colleague developmental focuses for Partnership Year 4 was to have a trained Making Every Contact Count (MECC) approach trainer. Since subsequently becoming an accredited tutor for the course, our Active Communities Manager (ACM) has been part of the Leicestershire County Council network for development of MECC. Additionally, the accreditation has allowed our ACM to deliver sessions for NWLDC staff to help diversify their conversational skills, consequently helping to support all residents. On the back of this, our ACM is currently in the planning stages of helping to roll this training out with teams of colleagues across the two centres, as well as regionally for Everyone Active.

During Partnership Year 4, Whitwick & Coalville Leisure Centre hosted a collaborative school event to help teach 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. The event proved to be such a success that it will now become an annual addition to our ever-growing portfolio of diverse events.

In partnership with Enrych, NWLDC, and Active Together, Whitwick & Coalville Leisure Centre hosted a Health & Wellbeing event focusing on safe and inclusive provisions within the district, helping to raise understanding and profile for inclusive needs. The event featured 26 stall holders and included a programme of activities in which over 100 attendees participated.

Menphys, a charitable organisation who aim to support Children and Young People with Disabilities to have equal choices and opportunities, saw their inclusive provision sessions become an increasingly popular feature within the two centres over the course of Partnership Year 4, with an additional session added to at Whitwick & Coalville Leisure Centre towards the end of it.

In addition to that we entered a partnership with Choices for Life, a locally based organisation who aim to provide an active community in which people feel safe, valued, and supported, through the provision of wellbeing and healthy life choice opportunities. As part of that their users attend our centres for pool and sports hall-based activities.

A further addition to our programme during Partnership Year 4 was Walking Football at Ashby Leisure Centre & Lido, on the back of the activity being highlighted as a need by local residents within our annual open day, as well as through our 50+ User Group.

A further key target within our 22/23 Community Wellbeing Plan was engagement with the Youth Justice System (YJS), or a similar organisation to assist in the reduction of crime. We subsequently set up a partnership which provides centres usage opportunities to children and young people on YJS projects, to allow centre use as an intervention to re-offending as well as boosting physical, mental, and emotional wellbeing. We currently have seven people accessing the scheme on a weekly basis and are looking at capturing case studies to evidence the benefits gained.

4.5 Educating, Protecting and Providing Opportunities for Young People

Partnership Year 4 saw our Active Communities Manager (ACM) play an integral part in assisting Active Together (organisation focused on making physical activity and sport more accessible and part of our everyday lives across Leicestershire, Leicester, and Rutland) help promote and educate Children & Young Persons (CYP) regarding the opportunities within leisure, particularly those offered or delivered by Everyone Active. As part of this, he was invited to Sports Park - Loughborough, to be interviewed in relation to the inclusion of promotions and educational material within the Active Partnerships website. This information is also being sent to schools, colleges, and universities to help promote the leisure industry as an employment sector of choice.



To further promote employment opportunities within the leisure industry, our ACM has developed our already highly acclaimed work placement pathway with various local educational partners. This has been facilitated amendments to our core work placement programme modules, as well as through attending mock interviews with students aligned to these education providers to help provide them with invaluable self-promotion skills and experience. We have also been a key stake holder in the SMB Group's (Brooksby, Melton & Stephenson, Colaville) Employers Skills Forum. This forum includes other professions such as the police, emergency services, sports clubs, and other professional entities, who engage with the college to help with work placements, events, and employment.

One of our core local objectives is for our centres is to be seen as an integral partner in creating opportunities for young people. To help achieve this we facilitated more young people's events than previous in Partnership Year 4, such as School, School Sports Partnership (SSP) and Health & Wellbeing events. As part of this we were integral to several additional projects aimed a providing opportunity for young people. The REACH programme ran by Leicestershire County Council (LCC) assists children who are highlighted by school as at risk of exclusion, and in conjunction with them we have set up a partnership which provides centre use as an intervention to help engage the students back into education and provide positive experiences.

In addition to this we have worked closely with the Leicester Tigers RFC Employability Programme at Stephenson's College. As part of that our ACM ran a 6 week Sports Leader Award course which saw eight students complete their qualification and all subsequently move on to work placements, two of which were within our centres.

EA's ACM has been a key partner during the planning stages for The People Zone, situated in Whitwick and Thringstone. This project aims to help access funds to help build a legacy project within those areas, focusing on 'getting everyone moving,' and is also partnered by Active Together, NWLDC, and local community groups and sports clubs.

4.6 Providing High Quality Services



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

Allied to, and key to this, is the role that external benchmarking and strong levels of customer satisfaction play within the measuring of high-quality service, with Everyone Active able to demonstrate both robust and frequent monitoring and positive outcomes.

In terms of external benchmarking, Everyone Active are current holders of several national industry related awards such as Swim England's 'Operator of the Year', whilst Whitwick & Coalville Leisure Centre was shortlisted in the 2022 annual UK Fitness Awards, 'Best Newcomer' category. At more localised level, the positive QUEST assessment outcomes (See Section 9) seen at both sites point to high quality service provision.

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

- Single Customer View (SCV) customer feedback portal.
- Social Media accounts
- School service questionnaires
- Bespoke surveys for Swim Lessons, Parties, Holiday Camps, After School Sports Clubs, Adult Activities, Health Programs and Sport Courses
- Swim Passport portal.



Bespoke surveys are captured within the centre's Business Plan, with a prime example of positive outcome captured within the Swim Lesson Annual Survey undertaken at each site captured in 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 4 saw the evolution of a comprehensive updated Environmental Action Plan (Annual Reporting Schedule - Document 6) providing details and desired outcomes relating to projects aimed at reducing utility consumption. Within this it captured that in 2022/23 we managed to save 38% v budgeted usage on electricity and 32% vs budgeted usage on gas at Ashby LC & Lido, while at Whitwick & Coalville we saved 25% electricity, however, Gas utilisation was 4% over budget.

The action plan also included lighting resource being progressed towards a full portfolio of LED fittings and at the end of Partnership Year 4 this had migrated to an impressive 97% at Ashby and 100% at W&CLC. The start of year desired implementation of a new Outdoor Pool cover at Ashby Leisure Centre & Lido was delivered, resulting in each of the pools across the two centres having these in situ.

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. The assessment at Hermitage LC in Partnership Year 1, had seen the assessor comment that Environmental action planning was the “best that he could remember seeing”. In addition to that the subsequent QUEST Prime modules that the centres were measured on in Partnership Year 2, saw both sites assessed on environmental management, with the assessors both commenting positively on the level and quality of environmental commitment and the way in which customers were informed of, and actively engaged in achieving its objectives.

Ashby Leisure Centre & Lido completed the latest cycle of QUEST assessment in Partnership Year 4 and the Environmental element of the report once again scored ‘Excellent’ and drawing similar positive comment. This is the highest banding achievable under the Quest scoring model. As a result, the last four assessments delivered across our centres have all been scored ‘Excellent’ in this category.

Collectively these externally delivered assessments evidence a sustained commitment to environmentally associated best practice.

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

5. Programmes and Events

As covered within Section 4.2 of the report, under NWLDC the centres enjoyed a strong reputation for the diversity and scope of both its activity and event programmes, which has been 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 these 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 continue to be made to migrate existing events across to Ashby Leisure Centre & Lido, whilst we continue to endeavour to convince prospective new event hirers to the venue as opposed to Whitwick & Coalville Leisure Centre. Both have met with a degree of success with events listed in red type falling into that category

Table 5.1 –Events Held @ Whitwick & Coalville Leisure Centre – Partnership Year 4

Date	Event
01/05/2022	Welsh Corgi Dog Show
14/05/2022	Coalville Swimming Gala
15/05/2022	Coalville Swimming Gala
22/05/2022	Coalville Swimming Gala
26/05/2022	Collaborative Vocal Performance
09/06/2022	NWLDC - Open Consultation Evening
12/06/2022	Coalville Swimming Gala
19/06/2022	Coalville Swimming Gala
20/06/2022	Holy Cross Sports Day
21/06/2022	Health and Wellbeing Day
23/07/2022	Coalville Swimming Gala Featuring Olympic Legends
03/09/2022	Ace Gift Fair
04/09/2022	Coalville Swimming Gala
14/09/2022	School Partnership Ambassadors Day
24/09/2022	Ibstock Band Competition
25/09/2022	Coalville Swimming Gala
30/09/2022	Mega Slam Wrestling
02/10/2022	Coalville Swimming Gala
09/10/2022	Coalville Swimming Gala
12/10/2022	Castle Rock School Event
23/10/2022	Coalville Swimming Gala
26/10/2022	Castle Rock School Event
04+05/11/2022	Larpcon Market
06/11/2022	Coalville Swimming Gala
24/11/2022	NWL Sports Awards
26/11/2022	Coalville Swimming Gala
18/12/2022	Derby County Community Trust Activity Day
14/01/2023	Coalville Swimming Gala
28/01/2022	Guildhall Antiques Fayre

Date	Event
28/01/2023	Leicestershire County Swimming Gala
29/01/2023	Leicestershire County Swimming Gala
11/02/2023	Derek Meakin Badminton Competition
03-05/03/2023	Larpcon Event
04/03/2023	Coalville Swimming Gala
06/03/2023	Leicestershire County Council Roadshow
07/03/2023	NWL School Gala
08/03/2023	Collaborative Schools Event
12/03/2023	Coalville Swimming Gala
19/03/2023	Dark Star Volleyball Tournament
24/02/2023	NWSSP Celebration Day
26/03/2023	Coalville Swimming Gala
25/03/2023	Coalville Swimming Gala

Ashby Table 5.2 – Events Held @ Ashby Leisure Centre - Partnership Year 4

Date	Event
18/04/2022	LR Antiques Fayre
30/04/2022	National Band Competition
21/05/2022	Ashby Rotary Club =- The Big Clean Up
02/06/2022	LR Antiques Fayre
07/08/2022	Aldread Dance Competition
11/08/2022	Pop Up Play Centre
18/08/2022	Pop Up Play Centre
29/08/2022	Ace Antiques Fayre
03/09/2022	Motiv8 Boxing
11/09/2022	Mum 2 Mum Market
13/11/2022	Samoyed Dog Show
20/11/2022	Hunt, Point Dog Show
03/12/2022	Motiv8 Boxing Event
10/12/2022	Ace Gift Fayre
13/12/2022	Ashby Day Nursery Xmas Fete
01/01/2023	AceAntiques Fayre
14/01/2023	Baby & Toddler Market
29/01/2023	Midland Chihuahua Show
18/03/2023	Baby & Toddler Market
24/03/2023	Mega Slam Wrestling
25/03/2023	National Band Competition
03/03/2023	Ashby 20 Road Race
10/4/2023	Ace Antiques Fayre
22/4/2023	Motiv8 Boxing Event

Unfortunately, due to a combination of the limitations of Ashby, having a near 70% sports hall utilisation occupancy at Whitwick, and a need to protect those hirers, we have also had to turn away several additional or new events as a result.

Table 5.3 - Events Requests Declined In Order to Protect Existing Hirers – Partnership Year 4

Event	Reason
Ace Gift Fairs	Seeking 3 x additional dates, however no availability @ either centre
Guildhall Antiques Fairs	Seeking 2 x additional dates, however no availability @ either centre
Yours to Mine Car Boot	Ashby too small. No availability at W&CLC
British Midland Gymnastics Show	Ashby too small. No availability at W&CLC
Mixed Martial Arts Competition	Ashby too small. No availability at W&CLC
Karate Tournament	Ashby too small. No availability at W&CLC
Ladies National Shopping Event	Ashby too small. No availability at W&CLC
Carl Greaves Showcase – Boxing	Ashby too small. No availability at W&CLC
Amateur Championship Boxing	Ashby too small. No availability at W&CLC



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

Due to the dynamics and nature of the Authority Outcomes within the NWL Partnership, 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 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.

The document was worked up over the course of Partnership Year 3 and was jointly signed off to commence at the start of Partnership Year 4. Quarterly updates on each of the targeted outcomes were then subsequently captured. The document sits as an appendix to the Annual Service Report and captures the delivery of 25 of the 31 desired outcomes.

Aligned to the 'Community Wellbeing Strategy', monthly Performance Monitoring Reviews (PMR's) capture delivery, development, success, and challenges in relation to collectively agreed 10 targeted groups. Data relating to this is captured at the rear of these documents in a dedicated Key Performance Indicator (KPI) section. A Partnership Year 4 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 4

Targeted	Target May 22 – April 23	Actual May 22 – April 23	Variance (+/-)
Under 5's	48,405	67,031	+18,626
Age 5 - 10	211,120	223,994	+12,874
Age 11- 16	82,115	93,532	+11,417
Club Activ8 Schools	40	40	0
Club Activ8 Card Holder Usage	36%	23.1%	-12.9%**
Over 60's	58,842	60,570	+1,728
Accessible Users	1,872	2,540	+668
Club Engagement	56	78	+22
Community Activities	73	75	+2
Events & Competitions	122	104	-18

** An investigation is currently being undertaken by Everyone Active's Head Office team as it is believed that the data is potentially incorrect

6.1 Under 5's (+38% Against Target)

This age group has continued to deliver strong growth on the back of previously reported success in Year 3.

One of the main contributory factors has been the increased learner pool capacity at Whitwick & Coalville Leisure Centre (W&CLC) compared to its predecessor Hermitage Leisure Centre. Additionally, a highly successful social media marketing campaign delivered towards the end of 2022 led to a **83%** uplift in attendances to our Active Antz play sessions that run twice a week at W&CLC with the majority of the attendees falling into this age category.



Our Tots Gym sessions continue to grow, currently averaging 15 attendees per week, whilst internally and externally delivered children's parties facilitated through Tayplay have grown year on year by **21%**, despite the limitations of availability slots due to the demands on sports hall usage. Additionally, our Clubs Complete Crafts and Dream Academy have also seen increased user numbers within this age group.

6.2 Age 5-10 (+6% Against Target)

This age group continues to trend as being the most participated age group within the centres.

The NWL Everyone Active contract is internally championed as being the strongest within the East Region (South) consisting of 21 leisure centres for its children's holiday activity programme, delivered through our appointed partner, Tayplay. In addition to that we continue to enjoy strong attendance numbers to our badminton, gymnastics, trampoline, clip and climb, and pool inflatable sessions.



Unfortunately, a somewhat stagnant swim lesson scheme as a result of higher-than-average levels of local competition have prevented further growth within this age group.

6.3 Age 11-16 (+14% Against Target)



This age group also benefitted from the continued growth of several new activities that were introduced to the centre programmes toward the latter part of Partnership Year 3, such as gymnastics, trampoline, and clip and climb. In addition to that Whitwick & Coalville Leisure Centre also saw school swim bookings increase from three to seven schools.

Club feeder sessions linked to both the North West Leicestershire Volleyball Club and North West Leicestershire Netball League have also provided good levels of usage within this age banding along with direct organic growth into the respective activities. In addition to this several new sessions introduced in Partnership Year 4 including;- SK8 (Roller skating) and Castel Basketball have attracted 11-16 year old users.

6.4 Club Activ8 Schools & Usage (-12.9% Against Target)

An investigation is currently being undertaken by Everyone Active's Head Office team as it is believed that the data is potentially incorrect on the back of significant pupil additions to the scheme over the previous year.

That said, there is an acceptance that a 36% utilisation target was on reflection somewhat ambitious, given a figure of 20.10% in Partnership Year 3 because of gradual recovery from the impact of the Covid-19 pandemic. In addition to that, it is also accepted that it can take time for newly signed up pupils to fully integrate themselves into the benefits of the scheme.

Everyone Active's Active Communities Manager is to be congratulated for attracting a further five schools to the scheme during Partnership Year 4, thereby taking the total number to 40. This represents the highest number in the schemes 18-year history, and an equally impressive 48% growth since the impact of the Covid-19 pandemic (that had seen several schools exit the scheme) on the leisure centres diminished.

The greatest success was arguably the addition of 200 pupils from Stephenson's College to the scheme, on the back of the college having been a long-term addition target due to its immediate location to Whitwick & Coalville Leisure Centre.



6.5 Over 60's (+3% Against Target)

Our activity portfolio boasts a strong provision of activities either targeted towards, or attractive to this age group, which include Ladies Leisure, 50+ (most attendees being aged 60+) and No Strings Badminton and Paddleball.

Additionally, our increasingly popular Virtual Fitness Class programme has proved to be particularly attractive to this age group, many of whom prefer to be able to undertake class-based activity in smaller numbers of similar aged attendees.

Daytime casual swimming has also proved popular with this age group, with increased levels of pool-based participation noted.



have seen an increase in participants from this area, potentially highlighting a preference of class activities for this age group. Bridge continues to be a strong contributing factor to these overall numbers as well as our general swimming.

6.6 Accessible Users (+36% Against Target)



NWL has a proportionately high level of people with inclusive needs, with much of the success within this targeted user group attributable to our continually developing partnership with Enrych, a district-based organisation who seek to provide adults living with a disability or long-term health condition with support to enable them to live independently. The partnership now sees weekly sports activity, fitness class, pool, and gym based sessions taking place.

In addition to that, partnerships with Menphys (providing choices and opportunities for disabled children and young people), Forest Way (special needs school) and Elite Tuition (non-mainstream educational provider) have also contributed to strong performance within this area.

6.7 Club Engagement (+39% Against Target)

Club Engagement within our centres continued to increase at pace, on the back of previous successes in relation to this target group seen in both Partnership Years 2 and 3. This has been attributable to recently improved facilities and space options, targeted promotion and marketing, and a strong historic reputation for our collaborative approach to club engagement.

In total we added 23 new sessions to our programme during Partnership Year 4, which included SK8 (Roller skating), Castle Basketball, Sturges Football and MA Kickboxing.



6.8 Community Activities (+3% Against Target)

The level of success within this target area had to all intents reached something of a ceiling due to our Active Communities Manager’s work capacity; However, we have continued to facilitate growth through the delivery of community events within our centres, such as the Collaborative Schools Choir event, and through our Sales Team becoming integral partners within several community activities.

Delivery at Health & Wellbeing and Schools Sport Partnership (SSP) events continues, along with delivery within school assemblies with career /mock interview days having recently been added as a bolt on to those.

6.9 Events & Competitions (-15 Against Target)

As covered elsewhere within the report, we have secured extended partnerships with several of our historic event partners, migrating many of these to Ashby Leisure Centre & Lido, as well as attracting new events to Ashby; However, the unsuitability of Whitwick & Coalville Leisure Centre in terms of certain hosting types of events, Ashby’s venue space not being big enough, and higher than average levels of sports hall utilisation within the same facility, have contributed to our falling short of Partnership Year 4 target.



This doesn’t mean that interest in our venues has decreased; However, as can be seen in Table 5.3 we have had to turn away 12 events due to the above. Had those bookings been secured then we would have been only 5%, as opposed to 15% short of target.

Having migrated the tiered seating from the former Hermitage Leisure Centre to Ashby, we continue to retain and develop our spectator aligned events; However, there is an acceptance that event and competition delivery is no longer at the forefront of our delivery, or reputation within the local, regional, and national event scene.

7. Customer Engagement

7.1 Marketing

The objective of the marketing plan ([Annual Reporting Schedule - Document 15](#)) is twofold 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., event promoters) in the delivery of either joint initiatives or those that we host.



The marketing plan is split into two parts: the corporate marketing strategy and the local marketing plan and calendar. The corporate strategy provides direction and a robust reporting structure that is used analytically, informing us of future direction. The marketing calendar outlines the campaigns we use throughout the year. These campaigns have a strong corporate message, but with local variations to suit the market in each area. In Partnership Year 4 the campaign schedule comprised of:

Corporate Marketing Strategy Content

- 6 fitness related campaigns
- 4 swimming lesson campaigns
- 16 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
- Club and activity campaigns
- Retail campaigns
- Club Activ8 scheme
- Environmental awareness and green transport campaigns
- International, national, regional, and local events
- Charity Campaigns (Macmillan; May – July 2022, Dementia UK; August 22 – April 23)
- Local community events

The marketing team (head office, external partners and the site lead) 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 4 these included events such as the Coalville Emergency Services Hub Open Day (May 2022) and Ashby Sport & Club Engagement Fun Day (June 2022)

Through our dedicated Everyone Active Public Relations Lead, we promote positive changes and success stories. In Partnership Year 4 these included the Brown Girl Can't Swim Campaign (September 2022), shortlisting of Whitwick & Coalville Leisure Centre for the UK National Fitness Awards (October 2022), Opening of the new Ashby 3G Football Hub at Ashby Leisure Centre & Lido (November 2022), and Whitwick One Year On (February 2023).

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 2023, there were **104,666** card holders in the community. Of that number **68,701 (66%)** live within the district boundary, with **14,998 (22%)** 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 affective our communication and engagement strategy has been and is a good indicator of the increased penetration of the local market. In alignment with the Community Wellbeing Strategy, the focus going forwards will be around increasing usage among the existing card holders as opposed to increasing the number of card holders.

SWIM LESSON SURVEY 22/23

YOUR VIEWS MATTER

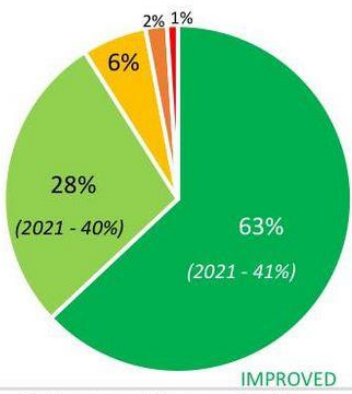
In August 2022 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Whitwick & Coalville Leisure Centre, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 324 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2021 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 2023 in order to measure our direction of travel.

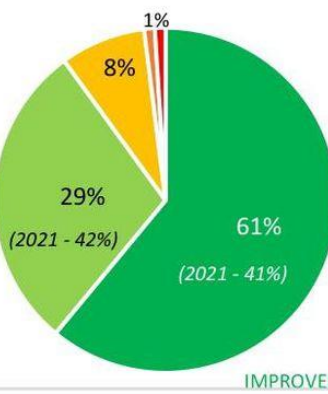
Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service.

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

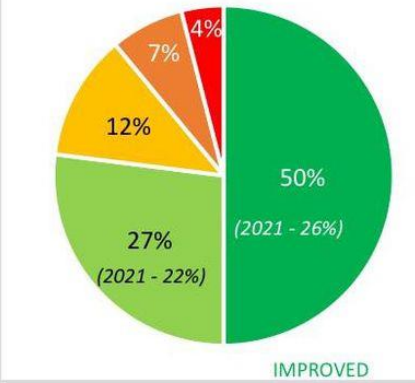
1. How likely are you to recommend swimming lessons with everyone active?



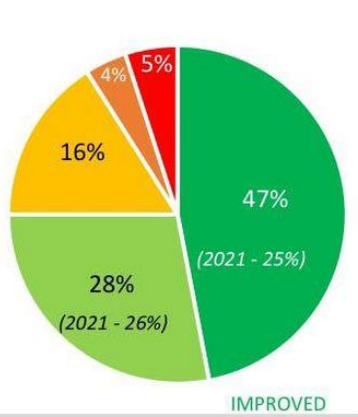
2. How high would you rate the standard of teaching at the leisure centre?



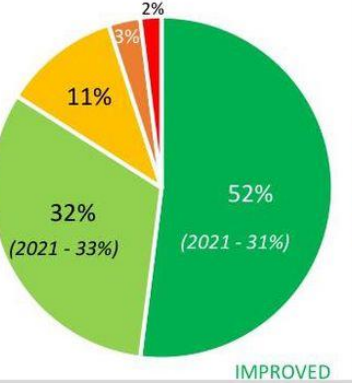
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



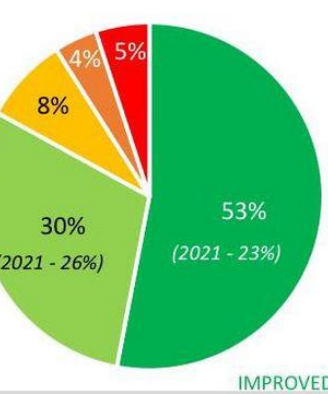
4. If applicable, how satisfied are you that the transfer process on the APP is effective?



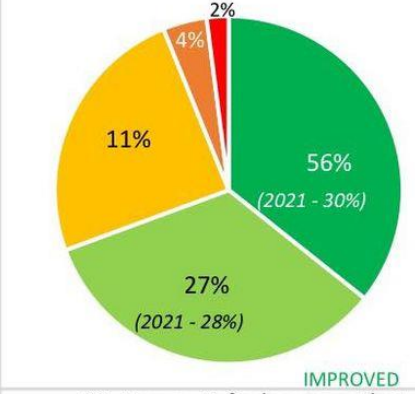
5. How would you rate the feedback and encouragement offered by the teacher to all students?



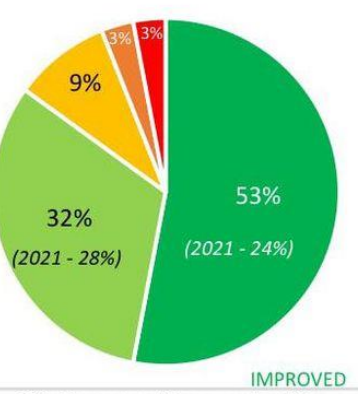
6. Does the teacher assess the students regularly and give relevant awards?



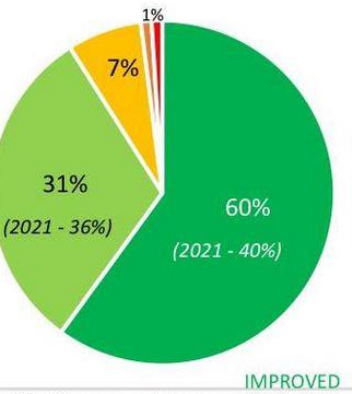
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



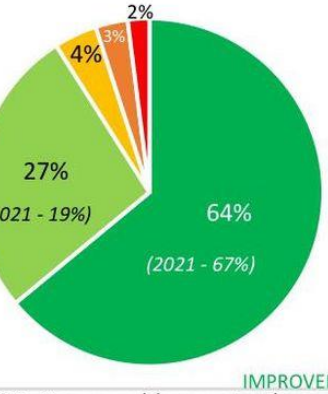
8. How satisfied are you that the swim scheme offers value for money?



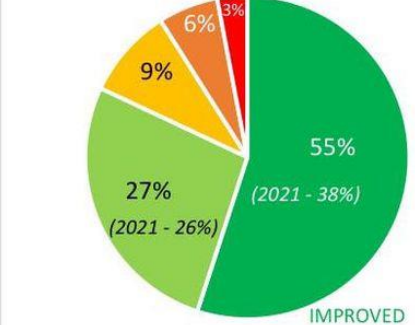
9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



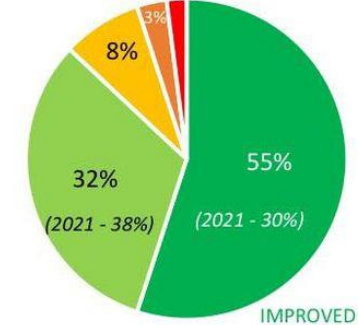
10. How satisfied are you that the swim teacher is always punctual?



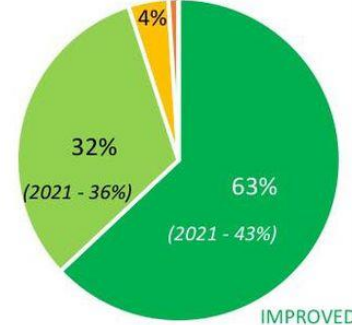
11. How satisfied are you that the teacher/student ratio is acceptable?



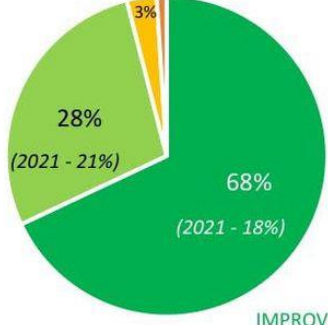
12. How would you rate the booking process, from signing up to moving stages/classes?



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 22/23

YOUR VIEWS MATTER

Swim Lesson Survey 2022/23 Feedback

Area Of Improvement	Feedback
Communication, Assessment & App	Whilst our Aqua Passport app is well regarded within the wider UK swim lesson sector, it has not been without its problems, leading to parent critique relating to communication and ongoing assessment information. Everyone Active recognise this and are currently in the process of migrating to a new platform in mid-2023.
Swim Pupil to Teacher Ratio's	These are pre-determined by our national & regional swim management team, who align them to a corporate delivery model that sees Everyone Active as the current UK Swim Scheme Operator of the Year. In simple terms, our pupil to teacher ratio's form part of a best practice model that is used in over 150 centres nationally. We believe the feedback here directly relates to the Covid-19 pandemic, where pupil to teacher ratio's were dropped in order to reduce the spread of the virus. Unfortunately, these ratios were neither practical as we exited restrictions, or aligned to the aforementioned best practice model.



SWIM LESSON SURVEY 22/23

YOUR VIEWS MATTER

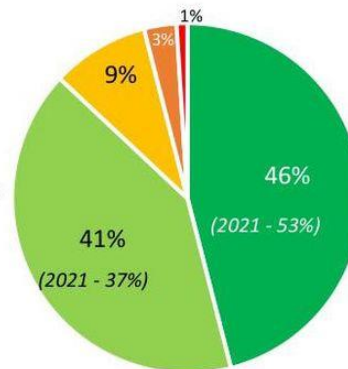
In August 2022 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Ashby LC & Lido, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 209 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2021 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 2023 in order to measure our direction of travel.

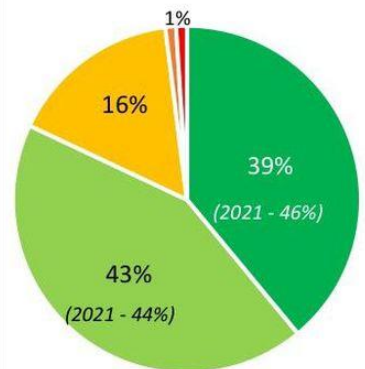
Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service...

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

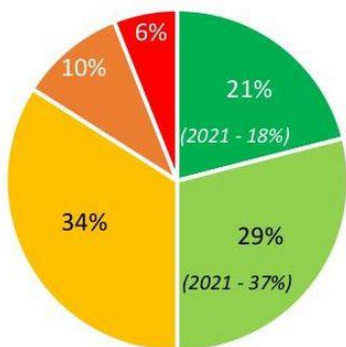
1. How likely are you to recommend swimming lessons with everyone active?



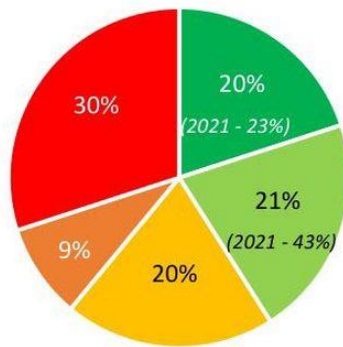
2. How high would you rate the standard of teaching at the leisure centre?



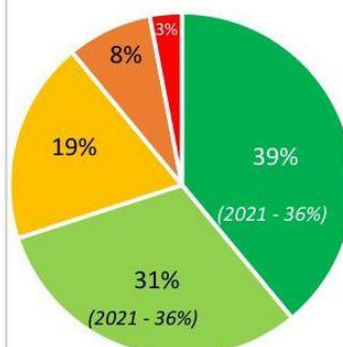
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



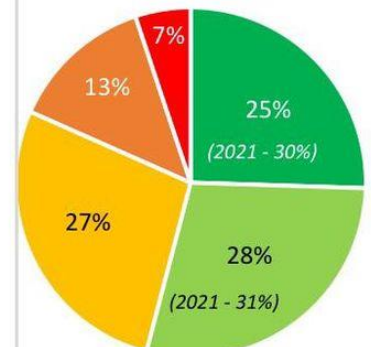
4. If applicable, how satisfied are you that the transfer process on the APP is effective?



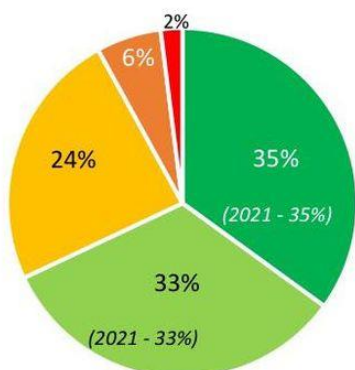
5. How would you rate the feedback and encouragement offered by the teacher to all students?



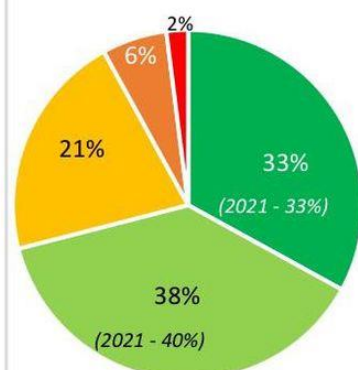
6. Does the teacher assess the students regularly and give relevant awards?



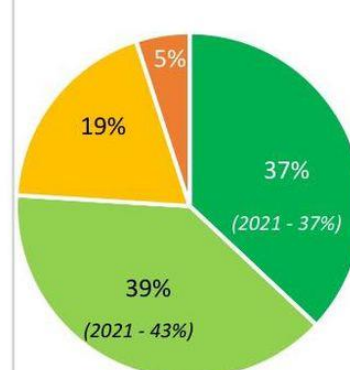
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



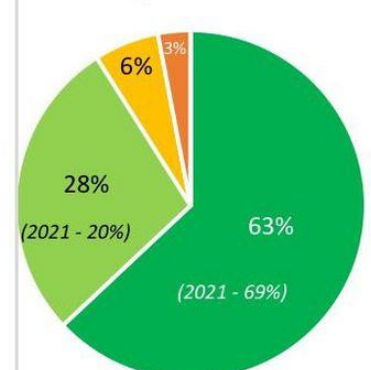
8. How satisfied are you that the swim scheme offers value for money?



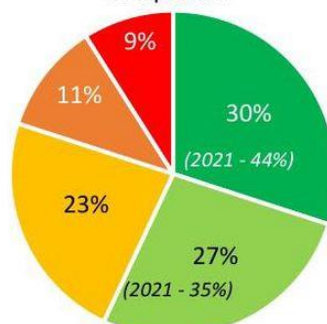
9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



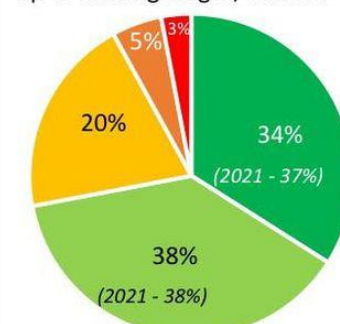
10. How satisfied are you that the swim teacher is always punctual?



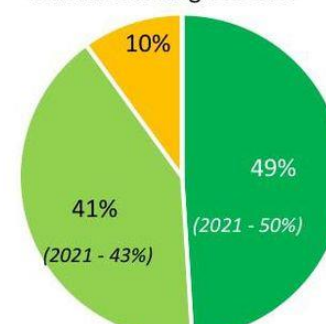
11. How satisfied are you that the teacher/student ratio is acceptable?



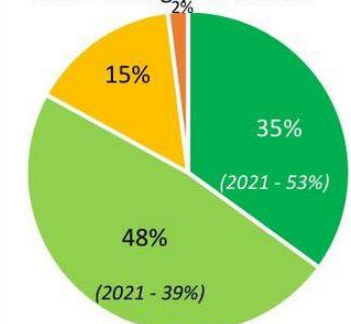
12. How would you rate the booking process, from signing up to moving stages/classes?



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 22/23

YOUR VIEWS MATTER

Swim Lesson Survey 2022/23 Feedback

Area Of Improvement	Feedback
Teacher Standard & Delivery	Over the past year we have unfortunately seen several of our more experienced teachers leave in order to either retire or venture into different sectors of employment, much of this on the back of a number of lengthy centre closures as a result of the Covid-19 pandemic. This has seen several new recruits join our team, and as with their predecessors when they first started, whilst they are keen to learn and develop, this will naturally take time. We are confident that in time, these young colleagues will blossom into strong teachers.
Communication, Assessment & App	Whilst our Aqua Passport app is well regarded within the wider UK swim lesson sector, it has not been without its problems, leading to parent critique relating to communication and ongoing assessment information. Everyone Active recognise this and are currently in the process of migrating to a new platform in mid-2023.
Swim Pupil to Teacher Ratio's	These are pre-determined by our national & regional swim management team, who align them to a corporate delivery model that sees Everyone Active as the current UK Swim Scheme Operator of the Year. In simple terms, our pupil to teacher ratio's form part of a best practice model that is used in over 150 centres nationally. We believe the feedback here directly relates to the Covid-19 pandemic, where pupil to teacher ratios were dropped in order to reduce the spread of the virus. Unfortunately, these ratios were neither practical as we exited restrictions, or aligned to the aforementioned best practice model.
Facility Cleanliness	Whilst customer feedback indicates cleaning standards to be good, our rating within the highest scoring bracket has dropped. Staffing resource aligned to cleanliness has not reduced, however due to our exit from Covid-19 measures, customer numbers have increased significantly and extra cleanliness and hygiene measures relating to the pandemic have been reduced.



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 and associated reports consistently highlighting it as a major area of strength that is far and above what is 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 websites, direct mail, social media, verbal comments, user forums, manager clinics and through our customer interaction system – single customer view.

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 4 we undertook a comprehensive 14 question swim lesson survey at both sites in August 2022 that covered all areas of the programme from initial contact to end outcome. Strong pre-issue promotion of the survey highlighting its importance in terms of helping to shape service resulted in **324** responses at Whitwick & Coalville Leisure Centre (16% of the swimmers on scheme) and **209** at Ashby Leisure Centre & Lido (15% of the swimmers on scheme)

The outcomes were compared directly to those secured to the same questions in August 2021, evidencing that all **14** scores had risen (green traffic light outcomes) year on year at Whitwick & Coalville Leisure Centre. Unfortunately, despite the scores remaining generally very positive, all but two had dropped at Ashby Leisure Centre & Lido.

The surveys were displayed publicly, with the feedback from them considered within Quality Action Plan briefings held with the Swim Managers at each site. This was subsequently shared publicly alongside the surveys. Given that they represented 16% of the entire swim lesson pupil user base, the feedback was deemed reflective of overall customer satisfaction and a follow up survey is planned for August 2023 (Partnership Year 5).

Customer satisfaction is currently measured through bespoke surveys such as the above, and monthly complaints per 10,000 visits. Going forwards, it has been agreed with NWLDC that Google Review scores for each of the sites will also form part of the customer satisfaction barometer.

8.3 Compliments

Whilst compliments are not formally measured by Everyone Active, the two centres received a high number of compliments over the course of the fourth 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; -



- The standard and maintenance of facilities within the two centres.
- Lido refurbishment investment. Customers are appreciative that it remains the last public lido in the East Midlands
- Swim lesson standards and associated value for money
- The continued delivery of Cold-Water Swimming, with an agreed intent to potentially extend it by a month.
- Information at site and on-line, including the way in which it is presented.
- GP Referral scheme management and health intervention outcomes
- Customer and club engagement delivery
- Club Activ8 scheme management and communication
- The delivery of various high-profile events
- Staff customer service standards
- New additions to the activity programme.

8.4 Complaints

Customer complaints are recorded and analysed against participation levels, with all complaints responded to. The number of complaints received for the fourth partnership year was **777** from 1,210,435 visits. This represented an average of **6.42** complaints per 10,000 visits, which compared favourably against the 6.63 per 10,000 visits seen in the third year of the partnership. It was also the lowest figure recorded to date.

Table 8.4.1 - Hermitage Leisure Centre/Whitwick & Coalville Leisure Centre Complaints – Partnership Years 1-4

Measure /P/Year	Partnership Year 1	Partnership Year 2	Partnership Year 3	Partnership Year 4
Attendance	339,931	94,274	418,618	797,493
Number of Complaints	244	61	271	508
Complaints / 10,000 Visits	7.18	6.49	6.47	6.36
Complaints Responded To	100%	100%	100%	100%

Table 8.4.2 - Ashby Leisure Centre & Lido Complaints – Partnership Years 1-4

Measure / P/Year	Partnership Year 1	Partnership Year 2	Partnership Year 3	Partnership Year 4
Attendance	386,057	122,432	405,253	412,882
Number of Complaints	268	80	275	269
Complaints / 10,000 Visits	6.94	6.54	6.78	6.51
Complaints Responded To	100%	100%	100%	100%

Table 8.4.3 - Overall Complaints (Both Sites) – Partnership Years 1-4

Measure / P/Year	Partnership Year 1	Partnership Year 2	Partnership Year 3	Partnership Year 4
Attendance	725,988	216,706	823,871	1,210,435
Number of Complaints	512	141	546	777
Complaints / 10,000 Visits	7.06	6.51	6.63	6.42
Complaints Responded To	100%	100%	100%	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 fourth year of the partnership included;-
- Periodic closures of the Health Suite at Whitwick & Coalville Leisure Centre
- Fitness class programme size and booking issues associated with other members booking and then cancelling sessions at the last minute (both sites) at both centres, but predominantly Whitwick & Coalville Leisure Centre.
- Event car park management at both centres.
- Shower temperature issues at Ashby Leisure Centre & Lido
- Unpleasant smell emanating from the dry side changing rooms at Whitwick & Coalville Leisure Centre (flush/drainage issue)



8.2 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 (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.

Table 8.2.1– Maintenance Task Undertaken By The In-House Maintenance Team – Partnership Year 4

Site	Q1 - May 22 – July 22	Q2 Aug 22 – Oct 22	Q3 - Nov 22 – Jan 23	Q4 – Feb 23 – April 23	Total
Whitwick & C’ville LC	147	131	119	124	521
Ashby LC & Lido	121	82	71	101	375
Total	268	213	190	225	896

8.3 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. These reports ([Annual Reporting Schedule - Document 7](#)) continue to be submitted to the Council as part of the annual reporting process.



8.4 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 complete by whom.

These are captured within the [Cleaning Schedule \(Document 3\)](#) within the annual council reporting compliance schedule. 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:

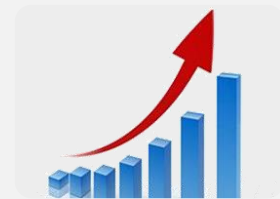
- 6 monthly audits by the Regional Health, Safety and Quality Manager.
- Weekly inspections by the Area and Partnership Manager.
- Daily and weekly audits by the General Manager and Department Managers.
- Daily audits by the Duty Managers.

External audits:

- Monthly by the Council
- Annually as part of Quest Accreditation.

8.5 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.

8.6 Service Interruptions

During Partnership Year 4 the centre's experienced two maintenance related facility closures. The first saw the main indoor pool at Ashby closed on 15-16 November due to a major power failure resulting in the swimming pool temperatures dropping below 25 degrees. All swim lesson customers were contacted with associated refunds issued.

During the period 14-16 December 2022 a pool closure was scheduled at Whitwick & Coalville Leisure Centre to allow for pool pipe replacement works to be undertaken due to a leakage within the plant room. These works were programmed in to align to swimming lessons finishing for Christmas to minimise service interruption. Customers were notified well in advance of the works with normal service resumed on 17 December.

8.7 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 Oadby & Wigston partnership.

A commitment to undertake similar within the NWL partnership was made; However, this has consistently been significantly exceeded throughout the partnership to date via our front foot approach to engaging with and supporting the local community.



In total we provided a value of **£218,284** in ongoing discounted or free usage arrangements with local community partners, a **52%** uplift on the previous year's already impressive £144,054.

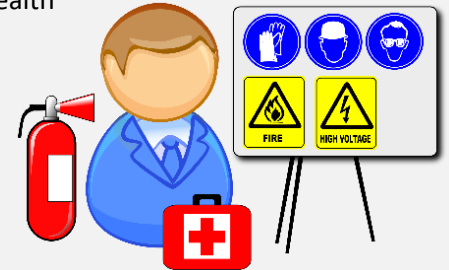
Table 8.7.1 – Summary of Free Activity & Community Contributions – Partnership Year 4

Description	Number	Unit Value (£)	Total Value (£)
Children In The Community (CA8) Primary School	29,147	3-30	96,185
Children In The Community (CA8) Secondary School	14,575	4-90	71,418
Children In The Community (CA8) Upper School	5,058	8-20	41,475
Talented Athletes Complimentary Annual Membership	11	299-90	3,299
Adult & Child Complimentary Swim Pass	45	4-85	218
Disabled User Complimentary Passes	22	4-85	107
Work Live Leicestershire Complimentary Passes	42	8-15	342
Various Requests Complimentary Passes	107	8-15	872
NWLDC Employee Membership Discount	21	8-00	168
NWLDC Event & Local Team Sponsorship	5	400-00	3,900
School Sports Partnership (SSP) Events	6	50-00	300
Total			£218,284

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 Hermitage/W&CLC 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, with Year 1 scores of 87.4% and 87.1% both centres are on course to meet corporate expectations.

Table 9.1.1 – Health & Safety Audit Scores – Partnership Years 1-4

Centre	2019 (PY 1)	2020 (PY 2)	2021 (PY 3)	2022 (PY 4)
Hermitage LC / W&CLC	70.0	78.0	90.0	87.4
Ashby Leisure Centre & Lido	71.0	80.0	91.4	87.1
Average	70.50	79.0	90.7	87.3

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, with updates on subsequent remedial action taken 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, with inspections continuing to take place on a monthly basis.

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 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.

As a result of the pandemic, the centre subsequently closed its doors for a period of four months, reopening them with a limited programme and decreased usage levels. When allied to the centre being due for closure 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, with a fresh cycle of assessment commencing at the new Whitwick & Coalville Leisure Centre once it had become established.

Whitwick & Coalville Leisure Centre is due to undergo its first cycle of assessment in June 2023 (Partnership Year 5), meaning that at the end of Partnership Year 4 the existing final Hermitage Leisure Centre assessment represented the last one undertaken for the two facilities as a collective. Within it, the following observations were made in terms of strengths.

Mystery Visit Strengths

- Centre was well presented, smelling fresh and clean with no opportunities for improvement Identified.
- Witnessed staff taking a proactive approach to cleaning, wiping down both surfaces and high points.
- Comprehensive staff return to work inductions and Covid training were evident.
- Clear Covid related information relating to centre protocols and activities was provided.
- Environmental information was comprehensive and well presented.
- Clear evidence of strong social media & associated customer engagement throughout the Covid period was noted.

Assessment Strengths

- Comprehensive cleaning schedules were in place
- Information and the way in which it was presented.
- Social media and customer engagement.
- Significant levels of positive customer feedback was noted
- Swim lesson programme.
- Community engagement
- Strong programming throughout all dry based activities

Ashby Leisure Centre & Lido

Ashby Leisure Centre & Lido underwent a full QUEST assessment on 19 May 2022, securing a 'Very Good' banding, with the assessor also advising that it had every chance of securing an 'Excellent' banding at the next cycle of assessment. Mystery Visitor and Assessor strengths were advised as follows:-

Mystery Visit Strengths

- The centre was very well-presented throughout, with all notice boards full of strong eye-catching information.
- Cleaning and hygiene standards were good throughout.
- The maintenance and housekeeping at the centre were to a high standard.
- The Lifeguards were watching the pool professionally and attentively.
- All telephone calls to the centre were answered within a reasonable timeframe and with a standard corporate greeting.
- Best practice approaches were in place to provide customer confidence that cleaning standards, sanitising, and disinfecting are being constantly maintained.

Assessment Strengths

- Due to the Club Activ8 scheme, wider community clubs have become involved with the centre, with discounts and benefits offered to those previously unable to use the centre.
- The EQMS management system was user friendly, brilliantly designed, and provided a great support to the centre in terms of day to day operation.
- Continuously improving Health & Safety audit scores pointed to a strong direction of travel against corporate expectations
- The Swim Lesson program was designed within the Swim England Framework and is overseen and managed to a high standard by the Swim Manager.
- There is strong evidence that customer feedback is followed up, responded to, and action is implemented if appropriate to improve the service.
- There was a regular schedule of customer forum meetings held at the centre, with a selection of stake holders, members, and local politicians having a seat on the forum. Over time it has proven itself to be an effective way of communication and 'getting things done'.
- Each employee has access to EQMS and all the information on there, as well as Absorb Training which they need to complete pre-employment.
- EQMS checks were completed on time, with system in place that provide internal competition 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.

10. Health & Safety

10.1 Major Incidents

In Partnership Year 4 there were two major incidents that occurred at Ashby Leisure Centre & Lido, although the first of these was external to the centres red line boundary.

- **20th May 2022** – Attention was brought to the centre staff team that an Injured Person (IP) located within an adjacent play area was experiencing repeated seizures and loss of consciousness, vomiting blood, and had irregular breathing. He was treated by member of our team prior to being taken to hospital by ambulance. He later made a full recovery.
- **5th August 2022** – An IP suffered a heart attack whilst exercising in the Lido. CPR and Defib was applied prior to him being taken to hospital by ambulance. He later made a full recovery.

There were no major incidents at Whitwick & Coalville Leisure Centre.

10.2 Accident Analysis

Table 10.2.1 – Accident Analysis – Partnership Year 4

Information	Whitwick & Coalville LC	Ashby Leisure Centre & Lido	Total
Site Attendance	797,493	412,882	1,210,435
Accidents	74	45	119
Riddors	4	3	7
Accidents Per 10,000 Visitors	0.93	1.09	0.98

The average accidents per 10,000 across the 70 sites in the SLM East Region is 4.95, so it is pleasing to see both Hermitage and Hood Park significantly well under this benchmark for a third successive year.

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 September 2022 Whitwick & Coalville was chosen along with four other sites within Everyone Active's East Region of 78 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 are well received by NWLDC and championed by QUEST as examples of best practice.

The following headlines sit within these plans:

- Reduce energy usage and carbon emissions by 5% v budget
- Aim to Install Solar Panels at Ashby LC
- Reduce DEC rating at each site
- Reduce waste levels
- To recycle 20% of our waste
- Encourage colleagues and customers to use green forms of transport
- Compliance with ISO 14001 accreditation

The new Whitwick and Coalville Leisure Centre has 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;

- The installation of a new BMS system which has reduced energy usage by 20%
- Continuous daily monitoring of the BMS system as well as daily energy monitoring
- The replacement of 2 lido pool pumps with lower energy units
- The replacement of internal lighting with LED lamps
- The reduction of pool temperatures by 0.5C
- The installation of timers on the Ashby 3G Football Hub
- 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 on its Carbon Zero Project, with the partnership deemed to be far in advance of the majority seen elsewhere within Everyone Active's East Region. The companies Group Sustainability Manager puts this down to a combination of a proactive local authority and fully engaged EA contract, with the Contract Manager and General Manager recently being asked to present an overview of our delivery to other Leicestershire based local authority representatives.

11.2 Display Energy Certificate (DEC)

Ashby Leisure Centre achieved a Display Energy Certificate (DEC) rating of 69 in November 2022. This represented a decrease of 13 on the previous year and is a clear indicator that our Energy Engagement plan, Energy Reduction plan, and partnership with NWLDC's Carbon Net Zero plan is working. Given that the centre's facility mix includes three swimming pools, a rating of this level is impressive.

Whitwick & Coalville LC will receive its inaugural DEC rating shortly, having now been open for over a year (sites are not required to have DEC's in place for the first year of operation)

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 brand new Building Management Systems (BMS) in place that allow us to control and monitor the usage of electrical / plant equipment such as air conditioning 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 LED Lighting at Ashby LC & Lido and improvements made to the pool plants at each site clearly impact on energy consumption, providing tangible comparative year on year data has proved difficult due to a combination of redevelopment, a new build, and the impact of a pandemic.

In Partnership Year 1 the then Hood Park LC underwent a major redevelopment, before the year ended with the centre's closed for the last 6 weeks due to the Covid-19 pandemic. Partnership Year 2 saw the centre's closed for seven months across three separate closure periods because of the pandemic, with activities and usage curtailed in between due to best practice measures. Partnership Year 3 commenced with the centres operating a reduced programme and facility usage due to the impact of the pandemic, before finishing with the closure of Hermitage LC and the opening of the new Whitwick & Coalville Leisure Centre.

Partnership Year 4 represents the first year that we will be able to secure 'base line' data that can then be subsequently bench marked against.

Table 11.3.1 ; - 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 11.3.2 ; 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 11.3.3 ; 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	1,756,497	1,669,778	3,426,278

Table; 11.3.4 ; 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 2022 – April 2023 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 4 (May 2022 to April 2023) has been reported to NWLDC in line with contractual requirements.



13. Reporting Schedule

NWL/ SLM Report Schedule		
Partnership Year 3: May 2022– April 2023		
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


14.1 Social Values



SOCIAL VALUE CALCULATOR REPORT

OPERATOR NAME :
EVERYONE ACTIVE


REPORT DATE:
11.05.2023



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.

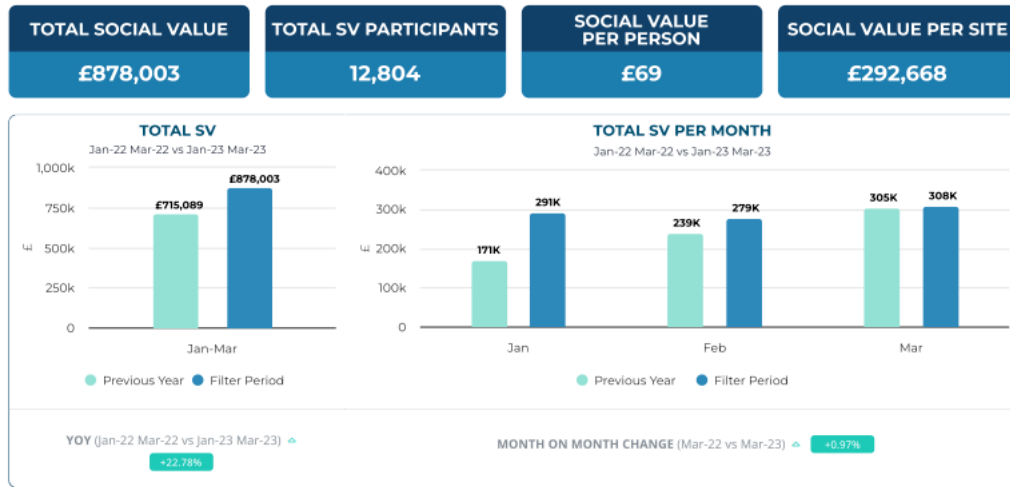
DATE	01-2023 to 03-2023
BENCHMARK PERIOD	Same period last year
LOCATION	NORTH WEST LEICESTERSHIRE CONTRACT
DEMOGRAPHICS	Gender: All Age: All
CASUAL / MEMBER	All
MEMBERSHIP TYPE	All
ACTIVITY TYPE	All





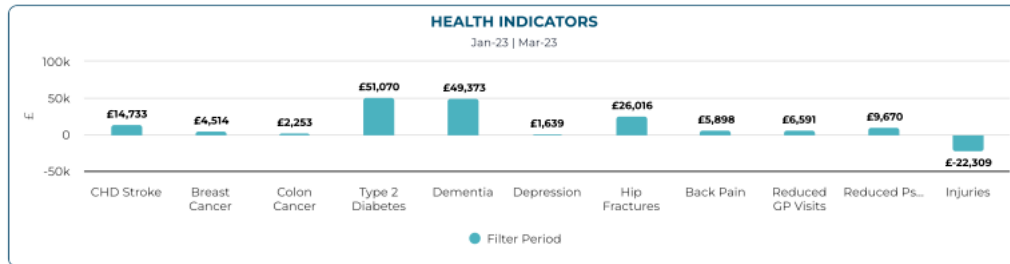
2 - SOCIAL VALUE DASHBOARD

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.

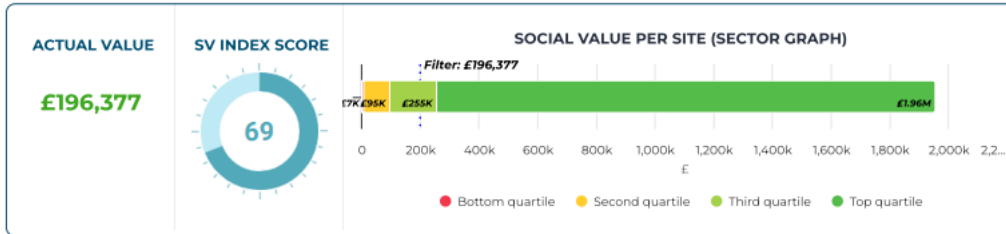
Social and Community Development outcome represents the reduction in crime rates for young males and the social capital based on improved networks, trust and reciprocity.

3



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.

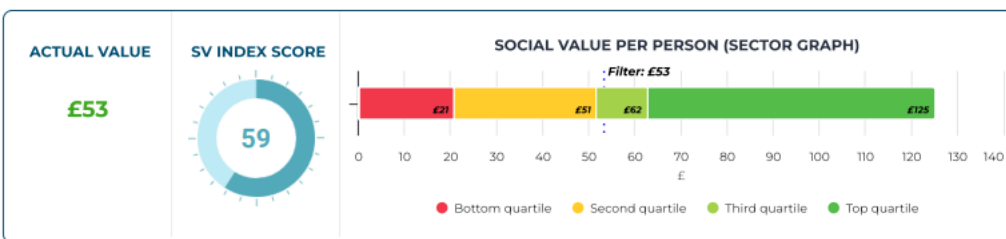


SOCIAL VALUE PER SITE

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.

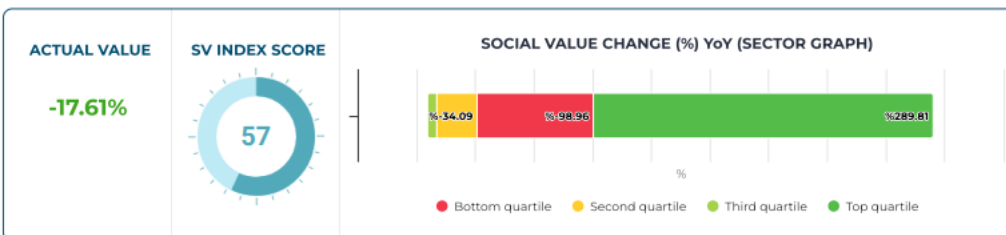
- Actual Value:** The actual social value delivered by the operator (or the selected sites) within the selected time period.
- Index Score:** The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector - a higher score represents better 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.

5



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	
12,804	12,803	1	5,173	7,630	£166	£1.68
	MEMBER	CASUAL	ACTIVE	FAIRLY ACTIVE	ACTIVE	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.

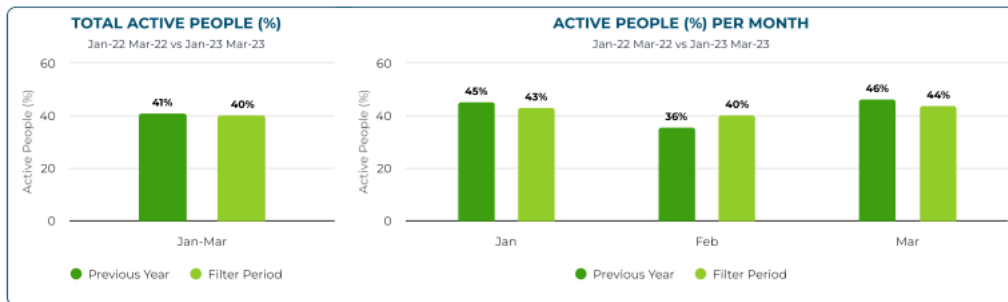
Social Value Participants: The total number of unique individuals (member and casual users) that generated social value within the selected time period.

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.
12,647	4,487	353	4,646

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.

7



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) £878,003 <small>EAST REGION</small>	HIGHEST SV (CONTRACT) £878,003 <small>NORTH WEST LEICESTERSHIRE C</small>	HIGHEST SV (SITE) £644,506 <small>WHITWICK & COALVILLE LEISURE</small>	HIGHEST SV GROWTH (SITE) 93% <small>WHITWICK & COALVILLE LEISURE</small>
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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	£878,003	+22.78%	12,804	£69	+20.67%

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	£878,003	+22.78%	12,804	£69	+20.67%

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	£644,506	+52.68%	8,995	£72	+39.21%
ASHBY LEISURE CENTRE AND LIDO	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£233,220	-6.71%	3,805	£61	-6.18%
HERMITAGE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£277	-	3	£92	+59.66%

9

14.2 Everyone Active & NWLDC Community Wellbeing Plan



Everyone Active & NWLDC
Community Wellbeing Plan

Delivering our Key
Community Programmes

2022 – 2023
Everyone Active - North West Leicestershire

www.everyoneactive.com

1. Introduction

Everyone Active (EA) is a charitable trust that manages leisure centres and facilities across the country. In 2019 Everyone Active was awarded the contract to manage Ashby Leisure Centre and Lido and Whitwick and Coalville Leisure Centre. 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.

The aim is to, in partnership with North West Leicestershire District Council, 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*.

It is important to note that the Leisure Industry, as a result of closures and restrictions during the Covid-19 pandemic, has seen considerable financial impact, with our local centres being no exception to this. Therefore, this plan also includes actions to support our centres recovery through reengagement in activity and sporting participation whilst ensuring activities are identified and executed in a way that will have greatest impact on wellbeing. Leisure recovery and stabilising the centres for the future creates enormous benefit for NWL residents. The plan will evolve over the coming years to shift the focus to community support.

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)

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 71.3% (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.

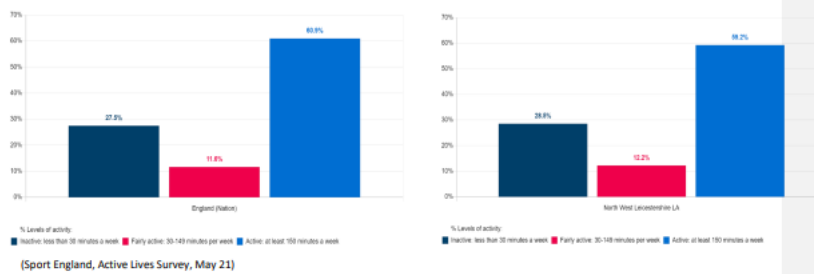
Physical activity can support individual development. There is evidence that being active improves educational behaviour and attainment. NWL has a lower than the national average attainment 8 score (GCSE grades achieved across 8 subjects), encouraging our children and young people to be more physically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

Over 40% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, of which 28.5% are reportedly inactive (active less than 30m per week). This is reflective of the England data as shown in the charts below.



Only 38% of NWL's children and young people are meeting the CMO guidelines for physical activity compared to the England Average of 44.6%. However, 39.1% are fairly active meaning we perform significantly better than the England average for inactive children at 22.9% compared to an England average of 32.4%. (Sport England, Active Lives Survey, May 21)

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

Issue	Supporting Issue Description
S1	Recover and re-invent
S2	Connecting communities
S3	Positive experiences for children and young people
S4	Connecting with health & wellbeing
S5	Active environments

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 CORE20PLUS 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)



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 affect 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

Everyone Active's Key Programmes to Support Community Wellbeing – These programmes are Everyone Active's (EA) core corporate programmes which are used to underpin programming within every contract.

Programme	Outcome Description
1. Community & Education Employment	Delivery of governments new Kickstart programmes, apprenticeships, and online community education courses
2. Club support	Work with our clubs to support a return of club-based activities by providing flexible working relationships
3. Social Prescribing	Support groups to re-engage with activity providing improved access to a range of activities at the centres Delivery of the exercise referral programme for adults and children working with GP practices and school nursing teams
4. Supporting Inequalities	Support groups to re-engage with activity providing improved access to a range of activities at the centres
5. Partner and Local Network	Work with national partnerships to support local community networks gain greater access to our facilities and provide viable activities for under-represented groups in the community.
6. Digi-activity Programme	Utilise our digital activity platform to provide wider access of activity services to priority areas that lack facilities and provision to take part in regular physical and social activities

Leisure Contract Specification – Authority Outcomes

This strategy sets out how we intend to meet the specified outcomes in the NWLDC Leisure Services contract. The NWLDC outcome that each specific programme will aim to support is 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
F	Sustainability and Environmental Improvements (sits within the appendix – Energy Engagement Plan 2022/23)



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.



Any targets or outcomes detailed in the plan are for both centres collectively, unless otherwise stated.




7. Community Wellbeing Plan

Community & Education Employment (Everyone Active Targeted Programme 1)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Locations)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Work Live Leicestershire (WLL)	Ongoing until March 2023 Monitored quarterly	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group NWL Residents CORE20PLUS Partners WLL	Provide leisure facilities to help increase physical mental and emotional wellbeing of scheme users	60 x centres visits per year (15 per quarter) impacting 10 individuals	Improve physical, mental and social wellbeing in professional and personal life	S1, S2 D Staying Healthy and Well	20	20	24	24
Number of Apprenticeships/ Work Experiences	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Group NWL Residents Apprenticeship – Generally aimed at personnel over age of 18 Work placement – For personnel in current education CORE20PLUS Partners Colleges / schools Local sports clubs/ partners Job Centre Kick Start Programme Lifetime Training	Identify apprenticeship opportunities for new applicants and existing colleagues to train and develop in multiple positions to support both centre and community-based services. Provide opportunity for experience and potential employment within our centres	2 x apprenticeships delivered 4 x work placements	1 x apprentice secures a full or part time employment role within the centres.	S1, S2 E Staying Healthy and Well	0 1 1	1 0 2	0 1 1	0 0 2
L2 Skills Programme including - Sport Leader Awards (SLA)	March 2023	Whitwick & Coalville Leisure Centre	Target Group CORE20PLUS / Residents / current EA employees	Identify members of the current workforce and NWL residents to sign up	2022 / 23 will aim for	All who undertake training will have	S1, S2 E				

Swimming Teacher L1 & L2 Qualification. National Pool Lifeguard Qualification(NPLQ)		Ashby Leisure Centre & Lido	Partners Community Groups / i.e. Coahville Can. Inclusive Play Scheme NWLDC	to the L2 skills programme to train up in Lifeguard, Fitness, front of house, Sales, and coaching.	2 x L2 SLAs (Sep – Dec) (Jan – March) 2 x Swimming teachers	opportunity to apply for employment or additional roles within our leisure centres. All will be offered volunteer opportunity. It has recently been identified that there is a shortage of volunteers and swim teachers in NWL. This programme would help to fill the gap.	 	0	1	0	0
							1	1	1	0	

Club Support (Everyone Active Targeted Programme 2)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Supporting Talented Athletes	Ongoing	Whitwick & Coahville Leisure Centre Ashby Leisure Centre & Lido	Target Group Athletes operating at regional, national, and international performance level. Partners NWLDC Active Together Sports Clubs NWL Sport	Operating under the Everyone Active Sporting Champions and Go Gold scheme, working with the local authority, active partnerships and the clubs EA will offer membership support, providing free access to high quality facilities for those competing at regional and national level. The athletes must be able to evidence that they are competing at regional or national level. Implement a dedicated information board to track and promote athlete progress	5 x Athletes (5 free memberships)	Accommodating these athletes helps further the talented athletes training and development. Showcasing the benefits of using health & leisure service may inspire others to participate in sport and physical activity... Successful athletes helps to raise the district's profile in competitive sport. These athletes can be used as advocates of sport and physical activity at both EA and NWLDC community interventions and events to inspire children and young people.	S2, S3, S5 C, B Best Start in Life Staying Healthy and Well 	4	0	1	0

Programming	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	<p>Target Group Local Sports Clubs Community Groups</p> <p>Partners Active Together NWL Sport Inclusive Steering Group NWLDC</p>	<p>Reviewing the programming requirements of the clubs, balancing time for casual use, clubs, and courses.</p> <p>Assessing resident club's existing and developmental needs for the new NWLDC.</p> <p>Work with local clubs, residents and NWLDC Sports Development Officer to identify gaps in the district's sporting provision.</p> <p>Secure new partners and activities to complement the existing programme.</p>	<p>Flexible programming for clubs to continue residency and development within our centres</p> <p>3 x new clubs / activities added to the programme</p>	<p>Working with existing clubs/ bookers to help grow our external bookings portfolio, consequently giving more opportunity for NWL residents to engage in sport, health, leisure and social activities.</p> <p>Provides additional support to the voluntary sector to continue the great work they do to provide opportunity for residents to be active.</p>	<p>S1, S2, S5 C, B</p> <p>Best Start in Life</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p>	1	1	1	1
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Social Media	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	<p>Target Groups Residents CORE20PLUS Club Active (CAB) members</p> <p>Partners NWLDC Local Sports Clubs Active Together</p>	<p>Centres to support localised social media (SM) strategies through a planned and structured approach (Marketing Plan 2022/23) to increase club registrations / memberships.</p> <p>Working to the same campaign plan as NWLDC Health and Wellbeing Team to deliver consistent messaging, supporting local and national campaigns relating to health, wellbeing and moving more including 'Let's Get Moving'.</p> <p>Promote CAB partners</p> <p>Promote NWLDC & partners SM and promotions</p>	<p>52 x Social media posts</p>	<p>SM posts will help inform and advertise to NWL residents of the activities which they can access at their local centres. Additionally advertising other local partners for a bigger SM reach. SM will be used to encourage residents to be more active and take steps towards a healthy lifestyle through the promotion of national and local campaigns.</p>	<p>S1, S2, S5 E</p> <p>Best start in Life</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p>	12	14	15	12
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Pricing	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups New and existing Local Sports Clubs	Support small and medium sized clubs to integrate and establish themselves into the centres activity portfolio.	Having a pricing policy that supports clubs / activities starting in the leisure facilities i.e. flexible tiered pricing strategy at the point of entry.	Considered on an individual basis to help accommodate more bookings within the centre, consequently increasing opportunity for residents to be physically active and supporting behaviour change. This approach will help smaller/ less financially secure clubs to access our state of the art facilities as well as king to make substantial sized bookings.	S1, S2, S5 C, B Best Start in Life Staying Healthy and Well Living and Ageing Well	Ashby Netball made 1.5hr booking	Heritage Volleyball added extra evening for matches	Pickleball sessions started at both centres in partnership with NWLDC	Elite Education run use our centre for their students 4x per week

Social Prescribing (Everyone Active Targeted Programme 3)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Exercise Referral & Social Prescribing	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	Target Groups Adults with low to medium risk, health conditions. CORE2OPLUS5 Partners NWLDC Local GP Surgeries other medical professionals hospitals social prescribing teams Active Together Leicestershire Public Health	Providing 4 x level 3 exercise referral qualified instructor led gym / exercise sessions per week. Provide discount on both casual use for the duration of their time on the scheme (12 weeks) and discount membership for 6 months. Provide space for Cardiopulmonary classes at each centre. Provide access, where appropriate for clients that have graduated from the Cardiopulmonary scheme. Provide space for the Steady Steps Plus programme.	25% achieve 150 minutes of activity per week 40% of people on programme continue after programme finishes (12 weeks)	Providing a robust health support programme for people with low to high risk health conditions to exercise safely. Supporting social prescription will alleviate additional pressure on the NHS and related services by increasing participant's weekly activity. Contributing to a better quality of life. Improvement and management of medical conditions and support their ability to manage own physical and mental wellbeing. Improve posture, stability, strength, and balance in older adults to reduce the risk of falling. Year 1 will provide a baseline, due to the pandemic affecting delivery over the previous 2 years.	S4 A Staying Healthy and Well Living and Ageing Well	22.7%	29.5%	28.1%	25.3%

Supporting the promotion of the Exi Exercise Referral App on Everyone Active on Demand (EAD) platform (Personalised Exercise Prescription)	Ongoing	Everyone Active on Demand Exi App	<p>Target Group Adults who have low to medium risk health related conditions. CORE20PLUS Exercise referral participants.</p> <p>Partners Exi Partner NWLDC</p>	<p>Everyone Active and NWLDC to support the promotion of the Exi app via:</p> <ul style="list-style-type: none"> Social Media Endorsement of Exercise Referral Networking with Primary care partners such as GPs, Pharmacies, NHS Community Health Services, Public Health, and CCG's <p>*The app will be used to add value to the exercise referral scheme as a supplement not a replacement of face to face support.</p>	<p>Raising the profile of the Exi app and the number of people registering on the platform.</p> <p>50% of exercise referral participants register to the app.</p>	<p>Utilising the app for referred clients will help give easily accessible information to them, allowing tailored activities to access. This enhancement to the scheme will support participants to stay on track in regards to their physical and mental health. The additional resource is expected to reduce attrition rates. The Exi App will help in regards to inclusivity as the app is bespoke to each person who uses it, giving users a specific personal exercise plan/ assistance.</p>	S1, S2, S4 A Staying Healthy and Well Living and Ageing Well	N/A	Awaiting update	31	59
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Supporting Inequalities (Everyone Active Targeted Programme 4)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Activity subscriptions supporting families on low incomes	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido Local community facilities	<p>Target Group Families which are on low incomes identified by the Children and Families Wellbeing Service or through the Active Families Scheme</p> <p>CORE20PLUS.</p> <p>Partners Children & Families wellbeing service (LCC) Community clubs and delivery partners NWLDC</p>	<p>Use a whole family approach to physical activity.</p> <p>Assessed on a case-by-case basis we will work with NWLDC and the children and families wellbeing service to provide free or low cost access to sessions and activities.</p> <p>We will work with resident clubs to provide low cost access to sports.</p> <p>We will work with partners to support access to equipment and sports clothing where required and where possible.</p>	<p>Deliver a 5% increase in the number of supported children and families utilising our centres based on 2019/20 data (last non Covid-19 mature year) – No previous data</p>	<p>This approach will support engagement with residents from low socio-economic backgrounds; and provide opportunity to access activities, equipment and state of the art facilities that they otherwise would not have the opportunity to access.</p>	<p>S2, S3 Best Start in Life Staying Healthy and Well</p>	Awaiting report	Awaiting report	454 Leisure Link memberships in relation to supporting families on low income	546 Leisure Link memberships in relation to supporting families on low income

Activity subscriptions for care leavers	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	<p>Target Groups Young people / adults who are in the process of leaving care.</p> <p>Partners Leicestershire County Council Care Leavers Team Community clubs and delivery partners NWLDC</p>	<p>Care leavers, and people in current care generally have limited access to leisure activities due to barriers such as cost.</p> <p>Everyone Active will support Care Leavers by providing a free membership subscription to any care leavers living in NWL that wish to use the leisure centres.</p> <p>This will be reviewed by the centre and the authority teams periodically to determine if any additional support is required.</p>	<p>Accommodate all referrals for this type of subscription</p> <p>Number of care leavers accessing the scheme and number of visits will be captured to give baseline data.</p> <p>It is important to note that neither Everyone Active nor North West Leicestershire District Council have any control of number of referrals made, we only have control over retention rates.</p>	<p>Success will be monitored through the use of anonymised case studies due to the specific and sensitive nature of this scheme.</p> <p>We intend to impact each individual's life with social, physical and emotional benefits.</p>	S2, S3 Staying Healthy and Well	1	1	0	1	We have now devised a pre and post questionnaire to be used for care scheme.
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Partner & Local Network (Everyone Active Targeted Programme 5)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Providing active spaces for disability groups	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	<p>Target Groups People with disabilities and additional needs Local disability groups</p> <p>Partners Enrych Memphys NWLDC NWL Inclusive Steering Group Active Together</p>	<p>Work with NWLDC to promote opportunities for local Disability Groups/Schools to use the centre.</p> <p>Provide activity space for inclusive play/sessions</p> <p>Liaise with the local Disability Groups to understand what they require to be active.</p> <p>Member of the NWL Inclusive Steering Group</p>	<p>5% increased utilisation of facility space for disability groups/ 5% increased disability participation against 2019/20 space and usage levels (last non Covid-19 mature year)</p> <p>Previous 1635 accessible users participations (2019/2020) 5% increase, Target 1715</p> <p>2 x new accessible user sessions running per week</p>	<p>In partnership with NWLDC, we have identified a lack of provision within the district for residents with disabilities and additional needs. Providing additional space/activities for this target group will allow them to access physical activity opportunities locally. The burden of having to travel to the city or elsewhere in the county can have a considerable negative effect or mean that they are not able to access sessions.</p>	S1, S2, S5 A,C,D Staying Healthy and Well	Increased Enrych booking by 1 hour per week	Choices for life using sports hall 1 hour per week	2050 accessible user participation	2330 accessible user participation

Providing active spaces for older adults	March 2023	Whitwick & Coalville Leisure Centre	<p>Target Group Older people CORE20PLUS</p> <p>Partners Older people delivery partners (e.g. Age Concern) NWLDC</p>	<p>Work with Local Authority Partners to connect with older people groups.</p> <p>Discounted use for resident groups i.e. Ashby Bridge Club</p> <p>Offer free sports hall / meeting space for organisations supporting older people's mental and physical activity programmes</p> <p>Support the Steady Steps programme with facility space to deliver the classes.</p>	<p>5% increased utilisation of facility space for older people groups against 2019/20 space and usage levels (last non Covid-19 mature year)</p> <p>Previous 37,373 usages for this age group 2019/2020 5% increase, Target 39,009</p>	<p>Older people naturally have a higher risk of illness and ailment. Providing additional space/activities will help increase the weekly activity levels for this demographic supporting postural stability, reducing frailty and living longer in better health.</p> <p>NWLDC has high levels of hip fracture, programmes such as this can positively impact on the rate of hip fracture.</p>	S1, S2, S5 A,C,D Living and Ageing Well	20,895 usages	30,009 usages	40,999 usages	47,350 usages
Providing active spaces for children support groups	March 2023	Whitwick & Coalville Leisure Centre	<p>Target Groups Disadvantaged children and families</p> <p>Partners Sported Save the Children Children and Families Wellbeing Service NWLDC</p>	<p>Work with Local Authority partners to map provision and identify groups providing activities for disadvantaged children and identify gaps.</p>	<p>Identify & understand the need of potential partners. Understand the gaps in provision.</p>	<p>Instilling an active lifestyle into children from a young age will help create a habit for life. This has many benefits, including increasing physical activity levels, benefits physical and mental health and allowing additional socialisation for children.</p>	S1, S2, S5 A,C,D Best Start in Life	Provided room for NW Leics Sport meeting	Additional activity trial session with Manphys	Initial meetings held with REACH Scheme at LCC. Aiming to provide activity for children facing exclusion	

Digi-activity (Everyone Active Targeted Programme 6)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Provide Everyone On Demand (EAD) subscriptions to special support schools	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	<p>Target Groups Children with disabilities and special educational needs.</p> <p>Partners NWLDC NW Sport School Sports Partnership Active Together</p>	Connect with SEN schools which are rural to discuss opportunities around the EAO platform and activities to deliver after school.	1 x new SEN schools accessing the EAO platform Collect baseline data for app usage.	Use this app to give further opportunities to people and schools with disabilities and SEN. Can support this target group to be more physically active. As well as increasing physical activity participation, this app helps to simplify the delivery of physical activity for the school.	S1, S2, S3, S5 A,C,D Best Start in Life	0	0	0	0
Identify opportunities for youth crime prevention	Start date, Aug 2022	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido	<p>Target Groups Children and young people identified as likely to participate in anti-social behaviour.</p> <p>Partners NWLDC Active Together and Charles Booth Centre (Tackling Inequalities Project) People Zone Impact workers / Police</p>	Working with People Zone to explore opportunities for EA to enhance the people zone offer and opportunities in Thringstone and Whitwick.	Identify actions and programmes to be delivered as part of the 'People Zone' project. Review success of what will be a pilot scheme.	Overall outcomes to be defined as part of the People Zone planning process	S1, S2, S3, S5 A,C,D Best Start in Life	In discussions with Y5 & LCC	Set up membership partnership with Y5 as intervention to reoffending.	7 participants still accessing	6 participants now accessing facilities. Looking at personal training/ case study for one YCP user

Children, young people, and families

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicator	Q1	Q2	Q3	Q4
Increase in physical activity participation rates in: CYP (Children & Young People) After School Sports	April 2022 Participation data will be reported monthly via our PMS (Performance Management Review)	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido NWL District	Target Groups Children and Young People CORE2PLUS Partners Primary schools School Sports Partnership / School Games Officer NWDC	EA will offer a varied range of activities and sports to help encourage CYP into activity within our centres and additionally with our partners. We have identified gaps in provision across the district for trampolining and gymnastics. Gymnastics clubs were reporting a 2-year waiting list. Session starting in April 2022. 6 x gymnastics 4 x trampoline 2 x adventure mania	Baseline year = 311,073 usages, this year's target (5% increase) 326,625 usages for this age group	Introducing new activities to our portfolio will help to engage new participants into our centres. Introducing new activities to our portfolio will help to engage new participants into our centres. Starting these new sessions will reduce the waiting lists of local clubs, providing more opportunities for Children and young people to be active.	A, B, C, E S3, S4, S5 Best Start in Life ■	77,837 usages	153,177 usages	245,514 usages	337,453 usages

Hold an Open/Play/Activity day for all activities	16 th April 2022	Whitwick & Coalville Leisure Centre / Hermitage Recreation Grounds (HRG) Ashby Leisure Centre & Lido (including outdoor facilities)	Target Groups Children and Young People Families CORE2PLUS Partners Clubs based within both our facilities and the wider community NWDC	Taster sessions provided in a wide range of activities over 1 day A minimum of 4 x clubs based at each site and 2 x clubs not based at the sites provide taster sessions within the Open Day.	Engage with attendees to understand how likely they are to revisit the centre (and understand their historical use of leisure services) We are encouraging residents who would not normally access a leisure centre to come along, just taking that step to come and have a look can be a massive step to contemplating a healthier lifestyle.	Using this open day/ activity day as an opportunity to celebrate and encourage people into sport and activity. Giving experience of varied activities, that they may otherwise never have the opportunity to try. This will have a positive impact on clubs as they will gain additional exposure, helping them to increase their member base and consequently sustainability of their sport. We are encouraging residents who would not normally access a leisure centre to come along, just taking that step to come and have a look can be a massive step to contemplating a healthier lifestyle.	A, B, E S3, S3, S4, S5 Best Start in Life ■	1	2	1	4
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Club Activ8 Scheme	March 2023	Whitwick & Coalville Leisure Centre Ashby Leisure Centre & Lido NWL District	Target Groups Children and Young People CORE20PLUS Partners Primary schools Upper schools All schools in district School Sports Partnership / School Games Officer NWLDC	Engaging with NW Leicestershire schools to increase weekly activity levels and leisure centre usage. Promoting local clubs and partners	Increase overall scheme usage from 34.5% to 36.2% Increase schools signed up from 34 to 36	Increasing CAB usage will consequently increase junior/adolescent NW Leics resident's activity levels. Having a positive impact on their physical, mental and emotional health. Scheme usage will help encourage children into new activities which they may not have experienced before. Scheme users can engage with further local opportunities such as local clubs and business's	A, B, E S2, S3, S4, S5 Best Start in Life	21%	22.9%	22%	33	34	36	37	<p>Commented [JK1]: Can we have some commentary on what's being done to get this back on track please?</p> <p>Commented [ML2R1]: It is highly unlikely we will achieve our previous recorded numbers for multiple reasons: •Points are now not used to pay for holiday activities (although children gain discounts through our provider) •Points are not used to pay for badminton sessions anymore (although we offer a discounted rate) •Children on our swim scheme get free swimming which has severely reduced the use of points for swimming •I have queries over the report as I don't believe its pulling off all the related info needed to work out the usage %</p>

Improve engagement for people with physical and learning disabilities, mental wellbeing conditions

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Output	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Inclusive play session	Ongoing	Whitwick & Coalville Leisure Centre	Target Group 5-11yr olds with learning disabilities and special educational needs Partners Special Educational Needs (SEN) schools Enrych Memphys NWLDC NWL Inclusive Steering Group	Continue to provide 1 x hour play session for children with disabilities per week for a minimum of 16 x weeks	Average of 20 x people attending per session	To engage this group in physical activity/play sessions to help increase their weekly activity levels. Inclusivity is a key priority, therefore continuing this bespoke session will give opportunity to this target group. We know that there is a lack of inclusive physical activity provision in NWL from mapping and consultation. Currently residents tend to travel to the City or other side of the County to access provisions. Increasing local provision will positively impact both those with disabilities and parents and carers. It will reduce cost, travel time and the pressure that they put on individuals and families	A, B, C, E S2, S4, S5 Best Start in Life Average of 10 x people attending per session	8	10	10	12

<p>This workshoping every contact count (MECC) Healthy Conversations</p> <p>Making Every Contact Count (MECC) is an approach to improving the health of the population. It uses the day to day conversations that people have to encourage and help people to make healthier lifestyle choices. It is a brief or very brief intervention which traditionally focuses on lifestyle issues such as; stopping smoking, being physically active, healthy eating, alcohol intake and mental health as well as housing, employment, social isolation and debt or money advice.</p>	December 2022	Whitwick & Coalville Leisure Centre, Ashby LC	The general population (residents and visitors to North West Leicestershire)	<p>An action in the North West Leicestershire Health and Wellbeing Strategy, this approach is being adopted in North West Leicestershire. Everyone Active will support this approach by nominating a member of staff to complete the "Train the Trainer" qualification.</p>	<p>1 x MECC Trainer</p> <p>Programme of MECC Training developed for EA staff. A minimum of 1 x external training session delivered with NWLDC Officer.</p>	<ul style="list-style-type: none"> Improved access to health and wellbeing advice and services Improvement in morbidity and mortality risk factors Improve health and wellbeing of population reduce inequalities embed prevention and social prescribing 	A, B, C, E S2, S4, S5	0	1	0	0
				<p>This will allow Everyone Active to deliver MECC training to their staff such as Receptionists, Lifeguards and Fitness Instructors. This will give their staff the skills, confidence, and knowledge to encourage healthier lifestyle choices.</p> <p>Once the identified member of staff is qualified as a trainer, they will develop a MECC programme of training for Everyone Active's workforce (rolling out in 2023) and support the District Council to train other organisations within North West Leicestershire.</p>			0	0	0	1	

Support the provision of sustainable community sport

What (Activity Need / Day / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How (Outputs)	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Host NWL Sport and Health Awards	November 2022	Whitwick & Coalville Leisure Centre	NWL Residents Partners School Sports Partnership Local Sports Clubs NWL Sport NWLDC	Working in conjunction with key partners to host a sports and health awards evening to recognise the great sporting, physical activity and health achievements of our wonderful residents, clubs, schools, and volunteers.	Achieve 16 x awards with a minimum of 3 nominations per award. 500 x people attending the event.	<p>Celebrating the sporting achievements of people within our district will help showcase the great success that people achieve through sport, activity and a healthy lifestyle. Furthermore, the celebration event helps to galvanize the district through positive promotion of activity. This celebratory event will act as inspiration to residents of NWL through the heart warming and inspiring stories and achievements. It highlights what is possible, no matter who you are and encourages participation in sport and Physical Activity, and to take steps towards a healthy lifestyle.</p> <p>"Sport can be the glue that keeps communities together and is a persuasive tool in promoting shared interests alongside fostering a keen sense of civic pride. I have seen at first-hand the positive power sport and recreation exert, from children of all backgrounds embracing their heroes at their local community facilities to supporters working together to protect the assets they value." MARCUS JONES MP, 2015.</p> <p>It is also an opportunity to recognise and thank the volunteers who work tirelessly to run clubs and activities, NWL has a very good sporting offer which is down to the volunteers. We will survey schools to ascertain their feedback on the event and if their school children were inspired.</p>	A, B, C, D, E S1, S2, S3, S4, S5 Best Start in Life Staying Healthy and Well Living and Ageing Well	N/A	Awards were decreased to 9 450 attendees	Discussed changes for next awards	

Review and expand the programme of mass participation events run from the Leisure facilities	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre	Swimathons Swimming Galas Public Events	Hosting events across our centres in partnership with local clubs and local, regional, and national organisers.	15 x events held over the year, with an average of 50+ participants per event.	Hosting sporting events/ competitions will help showcase and create traffic for our centres. Additionally, it will encourage people to come to our centres, experience the facilities and consequently return to take part in further sport.	A, B, C, D, E S1, S2, S3, S4, S5 Staying Healthy and Well	15	16	12	10
NWL Sport (previously LSA)	Ongoing	Whitwick & Coalville Leisure Centre Ashby Leisure Centre	Target Groups Local sports clubs Partners School Sports Partnership Active Together NWLD	Understand the wants, needs and challenges facing grassroots sports clubs and where appropriate respond to those needs. Work with clubs to sign up to Club Activ8. Support club workforce development. Support access to facilities. Attend and chair quarterly meetings.	Deliver 2 x user group meetings for each centre.	Playing a key part in NWL Sport will help place our centres in a great position to accommodate local sporting club's needs. The group also allows discussion and formulation of ideas and plans to help reduce barriers to sport and increase activity levels with a collaborative approach.	A, B, C, D, E S1, S2, S3, S4, S5 Best Start in Life Staying Healthy and Well Living and Ageing Well	0	1	0	0

parkrun	July 2022	Whitwick & Coalville Leisure Centre	Partners All schools in district School Sports Partnership / School Games Officer NWLD NWL residents	EA & NWLD Health and Wellbeing Team will explore if the WCLC site is suitable for a junior parkrun.		Identify suitability of the area outside Whitwick and Coalville Leisure Centre to host a junior parkrun. If suitable planning will commence for WCLC to host junior parkrun.	A, B, C, D, E S1, S2, S3, S4, S5 Staying Healthy and Well Best Start in Life				1 meeting with NWLD
Community/ Themed Walks	March 2022	Whitwick & Coalville Leisure Centre	Partners All schools in district School Sports Partnership / School Games Officer NWLD NWL residents	EA to support NWLD with community and themed walks within the district. Promoting the walks as well as helping facilitate them at EA sites (WCLC).	Assist and partner 2x walking events	Use these walks to engage CYP families and NWL residents into activity participation in a friendly, communal non-competitive manner.	A, B, C, D, E S1, S2, S3, S4, S5 Staying Healthy and Well	0	0	1 Supporting CV Cam 'Mega Walk'	1 supported orienteering factor session for schools

